THE INVESTIGATION OF THE FACTORS AFFECTING CUSTOMER LOYALTY IN THE AIRLINE INDUSTRY

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Thesis
entitled

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THE INVESTIGATION OF THE FACTORS AFFECTING CUSTOMER LOYALTY IN THE AIRLINE INDUSTRY

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ABSTRACT

The main objectives of this study are to examine the relationships among service performance, servicescape, perceived value, customer satisfaction and customer loyalty of foreign passengers travel with a full service airlines, and to explore the relationships between demographic factors and selected factors including, service performance, servicescape, perceived value, customer satisfaction, and customer loyalty of foreign passengers travel by full service airlines. The primary data was collected by distributing a self-administered questionnaire based on the systematic sampling technique to 406 foreign passengers travelling by full service airlines at the Suvarnabhumi International Airport. The data was analyzed by t-test, one-way analysis of variance (ANOVA), and correlation analysis.

The findings in this study identified differences in some airline passengers' demographic factors which lead to the differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty. In addition, the strongly positive relationships among service performance, servicescape, perceived value, customer satisfaction and customer loyalty are also revealed in this study.

KEY WORDS: AIRLINE INDUSTRY / DEMOGRAPHIC FACTORS / SERVICE PERFORMANCE / SERVICESCAPE / PERCEIVED VALUE / CUSTOMER SATISFACTION / CUSTOMER LOYALTY

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การศึกษาปัจจัยที่มีผลกระทบต่อความจงรักภักดีของลูกค้าในอุตสาหกรรมสายการบิน
THE INVESTIGATION OF THE FACTORS AFFECTING CUSTOMER LOYALTY IN THE AIRLINE INDUSTRY

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์หลักเพื่อตรวจสอบความสัมพันธ์ระหว่างปัจจัยด้านการทำให้บรรลุผลสำเร็จในการให้บริการ ปัจจัยด้านภูมิทัศน์การบริการ ปัจจัยด้านคุณค่าจากการรับรู้ของผู้บริโภค ปัจจัยด้านความพึงพอใจของลูกค้า และปัจจัยด้านความจงรักภักดีของลูกค้า ของผู้ใช้บริการสายการบิน และเพื่อค้นหาความสัมพันธ์ระหว่างปัจจัยทางประชากรและปัจจัยอื่นๆ ได้แก่ ปัจจัยด้านการทำให้บรรลุผลสำเร็จในการให้บริการ ปัจจัยด้านภูมิทัศน์การบริการ ปัจจัยด้านคุณค่าจากการรับรู้ของผู้บริโภค ปัจจัยด้านความพึงพอใจของลูกค้า และปัจจัยด้านความจงรักภักดีของลูกค้า ของผู้ใช้บริการสายการบิน โดยใช้การเก็บข้อมูลแบบปฐมภูมิ ซึ่งได้จากการแจกแบบสอบถามชนิดที่ผู้ตอบกรอกแบบสอบถามเองให้กับชาวต่างชาติที่ใช้บริการสายการบินระหว่างประเทศที่ให้บริการเต็มรูปแบบในสนามบินสุวรรณภูมิจำนวน 406 คน โดยใช้วิธีการสุ่มตัวอย่างแบบมีระบบ และใช้การทดสอบที, การวิเคราะห์ความแปรปรวนแบบทางเดียว, และการวิเคราะห์สหสัมพันธ์ ในการวิเคราะห์ข้อมูล

ผลจากการศึกษานี้แสดงให้เห็นว่าความแตกต่างของปัจจัยทางประชากรบางปัจจัย จะก่อให้เกิดความแตกต่างให้แก่ปัจจัยอื่นๆ อันได้แก่ ปัจจัยด้านการทำให้บรรลุผลสำเร็จในการให้บริการ ปัจจัยด้านภูมิทัศน์การบริการ ปัจจัยด้านคุณค่าจากการรับรู้ของผู้บริโภค ปัจจัยด้านความพึงพอใจของลูกค้า และปัจจัยด้านความจงรักภักดีของลูกค้า นอกจากนี้การศึกษานี้ยังพบความสัมพันธ์เชิงบวกระหว่างปัจจัยด้านการทำให้บรรลุผลสำเร็จในการให้บริการ ปัจจัยด้านภูมิทัศน์การบริการ ปัจจัยด้านคุณค่าจากการรับรู้ของผู้บริโภค ปัจจัยด้านความพึงพอใจของลูกค้า และปัจจัยด้านความจงรักภักดีของลูกค้า

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CHAPTER I
INTRODUCTION

In the context of the airline industry, the worldwide international and domestic revenue passenger kilometers reached a new high level at 5.2 trillion kilometers in 2011, an increase of 5.9% from 2010 (International Air Transport Association, 2012). Even though this new high in travel was achieved in 2011, the airline industry could generate a profit if only $7.9 billion in 2011, which was a decrease from $15.8 billion in 2010 because of the higher cost of fuel. In addition, fuel costs were the fundamental obstacle for all airlines around the world, which accounted for over 30% of the operating costs of the airlines in 2011 compared to only 13% of the operating costs of the airlines in the last decade (International Air Transport Association, 2012).

For the airline industry in Thailand, 93 airlines carried 37.7 million airline passengers in 2011, which was an increase of 12.4% from 2010. The Thai Airways International was dominant in the Thai airline industry, where Thai Airways International carried 12.4 million international airline passengers with a market share of 32.9% in 2011; moreover, in the domestic market of the Thai airline industry, Thai Airways International is still dominant, carrying 5.2 million airline passengers with a market share of 34.5% in 2011 (Thai Airways International Public Company Limited, 2012).

In the worldwide and Thai airline industry, there are two main characteristics of an airline, which are being full service airlines, or low cost airlines or low cost carriers (LCCs). The full service airlines offer a full-range of services to the airline passengers, while the low cost airlines or low cost carriers (LCCs) offer limited of services at lower prices. Moreover, the data from the Department of Tourism (2013) revealed that over 14.5 million international tourists traveled to Suvarnabhumi International Airport in Thailand in 2012, which is the largest international airport in

Thailand, where these international tourists represented foreign airline passengers travelling to Thailand.

In addition, there are numbers of research related to the airline industry in the context of airline service. The research from Mayr and Zins (2012), for example, revealed that the customer-perceived value consists of various benefits and dimensions. Moreover, passenger satisfaction and repeat purchase are important issues for the airlines and can lead to improvements for the airport and in-flight service of both domestic and foreign airlines (Kaynak and Kucukemiroglu, 1993). Furthermore, demographic factors have also been investigated and shown to play an important role in the airline industry (Gilbert and Wong, 2003), (Kim and Lee, 2011), (Aydin and Yildirim, 2012), and (Aksoy, Atilgan, and Akinci, 2003). Most importantly, the study of customer loyalty was investigated in much of the literature and was also found to be an important factor in various contexts of service, even in the airline industry context (Chang and Chen, 2007).

The aim of this research was to find the factors that have an impact on customer loyalty by collecting primary data from foreign passengers travelling on full service airlines to the Arrival Hall at Suvarnabhumi International Airport. By focusing only on foreign passengers travelling on full service airlines, this would be benefits and gain better understanding on the new findings in this research because those airline passengers experience with the full-range of services and have various points of view from differences in nationalities around the world.

1.1 Statement of the Problem

There has been much research that has focus on customer loyalty in many aspects within the service context. Many of them studied the relationship between customer satisfaction and customer loyalty. According to a study by Bowen and Chen (2001), there are non-linear and asymmetric relationships between customer satisfaction and customer loyalty, which means that a minor change in customer satisfaction would lead to a substantial change in customer loyalty. Moreover, customer satisfaction is the necessary condition for customer loyalty; however, customer satisfaction is not a sufficient condition for customer loyalty (Shoemaker and

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Lewis, 1999). Despite the amount of research on the relationship stated above, only some of them studied the relationship between customer satisfaction and customer loyalty in the context of airline service, and therefore, the investigation of the relationship between customer satisfaction and customer loyalty in this context would provide a clearer and better understanding of this research.

Regarding the independent variables, which are service performance, servicescape, and perceived value, the study of them can be seen in much of the precious literature in the context of service. For the study of service performance, most focused on service performance in the context of the evaluation of the quality of the service; however, few studied the effect of service performance in relation to customer satisfaction or customer loyalty. According to the research of Wakefield and Blodgett (1996), the perceived quality of servicescape plays an important role in determining of the customer satisfaction, and satisfied customers will generate more revenue for the service provider. In addition, satisfied customers will also tend to repatronize the service provider in the future. Even though a great deal of the research studied the idea of servicescape in the hospitality context, it is rare to find particular research that has focused on servicescape in the airline industry context. Further, according to the research of Chang and Wang (2011) and Ryu, Lee, and Kim (2012), the relationships among perceived value, customer satisfaction, and customer loyalty have been studied; however, the study of perceived value in the airline service context still needs further investigation. Furthermore, even though much of the research has focused on service performance, servicescape, and perceived value, it has rarely investigated the relationship between these three independent variables regarding customer satisfaction and customer loyalty, especially in the context of airline service. Consequently, the study of the relationship among service performance, servicescape, and perceived value in relation to customer satisfaction and customer loyalty in the context of airline service will be investigated in this research.

In the context of airline service, demographic factors are included in the present study in order to describe the characteristics of research respondents; that is, airline passengers. Even though the research of Gilbert and Veloutsou (2006), Gilbert and Wong (2003), and Aydin and Yildirim (2012) revealed the relationship between service satisfaction, service dimensions, and firm preferences, respectively, the study

of the relationships between demographic factors and service performance, servicescape, perceived value, customer satisfaction, and customer loyalty is still needed. Therefore, in this research, the relationships between the demographic factors and those variables will be investigated in the context of airline service.

1.2 Research Questions

According to the statement of the problem which has been mentioned, the research questions could be formulated as the following:

1.2.1 What are the relationships between customer satisfaction and selected factors including, service performance, servicescape, and perceived value of foreign passengers travel by full service airlines?

1.2.2 What are the relationships between customer loyalty and selected factors including, service performance, servicescape, and perceived value of foreign passengers travel by full service airlines?

1.2.3 What is the relationship between customer satisfaction and customer loyalty of foreign passengers travel by full service airlines?

1.2.4 Are there any relationships between demographic factors and selected factors including, service performance, servicescape, perceived value, customer satisfaction, and customer loyalty of foreign passengers travel by full service airlines?

1.3 Rationale of Research

This study, entitled "The Investigation of the Factors Affecting Customer Loyalty in the Airline Industry" was conducted to investigate the new findings related to this research topic. The results of this study will benefit both business practitioners and academic researchers. For example, the findings from this study will help business practitioners have a better understanding of the factors that have impacts on customer loyalty in the context of the airline industry; in addition, this will also help them improve their airline service and generate more loyalty from their airline passengers. For academic researchers, the application or conduct of further research based on the

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findings of this research could be implemented in various aspects of related factors; for example, demographic factors, service performance, servicescape, perceived value, customer satisfaction, and customer loyalty.

1.4 Research Objectives

The objectives of this research are specified as follows:

1.4.1 To examine the relationships between customer satisfaction and selected factors, including, service performance, servicescape, and perceived value of foreign passengers travelling on full service airlines.

1.4.2 To examine the relationships between customer loyalty and selected factors, including, service performance, servicescape, and perceived value of foreign passengers travelling on full service airlines.

1.4.3 To examine the relationship between customer satisfaction and customer loyalty of foreign passengers travelling on full service airlines.

1.4.4 To explore the relationships between demographic factors and selected factors, including, service performance, servicescape, perceived value, customer satisfaction, and customer loyalty of foreign passengers travelling on full service airlines.

1.5 Scope and Limitations

1.5.1 Scopes

This research is based on primary data related to demographic factors, service performance, servicescape, perceived value, customer satisfaction, and customer loyalty collected from foreign passengers travelling on full service airlines to Suvarnabhumi International Airport. This study was restricted to a single geographic area—Suvarnabhumi International Airport—which is the largest international airport in Thailand; in addition, according to the Department of Tourism (2013), there were over 14.5 million foreign airline passengers from around the world that arrived in Thailand at this airport in 2012. Moreover, the research framework for this study used

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six sets of variables: (a) demographic factors, including gender, age, education, marital status, occupation, sector, annual household income, continent of residence, travel purpose, previous experience, and travel frequency; (b) service performance, including tangibles, reliability, responsiveness, assurance, and empathy; (c) servicescape, including ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts; (d) perceived value; (e) customer satisfaction; and (f) customer loyalty.

1.5.2 Limitations

The limitation of this research is that it is a cross-sectional study conducted to evaluate foreign passengers travelling on full service airlines to the Arrival Hall at the Suvarnabhumi International Airport, and the primary data were collected only at one time. In addition, the research questionnaire was developed only in the English language. Therefore, some of the foreign national passengers travelling on full service airlines that did not use English as a main language may not have understood the research questions in English, such as some Chinese and Japanese passengers.

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CHAPTER II
LITERATURE REVIEW

2.1 Airlines

According to the global view of the airline industry from the International Air Transport Association, 2012, the airline industry generated a profit of $7.9 billion in 2011, reduced from the $15.8 billion in 2010, with revenues of $598 billion that contributed to 1.3% of the net profit. Fuel costs were the fundamental obstacle for all airlines since they accounted of over 30% of the operating costs compared to 13% from the last decade. Worldwide international and domestic revenue passenger kilometers increased by 5.9% from 2010 to reach a new high level at 5.2 trillion kilometers in 2011. This is evidence of the great rebound from the recession in 2008 and 2009 despite the economic slowdown in many regions of the world. However, the increasing number of air travel passengers may not yield higher profits because of the increases in fuel costs. The rise in oil prices and the economic depression in Europe were the main obstacles for the profitability of airlines in 2012. The world domestic aviation is dominated by U.S. and China, and the U.S. market grew only by 1.3% while the Chinese market grew by almost 11% in 2011.

The airline industry outlook for Thailand from Thai Airways International Public Company Limited, 2012 showed that there were 93 airlines carrying 37.7 million passengers in 2011, which was an increase of 12.4% from 2010. Of the total of international passengers entering or leaving Thailand, Thai Airways International carried 12.4 million of the international passengers, and Thai Airways International had a market share of 32.9% of those international passengers, followed by Thai AirAsia, Cathay Paciic, Emirates, China Airline, and Korean Air for a market share of 6.2%, 3.7%, 3.0%, 2.4% and 2.0% respectively. The number of domestic passengers in Thailand are increasing with the intensive competition for the domestic market, in which there are seven airlines serving the domestic market; Thai Airways International, Bangkok Airways, SGA Airline, Happy Air are full-service airlines, and

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Thai AirAsia, Nok Air, and Orient Thai Airline are low-cost airlines (Thai Airways International Public Company Limited, 2012). The domestic market was dominated by Thai Airways International at 34.5% and served 5.2 million passengers in 2011; and the market share of Thai AirAsia, Nok Air, Bangkok Airways, Orient Thai Airline, SGA Airline, and Happy Air was 24.6%, 19.6%, 14%, 7.1%, 0.1%, and 0.1% respectively in 2011 (Thai Airways International Public Company Limited, 2012).

Even though price plays an important role in the overall judgment of the customer, on-board services including the entire atmosphere are also important. Furthermore, the customers' perceived value in the airline service consists of various benefits and dimensions (Mayr and Zins, 2012). As supported by Kaynak and Kucukemiroglu (1993), the world airline industry is at a rapid transformation stage, and passenger satisfaction and repeat purchase have become an important concern for the airlines. This has generated changes for both domestic and foreign airlines in terms of improving airport and in-flight services. According to a study of the relationships among service quality, satisfaction, and behavioral intentions on the part of the passengers of the three low-cost carriers providing airline service in Thailand, service quality was seen as a significant determinant of customer satisfaction and service quality, and satisfaction influences behavioral intention (word-of-mouth, repurchase intention, and feedback) (Saha and Theingi, 2009). There is a relationship between the level of satisfaction and the feedback to the service provider, where the passengers will provide positive feedback when their expectations are met and will provide negative feedback if their expectations are not met. In addition, the passengers that do not provide any feedback will tend to be silent and switch to other airlines (Saha and Theingi, 2009).

Some domestic airlines found that they are facing slow growth in their domestic markets and try to find a way to expand their service into other regions in the world for the more effective expansion while still retaining their economic potential. In the early 1990s, the U.S. airlines tried to overcome the stagnant domestic markets and the limitation of the existing nation-to-nation agreements that control the international service routes; as a result, those U.S. airlines established code-sharing alliances with foreign airlines (Sultan and Simpson, 2000). As supported by Vander Kraats (2000), the alliance and code sharing have become popular for all sizes of

airlines since the costs which are related to expansion are very difficult to implement while the airline could keep its cost efficient and compete effectively in the various markets by forming alliances with other airlines to strengthen their economic potential. Moreover, the major airline industry competitors try to seek expansion of the market globally or regionally in order to avoid the slow domestic market growth. This provides opportunity for those airlines to explore service expectations and perceptions from the different nationalities of the customers; however, the airlines must take into account and be consistent with the differences in the expectations and perceptions of the different customer nationalities when expanding internationally (Sultan and Simpson, 2000).

The intensive competition in the airline industry provides more intentions from the airlines to control their costs and find new service offerings to differentiate themselves from other airlines. The airlines need to be more competitive and reduce their costs by decreasing their staff and outsource non-core activities (Driver, 1999). The network and scheduled flights are the primary competitive advantage of the airlines, so network rationalization and expansion are the dominant strategies in the competition of the airlines; moreover, some airlines invest in premium services at high price levels, where the airline believes that the believe status, exclusivity, and exceptional service would be demanded (Driver, 1999).

2.2 Services

According to Kotler and Keller (2012), service can be defined as “A service is any act or performance one party can offer to another that is essential intangible and does not result in the ownership of anything.” The production of a service may or may be not tied to a physical product; moreover, the manufacturers, the distributors, and the retailers can differentiate themselves by providing the value-added services and excellent customer service (Kotler and Keller, 2012). Very old definitions of service and the collection of distinctive aspects of a service can be found in Verma, Services Marketing: Text And Cases, 2007. A very old definition of service in the marketing literature from the American Marketing Association is the “activities, benefits, or satisfactions that are offered for sale or provided in the connection with the

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sale of goods," and which there are two types of services associated with this definition: pure service and service provided along with goods (Verma, Services Marketing: Text And Cases, 2007). Furthermore, the distinctive aspects of the previous definitions of service are also showed in Verma, Services Marketing: Text And Cases, 2007, as follows:

- Services are intangible.
- They do not result in ownership of anything.
- Services are activities performed by the provider.
- Customer interaction with the provider is integral to service creation and Consumption.
- Services are actions bought for their ability to create satisfaction.
- Service production may sometimes be tied to goods.

Even though there are many definitions related to services, there are shared common characteristics of services, which are intangibility, inseparability, variability, and perishability.

Regarding the intangibility characteristic, services are intangible offerings in which cannot be touched, smelled, seen, or tasted. The services are activities or performances which are executed by the provider. Moreover, intangibility is the most important characteristic of services since services are characterized by a lack of physicality. Even though intangibility is an important characteristic of services, not all services have the same degree of intangibility (Verma, Services Marketing: Text and Cases, 2012). The service marketers should be capable of transforming intangible services into concrete benefits and well-defined experience (Kotler and Keller, 2012).

Further, regarding the inseparability characteristic, since services are characterized by simultaneous production and consumption, services are produced and consumed at the same time and cannot be separated from the market, which is unlike goods, where production and consumption can be separated by time and place (Verma, Services Marketing: Text and Cases, 2012). The provider is just one part of a service, as the client is often present and the special feature of service marketing is the interaction between provider and client (Kotler and Keller, 2012).

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Regarding the variability characteristic, the service output tends to be variable, which is different from goods. The experience of customers with a service

firm may tend to vary even if this customer buys the same service (Verma, Services Marketing: Text and Cases, 2012). Services are highly variable since the quality of services relies on the person that provides the services, when and where, and to whom. Because of the variability of the services, the service buyers are frequently aware of it and also frequently speak with the other people before they begin to select the service provider (Kotler and Keller, 2012).

With reference to the perishability characteristic, the perishability of services means that the service cannot be stored or have inventories as with goods. When the demand for services exceeds the capacity, the opportunity for the services from this excessive demand is lost. On the other hand, when the supply of services is excessive, this excessive supply cannot be stored for excessive demand at other times. This two mentioned cases will generate the loss of revenue for the service provider (Verma, Services Marketing: Text and Cases, 2012). According to Kotler and Keller (2012), demand or yield management is very important, which can be defined as "the right services must be available to the right customers at the right places at the right time and right prizes to maximize the profitability."

2.2.1 Airline Service

Most airlines faced struggles during the global economic downturn and were forced to cut their costs and services in order to survive. It is important for airlines to find ways to cut costs and also generate more revenue at the same time while still keeping the level of passengers' perception of airline service quality. The airlines could cut costs by finding airline services which could be eliminated but that do not affect the passengers' perception of the airline's service quality (Liou, Yen, and Tzeng, 2010).

For the airlines service industry, the cabin features are the most important elements in the physical environment, which involve temperature, air quality, the comfort of seats, and cleanliness. The results in the study could be concluded that the passengers on foreign airlines have much clearer expectations toward airline services than the passengers on domestic airlines. Moreover, the findings in the study showed significant differences between foreign and domestic airline passenger groups on the

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same flight destinations for the demographic profiles, behavioral characteristics, and understanding of airline service dimensions (Aksoy, Atilgan, and Akinci, 2003).

In a study of Gilbert and Wong (2003), the essential attributes for delivering superior airline service quality were discussed, and according to the conclusion of previous research, these attributes are the following:

- Reliability in maintaining flight schedules and reservation/ ticketing/ in-flight/ ground services
- Reassurance of good safety records
- Convenient flight schedules and non-stop service
- Correct and prompt handling of baggage
- Friendly and helpful employees
- A beneficial frequent flyer program

These essential attributes of airline service quality will be used in the context of this research by exploring the relationship among the Service Performance, Servicescape, Customer Perceived Value, Customer Satisfaction, and Customer Loyalty variables.

2.3 Service Performance

There are numbers of definitions of service performance. According to the previous service literature, service performance can be defined as the consumers' judgment of the overall service (Tih and Ennis, 2006). Moreover, the definition of Oliver, 1997 (cited in Han, Kim, and Hyun, 2011), provides a definition of service performance as "the perceived amount of service attributes outcomes received." These definitions show the same direction—that service performance is the customers' perception of the overall service received.

There are two major streams of research which focus on service performance in the service quality management literature. The first stream is the examination of the linkages among service quality, customer satisfaction, and customer loyalty. The second stream is the seeking to establish the linkage between the specific organizational features (employee attitudes, employee skills and abilities) and service quality (Wang and Horsburgh, 2007).

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According to the previous service literature, service quality can be measured by the use of the SERVQUAL and SERVPERF scales. The SERVQUAL scale was proposed by Parasuraman, Zeithaml, and Berry, 1988, and the SERVPERF scale was proposed by Cronin and Taylor, Measuring Service Quality: A Reexamination and Extension, 1992 (cited in Cronin and Taylor, SERVPERF Versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expections Measurement of Service Quality, 1994). The SERVQUAL scale could determine the relative importance of the five dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) which influence the customers' overall quality perceptions (Parasuraman, Zeithaml, and Berry, 1988). The SERVQUAL scale measures both expectations and performance perceptions, while the SERVPERF scale measures only the performance perceptions because it assumes that the respondents will provide the rating by comparing the performance perceptions and the performance expectation automatically (Carrillat, Jaramillo, and Mulki, 2007).

On the other hand, there are problems with the conceptualization and measurement of the expectation component of the SERVQUAL scale, while the perception component could be defined and measured as the belief of the consumer concerning his or her experience with the service (Jain and Gupta, 2004). According to the service literature of (Elliott, 1994), (Jain and Gupta, 2004), and (Al-allak and Bekhet, 2011), the SERVPERF scale uses only the performance component from the SERVQUAL scale. The SERVPERF scale utilizes the 22 perceived performance items from the SERVQUAL instrument (Elliott, 1994). From the problems in the conceptual basis of the SERVQUAL scale, the SERVPERF scale was proposed by discarding the expectation (E) component and using only the performance (P) component from the SERVQUAL scale, in which the perceived performance scale was comprised of 22 items and the higher perceived performance would imply higher service quality (Jain and Gupta, 2004). The SERVPERF instrument is identical to the SERVQUAL instrument, where the SERVQUAL scale has 44 items (22 items for the expectation of service quality and 22 items for the performance of service quality), while the SERVPERF has only 22 items for actual performance (Al-allak and Bekhet, 2011).

The results from the research of Elliott (1994) revealed that the SERVPERF scale is superior in explaining overall customer satisfaction. Moreover,

the SERVPERF scale performs better in explaining the variance in customer satisfaction and overall service quality, while the SERVQUAL scale performs better in pinpointing the service areas which have a service deficiency; however, service managers tend to be more interested in identifying deficiencies in the service area than in explaining variance. Therefore, the SERVQUAL scale is preferred over the SERVPERF scale for providing diagnostic value and managerial insights for service marketers for strategic decisions (Elliott, 1994). The results from the study of Jain and Gupta (2004) were also in the same direction. The SERVPERF scale was found to have more convergent and discriminant valid explanation of service quality and also explained a greater proportion of variance present in the overall service quality, while the SERVQUAL scale provided a more pragmatic diagnosis of service quality provision than the SERVPERF scale. In relation to time and resource constraints, the SERVQUAL scale could help the manager focus on the service areas which are critically deficient from the viewpoint of the customer and require immediate attention (Jain and Gupta, 2004). The results from Carrillat, Jaramillo, and Mulki (2007) showed that the need to adapt the measure to the context of the study is greater for the use of the SERVQUAL scale than the use of the SERVPERF scale. Practitioners using the SERVQUAL scale for overall service quality diagnostic purposes must spend more effort in modifying the scale for context than the practitioners that use the SERVPERF scale. The results also revealed that the predictive validity of the SERVQUAL and SERVPERF scale regarding overall service quality was higher in non-English speaking countries and the countries which have low levels of individualism.

For real business implications, the SERVPERF scale could provide managers with a summed overall service quality score which could be plotted relative to time and specific consumer subgroups. Moreover, the SERVPERF scale could also help managers by providing a useful tool to measure overall service quality attitudes; however, the managers of the service firms should carefully attempt to derive more specific information from the data derived using the SERVPERF scale for strategic decision making (Cronin and Taylor, SERVPERF Versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expections Measurement of Service Quality, 1994). On the other hand, the SERVQUAL scale has various potential

applications which could be used by a wide range of service and retailing organizations for the purpose of assessing the consumers' expectations and perceptions of service quality. In addition, the SERVQUAL scale could help to pinpoint the areas which require managerial attention and action which will lead to the improvement in service quality (Parasuraman, Zeithaml, and Berry, 1988). Moreover, the SERVQUAL scale is a concise multiple item scale with good reliability and validity, and retailers could use this scale to gain a better understanding of the consumers' service expectations and perceptions, which will result in the improvement of the service. The SERVQUAL instrument has been designed for application across a broad spectrum of services, and the SERVQUAL scale would have the most value when used periodically to track service quality trends and when used in conjunction with other forms of service quality measurements (Parasuraman, Zeithaml, and Berry, 1988). As supported by Jain and Gupta (2004), the SERVPERF scale would be the preferred research instrument when comparisons of service quality across service industries are undertaken, while the SERVQUAL scale would be the preferred research instrument when the research objective is to identify areas related to the service quality shortfalls for the possible intervention by managers because of its superior diagnostic power.

In this study, service performance is defined as the customers' perception of the overall service received, and the SERVPERF scale will be implemented in the measurement of service performance because this scale is designed to measure the customers' perceived performance of the service they received.

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2.4 Servicescape

Servicescape is the term which is used to provide a description of the physical surroundings of the service organization. Servicescape includes exterior and interior design, and ambient conditions such as temperature, noise, and odor. Moreover, servicescape also includes the tangible parts of the service such as business cards, brochures, and other communication material (Reimer and Kuehn, 2005). Servicescape includes everything in the physical presentation to consumers when they counteract service transactions (Hightower and Shariat, 2009). The servicescape literature includes both the micro and macro perspectives of servicescape. The micro perspective implies consideration of the issue's effect on perception at the individual level, while the macro perspective implies consideration of the issue's impact on perception related to socio-cultural influences and aesthetic effects (Lin, 2004).

Moreover, servicescape can be an independent variable since it is part of the environmental stimuli which customers retrieve through their sensory input to define specific meanings or characteristics for specific services. On the other hand, servicescape could be a moderating variable when the relationship between customers' preconceived expectations before they enter the servicescape and the final evaluation of the service is moderated. If the preconceived expectations of the customers are met with the servicescape, they will evaluate the servicescape and the overall service organization more positively than if the preconceived expectations of the customers are not met (Lin, 2004).

Servicescape could be identified according to the three primary dimensions: ambient conditions (temperature, air quality, noise, music, odor, etc.), spatial layout and functionality (layout, equipment, furnishings, etc.), and signs, symbols, and artifacts (signage, personal artifacts, style of décor, etc.) (Bitner, 1992). The ambient condition dimension includes the background characteristics of the environment, which are temperature, lighting, noise, music, and scent (Bitner, 1992). Moreover, ambient factors could be defined as the non-visual and also the background conditions of the service environment, and the elements of the ambient include temperature, music, lighting, and scent (Hightower and Shariat, 2009). Regarding the spatial layout and functionality dimension, spatial layout means the arrangement of the machinery, equipment, and furnishings, their shape, and the spatial relationship among

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them, while functionality means the capabilities of the machinery, equipment, and furnishings to facilitate the performance and achievement of the goals (Bitner, 1992). Moreover, the furnishings in the servicescape could be related to the space with its occupants and could convey the personality of the servicescape through form, line, color, texture, and scale. Furniture placement could convey a sense of the enclosure, define the spatial movement, function as walls, and communicate visible or invisible boundaries (Lin, 2004). Regarding the sign, symbol, and artifact dimension, signs which are displayed on the exterior and interior of a structure are examples of explicit communicators which could be used as labels (name of company, name of department), directional purposes (entrances, exits), and communicating rules of behavior (no smoking, children must be accompanied by an adult). Furthermore, signage could also play an essential role in communicating the company image (Bitner, 1992). There are other environmental objects that provide implicit cues to users regarding the meaning of the place, norms, and expectations of behavior in the place; additionally, the quality of the materials used in the construction, artwork, presence of certificates and photographs on walls, floor coverings, and personal objects displayed in the environment could generate communication of symbolic meaning and also provide an overall aesthetic to the people (Bitner, 1992). Moreover, there is other literature that has mentioned design factors as one of the basic dimensions of servicescape. These design factors include the functional elements, which refer to the layout, comfort, and privacy, and the aesthetic elements, which refer to architecture, color, material, and design (Hightower and Shariat, 2009).

The servicescape plays a vital role in the hospitality industry. When customers receive a service, they will interact first with the servicescape, such as the layout or design of the place, before they interact with the service agents of the service organizations. As supported by Lin (2004), regarding the hotel division of the hospitality industry, the guests will interact with the physical environment or servicescape prior to interacting with the service agents. This servicescape is then an important element that the customers will use to guide their beliefs, attitudes, and expectations toward the service provider with whom they interact. Consequently, it is necessary to identify the desirable customer and employee behaviors and the strategic goals of the organizations in order to design the servicescape (Bitner, 1992).

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Moreover, in order to create a pleasant servicescape for the customers, an understanding of the customers' overall evaluation process must exist, both theoretically and practically (Lin, 2004).

There is some research that shows the significant role of servicescape in relation to the perception of service quality. Servicescape not only provides a cue for the expected service quality but also influences customers' evaluation of the other factors for the determination of the perceived service quality because servicescape affects both directly and indirectly the perception of the service quality, which will lead to the higher overall effect of the servicescape (Reimer and Kuehn, 2005). As supported by Bitner (1992), the people may use their beliefs about the servicescape as an indicator of the service quality, other attributes of the service, and of the people that work in the service organization.

A study of Wakefield and Blodgett (1996) showed that the perceived quality of the servicescape plays an important role in determining the satisfaction of customers. Customer satisfaction will impact positively the length of time that the customers will stay in the facility of the service provider, which means that the customers will spend more money there and will repatronize the service provider in the future. In addition, the perceived servicescape may affect the people in purely physiological ways, where the physical responses may influence whether or not the people will stay in and enjoy a specific environment (Bitner, 1992).

According to the research of Boon Chui, Rahim, Hassan, Musa, Yusof, and Hashim (2010), leisure service consumption involves more than the perception of service quality but the physical surroundings which support tourism activities, which are driven by hedonistic arousal. In addition, servicescape is more important to the evaluation of the customers towards the perceived service quality in hedonic services over than utilitarian services (Reimer and Kuehn, 2005). Moreover, servicescape is vital for customers' behavioral intentions for hedonic purposes (Wakefield and Blodgett, 1996).

Many studies have suggested that the understanding and improvement of the servicescape would lead the service providers to increase their potential to generate more customer satisfaction and perceive quality, which in turn would generate more revenue and profits for the service providers. The careful and creative management of

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the servicescape will enable organization to contribute the achievement of both external marketing goals and internal organization goals, and service marketing managers must be strong advocates for using the servicescape as an element of the organization's strategy (Bitner, 1992). The service providers have to define their target customers before determining the overall design and layout of the servicescape in order to meet the customers' expectations (Lin, 2004). The service providers should develop a unique servicescape that represents and visualizes the intangible competencies and quality of the service providers (Reimer and Kuehn, 2005). In addition, the leisure service operators need to create and maintain an interesting and high-quality servicescape in order to motivate customers to stay for a longer time in order to generate more profits for the leisure service operators; and the managers that focus on the servicescape with the primary service offerings will have a higher possibility of maximizing their profits in the current period and in the long-run (Wakefield and Blodgett, 1996).

In this research, servicescape is the physical surroundings of the service organization, which include the three primary dimensions: the ambient conditions, the spatial layout and functionality, and signs, symbols, and artifacts. In addition, the servicescape in this research focuses on in-flight service since this study was based on the context of airline service.

2.5 Perceived Value

Regarding the definition of perceived value, the perception of the consumers net benefits gain which based on the trade-off between relevant benefits and sacrifices from the purchasing process that's the objective of evaluation from personal recognition (Chang and Wang, 2011). The perceived value of services is the combined assessment of the perception of the consumers towards the benefits and sacrifices, in which the quality and price are included for the various dimensions of the perceived value and in which the original behavioral intentions and customer satisfaction have a role in the overall evaluation (Boksberger and Melsen, 2011). In addition, perceived value is the result of the comparison between cost and benefit (Edward and Sahadev, 2011). Perceived value is the comparison between the

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perceived overall benefits and the perceived costs, in which the customer could only evaluate this comparison (Ryu, Lee, and Kim, 2012). Perceived value is the overall assessment of the consumers regarding the utility of the product or service which relies on the trade-off between perceived benefits and perceived costs (Chen, 2008). All of the concepts of the consumer's perceived value focus the similar ways in which first value is considered as inherent in the use of the product or service, and secondly, it is something that is perceived by the customers and could be determined subjectively. Third, it is a trade-off between what is received by the customers and what they need to give up in order to acquire and use the product or service where this term could be used interchangeably (Chahal and Kumari, 2012). Moreover, consumer perceived value shows a trade-off between the sacrifice and benefit components of the product. The sacrifice component is related to the sacrifice of the consumers' monetary or non-monetary elements such as time, energy, or effort, while the benefit component is related to the benefits of the consumers received in the form of the intrinsic and extrinsic, core and secondary, and service quality and psychological benefits (Chahal and Kumari, 2012).

The study of Chang and Wang (2011) on the impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty in an online shopping environment revealed that when the online shoppers perceived the e-service quality at a high level, they would have high customer perceived value and achieve customer satisfaction and customer loyalty. The study of Ryu, Lee, and Kim (2012) of the impact of the physical environment, food, and service on the customer's perceived value, customer satisfaction, and behavioral intentions showed that the quality of food could be used to predict the customer's perceived value; moreover, the restaurant image is a significant antecedent pf the customer's perceived value. The findings from Ryu, Lee, and Kim (2012) indicated that food quality is the most important factor for the restaurant's image, which will affect the customer's perceived value and will consequently affect the customer's satisfaction and behavioral intention. The study of Wang (2012) on the influence of the perceived value of medical tourism products towards the buying intention of potential customers revealed that perceived medical quality, service quality, and enjoyment influence positively the perceived value, while perceived risk influences the perceived value negatively. Furthermore, perceived value

could be used to determine buying intention (Wang, 2012). The study of Sabiote, Frías, and Castañeda (2012) on the overall perceived value of services purchased online among the English and Spanish people showed that uncertainty avoidance has a moderating role in the overall perceived value of the purchasing process regarding tourism service.

The research from Chang and Wang (2011) and Ryu, Lee, and Kim (2012) indicated the relationship among customer perceived value, customer satisfaction, and customer loyalty. The customers that have high perceived value would exhibit a stronger relationship between customer satisfaction and customer loyalty over customers that have low perceived value (Chang and Wang, 2011). As supported by Ryu, Lee, and Kim (2012), customer perceived value is a significant determinant of customer satisfaction and customer satisfaction is a significant predictor of behavioral intentions. Moreover, the findings of the above authors also reveal the mediating role of perceived value towards customer satisfaction, customer loyalty, or both of them. Customer perceived value has a moderating effect on the relationship between customer satisfaction and customer loyalty (Chang and Wang, 2011). Furthermore, there is a mediating role of customer perceived value towards the relationship between the restaurant image and customer satisfaction. This indicates that customers would use their perceived value, which is affected by the restaurant image in this context, in order to evaluate their satisfaction (Ryu, Lee, and Kim, 2012).

There are certain business implications that can improve the customer's perceived value. The understanding of the factors which influence international tourists' overall perceived value in the purchasing process of the tourism service would help management tailor the service to the different nationalities of the tourists (Sabiote, Frías, and Castañeda, 2012). In order to improve the customer's perceived value, the retailers should increase the benefits to the customers by offering both goods and services with more functional and psychological benefits; additionally, online retailers should decrease the sacrifices of the customers by offering low prices or less complex transaction processes (Chang and Wang, 2011). Regarding the aspect of post-purchase perceived value, the study of Sánchez, Callarisa, Rodríguez, and Moliner (2006) on this topic revealed that price not only plays a role before the purchase but price also plays a fundamental role after the consumption in the valuation

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of the overall experience, and tourism operators must focus more on price since it is the most important of the overall cognitive components.

In this paper, perceived value is defined as the perception of the customers towards the trade-off between the benefits and sacrifices that the customer would receive or give up in the process of acquiring the services. In addition, the term customer's perceived value is included in the definition of perceived value in this paper since they can be defined in similar ways.

2.6 Customer Satisfaction

Definitions of customer satisfaction can be found in previous studies, according to which, satisfaction can be described as an emotional evaluation which reflects the degree to which the consumer believes that the possession and/or use of the service will raise positive feelings (Cronin, Brady, and Hult, 2000). According to Churchill and Suprenant (1982), the definitions of satisfaction could be determined conceptually and operationally. Regarding the conceptual perspective, satisfaction is an outcome of purchase and use which results from the comparison of the buyers between the rewards and costs of a purchase in relation to the anticipated consequences. Regarding the operational perspective, satisfaction is similar to the attitude which could be assessed as the sum of the satisfactions with the various attributes of the product or service. According to prior research, there are at least two different conceptualizations of customer satisfaction: transaction-specific and cumulative (Anderson, Fornell, and Lehmann, 1994). In terms of the transaction-specific perspective, customer satisfaction could be viewed as the post-choice evaluative judgment on particular purchase occasion. From the cumulative perspective, customer satisfaction could be determined as overall evaluation based on the total purchase consumption and experience with good or service over time. Furthermore, based on the study of Gilbert and Veloutsou (2006), customer satisfaction could be derived from the comparison of the customer towards his or her actual experience with the service episode and his or her service expectations.

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There are numbers of research on the measurement of customer satisfaction. The measurement and usage of customer satisfaction on a broad basis rely

on two important questions (Johnson and Fornell, 1991), which are: Can customer satisfaction be compared across individuals? and Can customer satisfaction be compared across product categories and industries? In order to measure customer satisfaction, one needs to anticipate which dimensions or attributes of the product or service that the customers are using for the assessment of the overall quality (Pizam and Ellis, 1999). Moreover, regional and cultural aspects should be taken into account when designing global customer satisfaction measurements and the different languages, level of literacy, interpretations of the constructs and cultural behavior should also be considered when creating a foreign customer satisfaction survey (Pizam and Ellis, 1999).

The research of Liang and Zhang (2012) studied the relationships among interaction orientation, customer satisfaction, and behavioral intention across companies in the hospitality industry and investigated how the level of dining frequency between first-time and frequent diners moderated the relationship between interaction orientation and customer satisfaction/behavioral intentions. The results show that the interaction orientation influences positively the customer's satisfaction regarding first-time diners and frequent diners and that the customer's satisfaction impacts positively the behavioral intentions of first-time diners and frequent diners. Moreover, the result also shows that customer satisfaction has a mediating role between interaction orientation and behavioral intentions.

Regarding the managerial perspective, since customer satisfaction had a mediating role between the interaction orientation and behavioral intentions, the managers of the restaurants could increase their profitability by increasing the behavioral intentions of the customers by ensuring a stronger interaction orientation, according to which the customers will elicit more positive emotions (Liang and Zhang, 2012). According to the practical implications from the study of Söderlund (1998), an airline could increase the loyalty of its customers by putting more effort into increasing its customers' satisfaction, and this may be more effective if the activities aimed to increase the customer satisfaction are targeted at the customers that already have a substantial level of satisfaction.

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In addition, some of the literature has investigated the relationships between customer satisfaction and the other research variables in this study. The study

of Mowen in 1995, (cited in Qu and Wong Yee Ping, 1999), Han, Kim, and Hyun (2011), and Kim, Jeong, Park, Park, Kim, and Kim (2007) revealed that customer satisfaction was influenced by service performance. Moreover, the study of Miles, Miles, and Cannon (2012), Wakefield and Blodgett (1994), and Wakefield and Blodgett (1996) discovered that servicescape had an impact on customer satisfaction. Finally, Chen (2008), Kuo, Wu, and Deng (2009), Ryu, Han, and Kim (2008), and Hume and Mort (2010) found that there was a relationship between perceived value and customer satisfaction.

In this study the definition of customer satisfaction was determined to be the evaluation of an emotion in which the customer feels that the possession and/or use of the service will generate positive feelings.

2.7 Customer Loyalty

Customer loyalty is defined and measured according to different approaches, for example, the attitudinal and behavioral approaches, where customer loyalty can be viewed as the integration of the attitudinal and behavioral perspectives (Chang and Chen, 2007). There are three approaches to loyalty measurement, which are behavioral, attitudinal, and composite measurements (Bowen and Chen, 2001). For the behavioral measurements, the indicators of loyalty are the consistency and repetition in the purchase behavior. However, a repeat purchase does not always guarantee commitment; for example, a guest may stay at a particular hotel for a convenient purpose but when a new hotel opens nearby, the guest may switch to the new hotel since it offers better value (Bowen and Chen, 2001). Regarding the attitudinal measurements, they use attitudinal data to represent the emotional and psychological attachments inherent in the loyalty and they are also concerned with the sense of loyalty and engagement. However, even if the guest has a favorable attitude toward a particular hotel and the guest also recommends this hotel to others, the guest may decide not to stay there on a regular basis because the price of the hotel is too expensive (Bowen and Chen, 2001). Regarding the composite measurements, they combine the first two dimensions of behavioral and attitudinal approaches and measure loyalty with the product preferences of the customers, the propensity of

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brand-switching, the frequency of purchase, the recency of purchase, and the total amount of purchase. Moreover, the use of the composite approach could increase the predictive power of the loyalty and become a valuable tool for understanding customer loyalty across many fields, such as retailing, recreation, upscale hotels, and airlines (Bowen and Chen, 2001). The composite approach is implemented in the study for the measure of customer loyalty and the loyal customers in the study are the customers that hold favorable attitudes towards the company, are committed to repurchasing a product or service, and recommend the product or service to others (Bowen and Chen, 2001). The early marketing studies interpreted customer loyalty in terms of its behavioural aspects, but this single dimensional view was not able to differentiate true loyalty from the spurious loyalty that leads to the need to add the attitudinal aspect to the customer loyalty (Bodet, 2008).

There is a difference between the customer loyalty and customer satisfaction. Customer loyalty is measured by the degree of repurchase and engagement of the customers with the partnership activities between the customers and company, while customer satisfaction measures how the expectations of the customers are met by the transaction between the customers and the company. Even if customer satisfaction is the necessary condition for customer loyalty, customer satisfaction is not a sufficient condition for customer loyalty (Shoemaker and Lewis, 1999).

The study of the relational benefits, switching barriers, and loyalty of the airline customers in Taiwan shows that among the four relational benefits, the confidence benefits, social benefits, and respect benefits have a significantly positive influence on customer loyalty, while special treatment benefits have a significantly negative influence on customer loyalty. Moreover, the switching barriers have been found to have significantly positive influences on customer loyalty. Among the four relational benefits, the respect benefits have the strongest influence on customer loyalty while the confidence benefits have the second highest influence on customer loyalty (Chang and Chen, 2007).

There is the study aims to develop and implement a methodology for hotels in order to identify the attributes that could increase customer loyalty. This research found that there was a non-linear and asymmetric relationship between

customer satisfaction and customer loyalty, in which a minor change in customer satisfaction could lead to a substantial change in customer loyalty; for example, when the customer satisfaction increased to a certain level, the customer loyalty would increase sharply, but when the customer satisfaction decreased to a certain level, the customer loyalty would decrease sharply (Bowen and Chen, 2001). Moreover, the study showed that there was a positive correlation between loyal customers and profitability; for example, the loyal customers would reuse the service from the particular hotel and were also less likely to find a better deal from other hotels (Bowen and Chen, 2001).

Regarding the implications for the real business climate, hotel managers should not only focus on having satisfied customers, but the managers need to have very satisfied customers since a little increase in customer satisfaction could lead to a tremendous increase in the customer loyalty; furthermore, hotel managers could save marketing expenses from the marketing power of very satisfied customers (Bowen and Chen, 2001). From the study, the intangible service components play an important role in explaining perceived value, overall satisfaction, and future loyalty; in addition, the investment in human resources and their quality potential would lead to the efficient improvement in customer loyalty (Zins, 2001). The study shows that moderate and high loyalty customers would seek and wish to have a further relationship with the company but the company needs to do something in exchange for those loyal customers by finding appropriate and tangible ways to maintain the relationship between the customers and the company. In addition, higher two-way communication would be an effective and efficient way to know about the customers that are facing difficulties; therefore, customer loyalty management involves understanding the need for exchanging through recognition and rewards where the engagement in the relationship between the customers and the company exists (McMullan and Gilmore, 2008).

Additionally, some literature discovered relationships between customer loyalty and other research variables in this study. Auh (2005), Liao and Chuang (2004), and Briggs and Grisaffe (2010) revealed a relationship between service performance and customer loyalty. Wakefield and Blodgett (1996), Harris and Ezeh (2008), and R. and A. M. (2013) found that servicescape plays an important role in

customer loyalty. In addition, the empirical results from Chen and Tsai (2008), Lin and Wang (2006), Chen and Hu (2010), and Yang and Peterson (2004) revealed that customer loyalty was influenced by perceived value.

Finally, much of the literature illustrates a relationship between customer satisfaction and customer loyalty. Bowen and Chen (2001), Han and Ryu (2009), Kandampully and Suhartanto (2000), Gallarza and Saura (2006), and Söderlund (1998) revealed a positive relationship between customer satisfaction and customer loyalty.

In this study, customer loyalty was measured through behavioral, attitudinal, and composite approaches, in which the loyal customers those that are committed to consistency and repetition in the purchase, hold a favorable attitude towards the company, and recommend the product or service to others.

2.8 Demographic Factors

There is evidence of the implementation of demographic factors from the various service literatures. The study of Gilbert and Veloutsou (2006) to identify service satisfaction measures which could be used across the various industries revealed that there were significant differences in the demographic characteristics (age, gender, education, and ethnicity/race) among the respondents in all six industries (banking and finance, retail, government, grocery stores, hospitality/sports, and restaurants). Furthermore, from the study of Gilbert and Veloutsou (2006), there is some evidence that indicates that service satisfaction may vary as a result of the biographical characteristics of the customers.

Following the study of Liang and Zhang (2012) and Ryu, Lee, and Kim (2012), the demographic factors such as age, gender, education, marital status, employment, income, and ethnic background were included in the assessment for this study. Moreover, the demographic factors also play an important role in the context of airline service. According to the study of Gilbert and Wong (2003), not all service dimensions are equally important to all airline passengers because of the differences in the demographics, purpose of travelling, and ethnic background. According to the research on customer satisfaction using low cost carriers of (Kim and Lee, 2011), most

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of the respondents have previous experience travelling using low cost carriers services between one to five times and a major portion of the respondents use low cost carrier services for the reason of tourism.

In the study of Aydin and Yildirim (2012), the passengers were classified according to gender, age, marital status, education, income, travel purpose, travel frequency, and fight counts. The result from the research indicates that there was no significant relationship between the demographics and airline firm preferences; however, there were some limitations in this research—the small sample size and the short implementation time.

The research of Wongkit and McKercher (2013) examined the motivation of medical tourists who sought treatment in Thailand. The results from the study show that there were no statistical differences in the demographic profile for age, education level, or income among dedicated medical tourists, hesitant medical tourists, holidaying medical tourists, or opportunistic medical tourist; however, differences were found regarding gender and the continent of residence in their demographic profile.

In the research of Aksoy, Atilgan, and Akinci (2003), the respondents were classified into sex, age, education, occupation, sector, location of domicile, travel purpose, and travel frequency. The results reveal that there were differences between the proportions of foreign and domestic airline groups. The results indicated that the passengers that travelled on foreign airlines were more likely to be male, older, and have higher educational levels when compared to the passengers that travelled on a domestic airline. Moreover, the managers preferred foreign airlines while the self-employed persons, workers, and students preferred domestic airlines. The passengers on the foreign airlines used airline travelling largely for business purposes, while the passengers on the domestic airline used airline travelling for visits and education; in addition, the passengers on the foreign airlines travelled more frequently than the passengers on the domestic airlines.

Moreover, the results also revealed that the female passengers were generally younger and less-frequent flyers than the male passengers and the female passengers used air travelling largely for visiting family, friends, and relatives. Most of the male passengers who preferred foreign airlines used air travelling for business

purposes, only some proportion of the male passengers that preferred the domestic airlines used air travelling for business reasons (Aksoy, Atilgan, and Akinci, 2003).

The research from Aksoy, Atilgan, and Akinci (2003) also indicated that the increase in the age of the airline passengers for both domestic and foreign airlines would decrease the frequency of airline use. Moreover, the frequent flyers (once or twice a month) were found to use the airline travelling for business purposes, while the majority of airline travelers for vacation and education used the airline for travelling within the last three and six months. In addition, most of the airline passengers that used the airline for business purposes had an educational level of at least a university (or bachelor) degree and were in the 31 – 40 and 41 – 50 age groups, while the younger airline passengers (under 30 years old) and less-educated airline passengers (high school and below) tended to use their airline travelling for vacations and visits (Aksoy, Atilgan, and Akinci, 2003).

In addition, much of the literature discusses the differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to the differences in airline passengers' demographic factors. Snipes, Thomson, and Oswald (2006), Keaveney and Parthasarathy (2001), Park, Cho, and Rao (2012), Lee and Cunningham (2001), Yeh (2012), Han, Kim, and Hyun (2011), and Hassan, Hawas, and Ahmed (2013) discussed for example the differences in service performance according to the differences in airline passengers' demographic factors. The study of Hwang (2007), Schmidt and Sapsford (1995), van Heerden, Botha, and Durieux (2009), Weaver and Oh (1993), as cited in Hilliard and Baloglu (2008), Grove and Fisk (1997), Bitner (1992), as cited in Rowley and Slack (1999), and Siu, Wan, and Dong (2012) discussed the differences in servicescape according to the differences in the demographic factors of airline passengers. Kwun (2011), Al-Sabbahy, Ekinci, and Riley (2004), Petrick and Backman (2002), Meyer-Waarden (2013), Chen and Chen (2010), Chen and Tsai (2007), and Chen (2008) discussed the differences in perceived value according to the some of the differences in airline passengers' demographic factors. Moreover, the study of Namasivayam and Mattila (2007), Faullant, Matzler, and Füller (2008), Shankar, Smith, and Rangaswamy (2003), Khudair and Raza (2013), Choi, Lee, Kim, and Lee (2005), and Jamal and Naser (2002) discussed the differences in customer satisfaction according to some of

the differences in airline passengers' demographic factors. Finally, Patterson (2007), Leung, Li, and Au (1998), Ndubisi (2006), Mechinda, Serirat, and Gulid (2009), Caruana (2002), Skogland and Siguaw (2004), and Shankar, Smith, and Rangaswamy (2003) discussed the differences in customer loyalty according to some of the differences in airline passengers' demographic factors.

In this study, the demographic factors included gender, age, education, marital status, occupation, sector, annual household income, continent of residence, travel purpose, previous experience, and travel frequency.

Table 2.1 Development of the items in the literature review according to the various references

Service Performance Items	References
Tangibles	
1. This airline has up-to-date equipment.	Parasuraman, Zeithaml, and Berry (1988)
2. This airline's physical facilities are virtually appealing.	Parasuraman, Zeithaml, and Berry (1988)
3. This airline's employees are well dressed and appear neat.	Parasuraman, Zeithaml, and Berry (1988)
4. The appearance of physical facilities of this airline is in keeping with the type of services provided.	Parasuraman, Zeithaml, and Berry (1988)
Reliability	
5. When this airline promises to do something by a certain time, it does so.	Parasuraman, Zeithaml, and Berry (1988)
6. When you have problems, this airline is sympathetic and reassuring.	Parasuraman, Zeithaml, and Berry (1988)
7. This airline is dependable.	Parasuraman, Zeithaml, and Berry (1988)
8. This airline provides its service at the time it promises to do so.	Parasuraman, Zeithaml, and Berry (1988)
9. This airline keeps its record accurately.	Parasuraman, Zeithaml, and Berry (1988)

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Table 2.1 Development of the items in the literature review according to the various references (Continued)

Service Performance Items	References
Responsiveness 10. This airline tells customers exactly when services will be performed.	Parasuraman, Zeithaml, and Berry (1988)
11. You receive prompt service from this airline's employees.	Parasuraman, Zeithaml, and Berry (1988)
12. Employees of this airline are always willing to help customers.	Parasuraman, Zeithaml, and Berry (1988)
13. Employees of this airline are not too busy to respond to customers' requests promptly.	Parasuraman, Zeithaml, and Berry (1988)
Assurance 14. You can trust employees of this airline.	Parasuraman, Zeithaml, and Berry (1988)
15. You feel safe in your transactions with this airline's employees.	Parasuraman, Zeithaml, and Berry (1988)
16. Employees of this airline are polite.	Parasuraman, Zeithaml, and Berry (1988)
17. Employees get adequate support from this airline to do their jobs well.	Parasuraman, Zeithaml, and Berry (1988)
Empathy 18. This airline gives you individual attention.	Parasuraman, Zeithaml, and Berry (1988)
19. Employees of this airline give you personal attention.	Parasuraman, Zeithaml, and Berry (1988)
20. Employees of this airline know what your needs are.	Parasuraman, Zeithaml, and Berry (1988)
21. This airline has your best interests at heart.	Parasuraman, Zeithaml, and Berry (1988)
22. This airline has operating hours convenient to all its customers.	Parasuraman, Zeithaml, and Berry (1988)

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Table 2.1 Development of the items in the literature review according to the various references (Continued)

Servicescape (In-Flight Service) Items	References
Ambient Conditions 1. The odor is pleasant.	Bitner (1992), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
2. The noise level is acceptable.	Bitner (1992), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
3. The physical facilities are clean.	Reimer and Kuehn (2005) and Hightower and Shariat (2009)
4. Room temperature is pleasant.	Bitner (1992), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
5. Background music is pleasant.	Bitner (1992), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
6. The lighting is comfortable.	Bitner (1992), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
Spatial Layout and Functionality 7. The physical facilities are comfortable.	Bitner (1992) and Hightower and Shariat (2009)
8. The interior layout is pleasing.	Bitner (1992), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
9. The architecture is attractive.	Lin (2004), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
10. The colors of the physical facilities and the interior are pleasant.	Lin (2004), Reimer and Kuehn (2005), and Hightower and Shariat (2009)
Signs, Symbols, and Artifacts 11. The signs used (i.e. enter, exit) are helpful to you.	Bitner (1992) and Hightower and Shariat (2009)
12. Brochures and other communication materials are visually appealing.	Bitner (1992) and Reimer and Kuehn (2005),
13. The materials used inside are pleasing and of high quality.	Bitner (1992) and Hightower and Shariat (2009)
14. The style of the interior accessories is fashionable.	Bitner (1992) and Hightower and Shariat (2009)

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Table 2.1 Development of the items in the literature review according to the various references (Continued)

Perceived Value Items	**References**
1. Comparing what you pay to the airline service you receive, you think your airline provides you good value.	Edward and Sahadev (2011) and Ryu, Lee, and Kim (2012)
2. This airline's service is a better value for money.	Edward and Sahadev (2011)
3. The airline charges a reasonable price for the service it provides.	Edward and Sahadev (2011)
4. This airline provides you great value as compared to others.	Ryu, Lee, and Kim (2012)
5. The service experience was worth the money.	Ryu, Lee, and Kim (2012)
6. Considering what you pay for this airline, you believe that this airline offers sufficient services.	Chen (2008)
7. The price of this airline is reasonable.	Chen (2008)
Customer Satisfaction Items	**References**
1. Your choice to purchase the service from this airline was a wise one.	Liang and Zhang (2012)
2. You think that you did the right thing when you purchased the service from this airline.	Liang and Zhang (2012)
3. This airline's facility is exactly what is needed for the service of this airline.	Liang and Zhang (2012)
4. You have really enjoyed the flying experience with this airline.	Cronin, Brady, and Hult (2000)
5. You are pleased to fly with this airline.	Cronin, Brady, and Hult (2000)
6. Overall, you are satisfied with the flying experience with this airline.	Cronin, Brady, and Hult (2000)
Customer Loyalty Items	**References**
1. You say positive things about this airline to others.	Chang and Chen (2007)
2. You recommend this airline to others.	Chang and Chen (2007)
3. You will continue patronizing this airline.	Chang and Chen (2007)
4. There is the likelihood that you will recommend this airline to a friend.	Bodet (2008)
5. If you had to fly again, you would choose the same airline.	Bodet (2008)

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Table 2.1 Development of the items in the literature review according to the various references (Continued)

Demographic Factors Items	References
Gender	
Male	Kim and Lee (2011), Liang and Zhang (2012), and Gilbert and Wong (2003)
Female	Kim and Lee (2011), Liang and Zhang (2012), and Gilbert and Wong (2003)
Age	
< 20	Aksoy, Atilgan, and Akinci (2003)
20 - 30	Aksoy, Atilgan, and Akinci (2003)
31 - 40	Aksoy, Atilgan, and Akinci (2003)
41 - 50	Aksoy, Atilgan, and Akinci (2003)
51 - 60	Aksoy, Atilgan, and Akinci (2003)
> 60	Aksoy, Atilgan, and Akinci (2003)
Education	
Primary school	Aksoy, Atilgan, and Akinci (2003)
Secondary school	Aksoy, Atilgan, and Akinci (2003)
High school or equivalent	Aksoy, Atilgan, and Akinci (2003)
University	Aksoy, Atilgan, and Akinci (2003)
Masters	Aksoy, Atilgan, and Akinci (2003)
Doctorate and above	Aksoy, Atilgan, and Akinci (2003)
Marital Status	
Married	Aydin and Yildirim (2012)
Single	Aydin and Yildirim (2012)
Occupation	
Manager	Aksoy, Atilgan, and Akinci (2003)
Self employed/own business	Aksoy, Atilgan, and Akinci (2003)
Worker	Aksoy, Atilgan, and Akinci (2003)
Student	Aksoy, Atilgan, and Akinci (2003)
Engineer	Aksoy, Atilgan, and Akinci (2003)
Academic/teacher	Aksoy, Atilgan, and Akinci (2003)
Professional (doctor etc.)	Aksoy, Atilgan, and Akinci (2003)
Salesman	Aksoy, Atilgan, and Akinci (2003)
Other	Aksoy, Atilgan, and Akinci (2003)

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Table 2.1 Development of the items in the literature review according to the various references (Continued)

Demographic Factors Items (Continued)	References
Sector	
Manufacturing	Aksoy, Atilgan, and Akinci (2003)
Health care	Aksoy, Atilgan, and Akinci (2003)
Education/research	Aksoy, Atilgan, and Akinci (2003)
Construction/building	Aksoy, Atilgan, and Akinci (2003)
Banking/finance/insurance	Aksoy, Atilgan, and Akinci (2003)
Information technology	Aksoy, Atilgan, and Akinci (2003)
Retailing	Aksoy, Atilgan, and Akinci (2003)
Public sector	Aksoy, Atilgan, and Akinci (2003)
Tourism	Aksoy, Atilgan, and Akinci (2003)
Mass media/press	Aksoy, Atilgan, and Akinci (2003)
Other	Aksoy, Atilgan, and Akinci (2003)
Annual Household Income (U.S. Dollars)	
Below 30,000	Wongkit and McKercher (2013)
30,000 - 59,999	Wongkit and McKercher (2013)
60,000 - 99,999	Wongkit and McKercher (2013)
100,000 - 159,999	Wongkit and McKercher (2013)
160,000 - 199,999	Wongkit and McKercher (2013)
200,000 and above	Wongkit and McKercher (2013)
Continent of Residence	
North America	Wongkit and McKercher (2013)
Europe	Wongkit and McKercher (2013)
Oceania	Wongkit and McKercher (2013)
Asia	Wongkit and McKercher (2013)
Other	Wongkit and McKercher (2013)

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Table 2.1 Development of the items in the literature review according to the various references (Continued)

Demographic Factors Items (Continued)	References
Travel Purpose	
Business	Aksoy, Atilgan, and Akinci (2003), Gilbert and Wong (2003), and Kim and Lee (2011)
Visit	Aksoy, Atilgan, and Akinci (2003) and Gilbert and Wong (2003)
Vacation	Aksoy, Atilgan, and Akinci (2003), Gilbert and Wong (2003), and Kim and Lee (2011)
Education	Aksoy, Atilgan, and Akinci (2003),
Other	Aksoy, Atilgan, and Akinci (2003), Gilbert and Wong (2003), and Kim and Lee (2011)
Previous Experience	
1-5 flights	Kim and Lee (2011)
6-10 flights	Kim and Lee (2011)
11-15 flights	Kim and Lee (2011)
16-20 flights	Kim and Lee (2011)
21 flights more	Kim and Lee (2011)
Travel Frequency	
Couple of times a month	Aksoy, Atilgan, and Akinci (2003)
Once a month	Aksoy, Atilgan, and Akinci (2003)
Once in three months	Aksoy, Atilgan, and Akinci (2003)
Once in six months	Aksoy, Atilgan, and Akinci (2003)
Once a year	Aksoy, Atilgan, and Akinci (2003)
Fewer than once a year	Aksoy, Atilgan, and Akinci (2003)

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2.9 Research Hypotheses

In this research, the following hypotheses were used:

H1: There are differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to different demographic factors.

H1.1: There is a difference in service performance according to different demographic factors.

H1.2: There is a difference in servicescape according to different demographic factors.

H1.3: There is a difference in perceived value according to different demographic factors.

H1.4: There is a difference in customer satisfaction according to different demographic factors.

H1.5: There is a difference in customer loyalty according to different demographic factors.

H2: There is a relationship between service performance and customer satisfaction.

H3: There is a relationship between service performance and customer loyalty.

H4: There is a relationship between servicescape and customer satisfaction

H5: There is a relationship between servicescape and customer loyalty.

H6: There is a relationship between perceived value and customer satisfaction.

H7: There is a relationship between perceived value and customer loyalty.

H8: There is a relationship between customer satisfaction and customer loyalty.

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2.10 Conceptual Framework

In this research, the conceptual framework was initiated with a set of six variables: (a) demographic factors, (b) service performance, (c) servicescape, (d) perceived value, (e) customer satisfaction, and (f) customer loyalty, as shown in Figure 2.1.

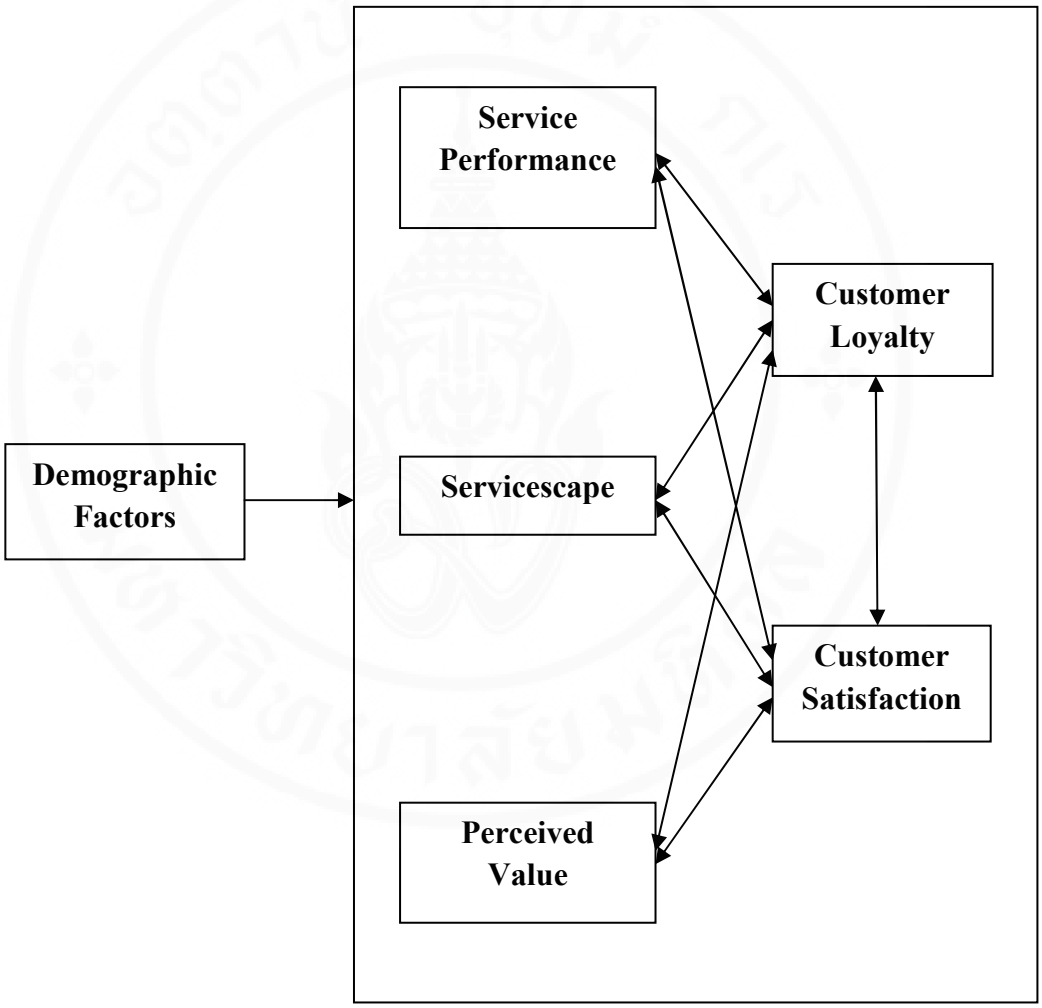

Figure 2.1 The conceptual framework of this research

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CHAPTER III
RESEARCH METHODOLOGY

In this chapter, of the research methodology is described to answer the research questions in this study. In addition, the sample determination, survey procedure, the time frame, pretesting, and data analysis are provided for the research methodology's demonstration.

3.1 Sample Determination

In this research, the sample size was implemented based on the systematic sampling technique. Yamane's Equation of Sample Size Determination was used to calculate the sample size (Yamane, 1967) as the following:

$$n = \frac{N}{1 + Ne^2}$$

where n = The size of the sample

$\mathbf{N}$ = The size of the target population

e = The allowable error of the sampling

(e is equal to 0.05 in this research.)

According to the data from the Department of Tourism (2013), the number of foreign tourists that travelled to Suvarnabhumi International Airport in 2012 was 14,555,693. Therefore, the sample size in this research was the following:

$$n = \frac{14{,}555{,}693}{1 + (14{,}555{,}693)(0.05)^2}$$

$$n = 399.9890 \approx 400$$

Consequently, the sample size was 400 in order to achieve the objectives of this research.

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3.2 Survey Procedure

A self-administered questionnaire was used to collect the primary data to answer the research questions in this study. The questionnaire in this research was composed of two main parts; the Factors Related to the Research Variables was the first part and Airline Passengers' Demographic Factors was the second part. Furthermore, four hundred and six questionnaires were distributed based on the systematic sampling technique to collect the primary data from the foreign passengers travelling on full service airlines to Arrival Hall at Suvarnabhumi International Airport.

3.3 The Time Frame

The approximate time frame of this research is shown as the following:

Review of the literature	1 month
Preparation of the questionnaires	1 month
Collection of the data	1 month
Analysis of the data	2 months
Creation of the report	1 month

3.4 Pretesting

In this research, the pretesting was conducted for the evaluation of the validity of the variables; in addition, the pretesting also helped to provide the determination of the time requirements for collecting the questionnaires and gaining an understanding of the respondents and their opinions for the improvement of the questionnaire for this research.

3.5 Data Analysis

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In this research, the statistical analysis of the data was conducted by implementing the SPSS program, which was essential for the analysis of the data.

Moreover, a t-Test, one-way analysis of variance (ANOVA), and correlation analysis were used for testing the differences and relationships among the variables.

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CHAPTER IV
RESULTS

4.1 Descriptive Statistics

Table 4.1: Descriptive Statistics of Airline Passengers' Demographic Factors

Gender	**Number**	**Percent**
Male	272	67.66
Female	130	32.34
(n = 402, Missing Value = 4)		
Age	**Number**	**Percent**
< 20	8	1.98
20 - 30	113	27.90
31 - 40	88	21.73
41 - 50	87	21.48
51 - 60	65	16.05
> 60	44	10.86
(n = 405, Missing Value = 1)		
Education	**Number**	**Percent**
Primary school	2	0.52
Secondary school	32	8.25
High school or equivalent	76	19.59
University	166	42.78
Masters	80	20.62
Doctorate and above	32	8.24
(n = 388, Missing Value = 18)		

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Table 4.1: Descriptive Statistics of Airline Passengers' Demographic Factors (Continued)

Marital Status	Number	Percent
Married	200	49.88
Single	201	50.12
(n = 401, Missing Value = 5)		
Occupation	**Number**	**Percent**
Manager	130	32.66
Self employed/own business	48	12.06
Worker	39	9.80
Student	21	5.28
Engineer	37	9.30
Academic/teacher	18	4.52
Professional (doctor etc.)	50	12.56
Salesman	8	2.01
Other	47	11.81
(n = 398, Missing Value = 8)		
Sector	**Number**	**Percent**
Manufacturing	61	15.60
Health care	38	9.72
Education/research	34	8.70
Construction/building	30	7.67
Banking/finance/insurance	27	6.91
Information technology	28	7.16
Retailing	21	5.37
Public sector	32	8.18
Tourism	23	5.88
Mass media/press	13	3.32
Other	84	21.49
(n = 391, Missing Value = 15)		

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Table 4.1: Descriptive Statistics of Airline Passengers' Demographic Factors (Continued)

Annual Household Income (U.S. Dollars)	**Number**	**Percent**
Below 30,000	39	10.05
30,000 - 59,999	72	18.56
60,000 - 99,999	99	25.52
100,000 - 159,999	79	20.36
160,000 - 199,999	44	11.34
200,000 and above	55	14.17
(n = 388, Missing Value = 18)		
Continent of Residence	**Number**	**Percent**
North America	28	6.98
Europe	183	45.64
Oceania	117	29.18
Asia	65	16.21
Other	8	1.99
(n = 401, Missing Value = 5)		
Travel Purpose	**Number**	**Percent**
Business	128	32.90
Visit	40	10.28
Vacation	201	51.67
Education	7	1.80
Other	13	3.35
(n = 389, Missing Value = 17)		

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Table 4.1: Descriptive Statistics of Airline Passengers' Demographic Factors (Continued)

Previous Experience	Number	Percent
1-5 flights	65	16.05
6-10 flights	43	10.62
11-15 flights	29	7.16
16-20 flights	14	3.46
21 flights more	254	62.71
(n = 405, Missing Value = 1)		
Travel Frequency	**Number**	**Percent**
Couple of times a month	115	28.54
Once a month	56	13.90
Once in three months	97	24.07
Once in six months	77	19.11
Once a year	44	10.92
Fewer than once a year	14	3.46
(n = 403, Missing Value = 3)		

Table 4.1 illustrates the descriptive statistics for various demographic factors. The sample group was composed of 272 males (67.66%) and 130 females (32.34%). Regarding the age of airline passengers, 8 airline passengers (1.98%) have the age below 20 years old; 113 airline passengers (27.90%) have the age between 20 and 30 years old; 88 airline passengers (21.73%)have the age between 31 and 40 years old; 87 airline passengers (21.48%)have the age between 41 and 50 years old; 65 airline passengers (16.05%)have the age between 51 and 60 years old;and44 airline passengers (10.86%)have the age above 60 years old. Regarding the education of airline passengers, 2 airline passengers (0.52%) have an education level of primary school; 32 airline passengers (8.25%) have an education level of secondary school; 76airline passengers (19.59%) have an education level of high school or equivalent; 166 airline passengers (42.78%) have an education level of university; 80 airline passengers (20.62%) have an education level of master's degree; and 32 airline

passengers (8.24%) have an education level of doctoral degree and above. Regarding the marital status of airline passengers, 200 airline passengers are married (49.88%) and 201 airline passengers are single (50.12%). Regarding the occupation of airline passengers, 130 airline passengers are manager (32.66%); 48 airline passengers are self-employed or have their own business (12.06%); 39 airline passengers are worker (9.80%); 21 airline passengers are student (5.28%); 37 airline passengers are engineer (9.30%); 18 airline passengers work in academic institution or are teacher (4.52%); 50 airline passengers are professional (doctor etc.) (12.56%); 8 airline passengers are salesman (2.01%); and 47 airline passengers work in other occupations (11.81%). Regarding the sector of airline passengers, 61 airline passengers are in manufacturing (15.60%); 38 airline passengers are in healthcare (9.72%); 34 airline passengers are in education or research (8.70%); 30 airline passengers are in construction or building (7.67%); 27 airline passengers are in banking, finance, or insurance (6.91%); 28 airline passengers are in information technology (7.16%); 21 airline passengers are in retailing (5.37%); 32 airline passengers are in public sector (8.18%); 23 airline passengers are in tourism (5.88%); 13 airline passengers are in mass media or press (3.32%); and 84 airline passengers are in other sectors (21.49%). Regarding the annual household income (U.S. dollars) of airline passengers, 39 airline passengers have the annual household income level below 30,000 (U.S. dollars) (10.05%); 72 airline passengers have the annual household income level between 30,000 and 59,999 (U.S. dollars) (18.56%); 99 airline passengers have the annual household income level between 60,000 and 99,999 (U.S. dollars) (25.52%); 79 airline passengers have the annual household income level between 100,000 and 159,999 (U.S. dollars) (20.36%); 44 airline passengers have the annual household income level between 160,000 and 199,999 (U.S. dollars) (11.34%); and 55 airline passengers have the annual household income level above 200,000 (U.S. dollars) (14.17%). Regarding the continent of residence of airline passengers, 28 airline passengers live in North America (6.98%); 183 airline passengers live in Europe (45.64%); 117 airline passengers live in Oceania (29.18%); 65 airline passengers live in Asia (16.21%); and 8 airline passengers live in other continents which are Africa and South America (1.99%). Regarding, the travel purpose of airline passengers, 128 airline passengers have the business purpose (32.90%); 40 airline passengers have the visiting purpose (10.28%); 201 airline

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passengers have the vacation purpose (51.67%); 7 airline passengers have the education purpose (1.80%); and 13 airline passengers have the other purposes (3.35%). Regarding the previous experience of airline passengers, 65 airline passengers have the previous experience between 1 to 5 flights (16.05%); 43 airline passengers have the previous experience between 6 to 10 flights (10.62%); 29 airline passengers have the previous experience between 11 to 15 flights (7.16%); 14 airline passengers have the previous experience between 16 to 20 flights (3.46%); and 254 airline passengers have the previous experience for 21 flights or more (62.71%). Finally for the travel frequency of airline passengers, 115 airline passengers have the travel frequency for couple of times a month (28.54%); 56 airline passengers have the travel frequency for once a month (13.90%); 97 airline passengers have the travel frequency for once in three months (24.07%); 77 airline passengers have the travel frequency for once in six months (19.11%); 44 airline passengers have the travel frequency for once a year (10.92%); and 14 airline passengers have the travel frequency fewer than once a year (3.46%).

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Table 4.2: Descriptive Statistics of Service Performance

Service Performance	Mean
Tangibles This airline has up-to-date equipment. (n = 406, Missing Value = 0)	5.65
This airline's physical facilities are virtually appealing. (n = 404, Missing Value = 2)	5.49
This airline's employees are well dressed and appear neat. (n = 406, Missing Value = 0)	6.08
The appearance of physical facilities of this airline is in keeping with the type of services provided. (n = 406, Missing Value = 0)	5.77
Reliability When this airline promises to do something by a certain time, it does so. (n = 406, Missing Value = 0)	5.62
When you have problems, this airline is sympathetic and reassuring. (n = 395, Missing Value = 11)	5.51
This airline is dependable. (n = 401, Missing Value = 5)	5.69
This airline provides its service at the time it promises to do so. (n = 403, Missing Value = 3)	5.71
This airline keeps its record accurately. (n = 395, Missing Value = 11)	5.65
Responsiveness This airline tells customers exactly when services will be performed. (n = 401, Missing Value = 5)	5.61
You receive prompt service from this airline's employees. (n = 405, Missing Value = 1)	5.81
Employees of this airline are always willing to help customers. (n = 401, Missing Value = 5)	5.96
Employees of this airline are not too busy to respond to customers' requests promptly. (n = 400, Missing Value = 6)	5.73

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Table 4.2: Descriptive Statistics of Service Performance (Continued)

Service Performance	Mean
Assurance You can trust employees of this airline. (n = 405, Missing Value = 1)	5.86
You feel safe in your transactions with this airline's employees. (n = 406, Missing Value = 0)	6.09
Employees of this airline are polite. (n = 403, Missing Value = 3)	6.12
Employees get adequate support from this airline to do their jobs well. (n = 394, Missing Value = 12)	5.77
Empathy This airline gives you individual attention. (n = 404, Missing Value = 2)	5.56
Employees of this airline give you personal attention. (n = 405, Missing Value = 1)	5.59
Employees of this airline know what your needs are. (n = 404, Missing Value = 2)	5.37
This airline has your best interests at heart. (n = 402, Missing Value = 4)	5.50
This airline has operating hours convenient to all its customers. (n = 404, Missing Value = 2)	5.64

Table 4.2 illustrates the descriptive statistics of service performance in which the score is weighted from 1 to 7 (1 = Strongly Disagree and 7 = Strongly Agree). From Table 4.2, the first three highest means can be ranked as follows: "Employees of this airline are polite." (Mean = 6.12), "You feel safe in your transactions with this airline's employees." (Mean = 6.09), and "This airline's employees are well dressed and appear neat." (Mean = 6.08).

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Table 4.3: Descriptive Statistics of Servicescape

Servicescape	Mean
Ambient Conditions	
The odor is pleasant. (n = 406, Missing Value = 0)	5.54
The noise level is acceptable. (n = 406, Missing Value = 0)	5.42
The physical facilities are clean. (n = 405, Missing Value = 1)	5.72
Room temperature is pleasant. (n = 405, Missing Value = 1)	5.32
Background music is pleasant. (n = 400, Missing Value = 6)	5.28
The lighting is comfortable. (n = 404, Missing Value = 2)	5.63
Spatial Layout and Functionality	
The physical facilities are comfortable. (n = 404, Missing Value = 2)	5.44
The interior layout is pleasing.(n = 405, Missing Value = 1)	5.44
The architecture is attractive. (n = 403, Missing Value = 3)	5.36
The colors of the physical facilities and the interior are pleasant. (n = 405, Missing Value = 1)	5.42
Signs, Symbols, and Artifacts	
The signs used (i.e. enter, exit) are helpful to you. (n = 405, Missing Value = 1)	5.81
Brochures and other communication materials are visually appealing. (n = 399, Missing Value = 7)	5.47
The materials used inside are pleasing and of high quality. (n = 403, Missing Value = 3)	5.44
The style of the interior accessories is fashionable. (n = 404, Missing Value = 2)	5.28

Table 4.3 shows the descriptive statistics of servicescape in which the score is weighted from 1 to 7 (1 = Strongly Disagree and 7 = Strongly Agree). From Table 4.3, the first three highest means can be ranked as follows: “The signs used (i.e. enter, exit) are helpful to you.” (Mean = 5.81), “The physical facilities are clean.” (Mean = 5.72), and “The lighting is comfortable.” (Mean = 5.63).

Table 4.4: Descriptive Statistics of Perceived Value

Perceived Value	Mean
Comparing what you pay to the airline service you receive, you think your airline provides you good value. (n = 404, Missing Value = 2)	5.51
This airline's service is a better value for money. (n = 406, Missing Value = 0)	5.35
The airline charges a reasonable price for the service it provides. (n = 402, Missing Value = 4)	5.36
This airline provides you great value as compared to others. (n = 402, Missing Value = 4)	5.29
The service experience was worth the money. (n = 399, Missing Value = 7)	5.43
Considering what you pay for this airline, you believe that this airline offers sufficient services. (n = 404, Missing Value = 2)	5.51
The price of this airline is reasonable. (n = 396, Missing Value = 10)	5.39

Table 4.4 demonstrates the descriptive statistics of perceived value in which the score is weighted from 1 to 7 (1 = Strongly Disagree and 7 = Strongly Agree). From Table 4.4, the first three highest means can be ranked as follows: "Considering what you pay for this airline, you believe that this airline offers sufficient services." (Mean = 5.51), "Comparing what you pay to the airline service you receive, you think your airline provides you good value." (Mean = 5.51), and "The service experience was worth the money." (Mean = 5.43).

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Table 4.5: Descriptive Statistics of Customer Satisfaction

Customer Satisfaction	Mean
Your choice to purchase the service from this airline was a wise one. (n = 403, Missing Value = 3)	5.68
You think that you did the right thing when you purchased the service from this airline. (n = 405, Missing Value = 1)	5.75
This airline's facility is exactly what is needed for the service of this airline. (n = 403, Missing Value = 3)	5.63
You have really enjoyed the flying experience with this airline. (n = 404, Missing Value = 2)	5.60
You are pleased to fly with this airline. (n = 400, Missing Value = 6)	5.78
Overall, you are satisfied with the flying experience with this airline. (n = 404, Missing Value = 2)	5.84

Table 4.5 describes the descriptive statistics of customer satisfaction in which the score is weighted from 1 to 7 (1 = Strongly Disagree and 7 = Strongly Agree). From Table 4.5, the first three highest means can be ranked as follows: "Overall, you are satisfied with the flying experience with this airline." (Mean = 5.84), "You are pleased to fly with this airline." (Mean = 5.78), and "You think that you did the right thing when you purchased the service from this airline." (Mean = 5.75).

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Table 4.6: Descriptive Statistics of Customer Loyalty

Customer Loyalty	Mean
You say positive things about this airline to others. (n = 406, Missing Value = 0)	5.76
You recommend this airline to others. (n = 405, Missing Value = 1)	5.74
You will continue patronizing this airline. (n = 398, Missing Value = 8)	5.68
There is the likelihood that you will recommend this airline to a friend. (n = 405, Missing Value = 1)	5.73
If you had to fly again, you would choose the same airline. (n = 405, Missing Value = 1)	5.75

Table 4.6 provides the descriptive statistics of customer loyalty in which the score is weighted from 1 to 7 (1 = Strongly Disagree and 7 = Strongly Agree). From Table 4.6, the first three highest means can be ranked as follows: “You say positive things about this airline to others.” (Mean = 5.76), “If you had to fly again, you would choose the same airline.” (Mean = 5.75), and “You recommend this airline to others.” (Mean = 5.74).

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4.2 Gender and Research Variables

Table 4.7: Group Statistics and t-Test for Service Performance and Gender

Service Performance	Gender	N	Mean	Std. Deviation	t-Test for Equality of Means	
					t	Sig. (2-tailed)
Tangibles This airline's employees are well dressed and appear neat.	Male	272	5.96	1.223	-2.680	.008
	Female	130	6.29	.984		
The appearance of physical facilities of this airline is in keeping with the type of services provided.	Male	272	5.66	1.167	-2.644	.009
	Female	130	5.98	1.007		
Reliability This airline keeps its record accurately.	Male	265	5.54	1.180	-2.518	.012
	Female	126	5.85	1.036		
Responsiveness Employees of this airline are not too busy to respond to customers' requests promptly.	Male	268	5.60	1.330	-2.810	.005
	Female	128	5.97	1.143		
Assurance Employees get adequate support from this airline to do their jobs well.	Male	266	5.65	1.298	-2.888	.004
	Female	124	6.02	1.097		

Group Statistics and t-Test for service performance and gender are shown in Table 4.7 and there are some service performance items which can be observed that gender plays an important role in determining the service performance at the 95% confidence interval. For tangibles aspect, the item "This airline's employees are well dressed and appear neat." shows that the female airline passengers have the higher mean (Mean = 6.29) for the higher influence on service performance than the male airline passengers (Mean = 5.96) and the item "The appearance of physical facilities of this airline is in keeping with the type of services provided." shows that the female airline passengers have the higher mean (Mean = 5.98) for the higher influence on service performance than the male airline passengers (Mean = 5.66). For the reliability aspect, for the item "This airline keeps its record accurately." shows that the female airline passengers have the higher mean (Mean = 5.85) for the higher influence on service performance than the male airline passengers (Mean = 5.54). For the

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responsiveness aspect, for the item "Employees of this airline are not too busy to respond to customers' requests promptly." shows that the female airline passengers have the higher mean (Mean = 5.97) for the higher influence on service performance than the male airline passengers (Mean = 5.60). For the assurance aspect, for the item "Employees get adequate support from this airline to do their jobs well." shows that the female airline passengers have the higher mean (Mean = 6.02) for the higher influence on service performance than the male airline passengers (Mean = 5.65). Finally, there is no evidence to support the mean differences between male and female airline passengers on other service performance items.

Table 4.8: Group Statistics and t-Test for Servicescape and Gender

Servicescape	Gender	N	Mean	Std. Deviation	t-Test for Equality of Means	
					t	Sig. (2-tailed)
Spatial Layout and Functionality The physical facilities are comfortable.	Male	271	5.35	1.185	-2.154	.032
	Female	129	5.62	1.187		
The colors of the physical facilities and the interior are pleasant.	Male	272	5.32	1.279	-2.079	.038
	Female	129	5.60	1.176		

Group Statistics and t-Test for servicescape and gender are shown in Table 4.8 and there are some servicescape items which can be observed that gender plays an important role in determining the servicescape at the 95% confidence interval. For, spatial layout and functionality aspect, the item "The physical facilities are comfortable." shows that the female airline passengers have the higher mean (Mean = 5.62) for the higher influence on servicescape than the male airline passengers (Mean = 5.35) and the item "The colors of the physical facilities and the interior are pleasant." shows that the female airline passengers have the higher mean (Mean = 5.60) for the higher influence on servicescape than the male airline passengers (Mean = 5.32). Finally, there is no evidence to support the mean differences between male and female airline passengers on other servicescape items.

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Table 4.9: Group Statistics and t-Test for Perceived Value and Gender

Perceived Value	Gender	N	Mean	Std. Deviation	t-Test for Equality of Means	
					t	Sig. (2-tailed)
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	Male	271	5.41	1.223	-2.095	.037
	Female	130	5.68	1.195		
The price of this airline is reasonable.	Male	265	5.27	1.231	-2.769	.006
	Female	127	5.64	1.251		

Group Statistics and t-Test for perceived value and gender are shown in Table 4.9 and there are some perceived value items which can be observed that gender plays an important role in determining the perceived value at the 95% confidence interval. The item "Comparing what you pay to the airline service you receive, you think your airline provides you good value." shows that the female airline passengers have the higher mean (Mean = 5.68) for the higher influence on perceived value than the male airline passengers (Mean = 5.41) and the item "The price of this airline is reasonable." shows that the female airline passengers have the higher mean (Mean = 5.64) for the higher influence on perceived value than the male airline passengers (Mean = 5.27). Finally, there is no evidence to support the mean differences between male and female airline passengers on other perceived value items.

Table 4.10: Group Statistics and t-Test for Customer Satisfaction and Gender

Customer Satisfaction	Gender	N	Mean	Std. Deviation	t-Test for Equality of Means	
					t	Sig. (2-tailed)
You think that you did the right thing when you purchased the service from this airline.	Male	271	5.65	1.101	-2.277	.023
	Female	130	5.92	1.132		

Group Statistics and t-Test for customer satisfaction and gender are shown in Table 4.10 and there is some customer satisfaction item which can be observed that gender plays an important role in determining the customer satisfaction at the 95% confidence interval. The item "You think that you did the right thing when you

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purchased the service from this airline." shows that the female airline passengers have the higher mean (Mean = 5.92) for the higher influence on customer satisfaction than the male airline passengers (Mean = 5.65) Finally, there is no evidence to support the mean differences between male and female airline passengers on other customer satisfaction items.

The Result of Group Statistics and t-Test for Customer Loyalty and Gender

For the Group Statistics and t-Test for customer loyalty and gender, there are no any customer loyalty items show that the gender plays an important role in determining the customer loyalty at the 95% confidence interval.

4.3 Marital Status and Research Variables

Table 4.11: Group Statistics and t-Test for Service Performance and Marital Status

Service Performance	Gender	N	Mean	Std. Deviation	t-Test for Equality of Means	
					t	Sig. (2-tailed)
Empathy This airline gives you individual attention.	Married	198	5.67	1.191	2.090	.037
	Single	201	5.43	1.138		
Employees of this airline give you personal attention.	Married	199	5.71	1.161	2.117	.035
	Single	201	5.45	1.253		

Group Statistics and t-Test for service performance and marital status are shown in Table 4.11 and there are some service performance items which can be observed that marital status plays an important role in determining the service performance at the 95% confidence interval. For empathy aspect, the item "This airline gives you individual attention." shows that the married airline passengers have the higher mean (Mean = 5.67) for the higher influence on service performance than the single airline passengers (Mean = 5.43) and the item "Employees of this airline give you personal attention." shows that the married airline passengers have the higher

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mean (Mean = 5.71) for the higher influence on service performance than the single airline passengers (Mean = 5.45).Finally, there is no evidence to support the mean differences between married and single airline passengers on other service performance items.

The Result from Group Statistics and t-Test for Servicescape and Marital Status

For the Group Statistics and t-Test for servicescape and marital status, there are no any servicescape items show that the marital status plays an important role in determining the servicescape at the 95% confidence interval.

The Result from Group Statistics and t-Test for Perceived Value and Marital Status

For the Group Statistics and t-Test for perceived value and marital status, there are no any perceived value items show that the marital status plays an important role in determining the perceived value at the 95% confidence interval.

The Result from Group Statistics and t-Test for Customer Satisfaction and Marital Status

For the Group Statistics and t-Test for customer satisfaction and marital status, there are no any customer satisfaction items show that the marital status plays an important role in determining the customer satisfaction at the 95% confidence interval.

The Result from Group Statistics and t-Test for Customer Loyalty and Marital Status

For the Group Statistics and t-Test for customer loyalty and marital status, there are no any customer loyalty items show that the marital status plays an important role in determining the customer loyalty at the 95% confidence interval.

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4.4 Age and Research Variables

Table 4.12: ANOVA for Service Performance and Age

ANOVA		
Service Performance and Age	**F**	**Sig.**
Reliability When you have problems, this airline is sympathetic and reassuring.	2.735	.019
This airline provides its service at the time it promises to do so.	2.618	.024
This airline keeps its record accurately.	2.508	.030
Responsiveness You receive prompt service from this airline's employees.	3.949	.002
Employees of this airline are always willing to help customers.	2.539	.028

*Significant at the 0.05 level

Table 4.12 provides the analysis of one-way analysis of variance (ANOVA) on service performance by age of airline passengers. The results show that there are 5 items have the statistically significant difference for service performance by age of airline passengers which are "When you have problems, this airline is sympathetic and reassuring." (p=0.019); "This airline provides its service at the time it promises to do so."(p=0.024); "This airline keeps its record accurately."(p=0.030); "You receive prompt service from this airline's employees." (p=0.002); and "Employees of this airline are always willing to help customers." (p=0.028).

Table 4.13: Post Hoc Tests for Service Performance and Age

Post Hoc Tests Multiple Comparisons (Bonferroni)							
Service Performance	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Responsiveness You receive prompt service from this airline's employees.	> 60	41 - 50	.859*	.217	.001	.22	1.50
Employees of this airline are always willing to help customers.	> 60	41 - 50	.720*	.213	.012	.09	1.35

*The mean difference is significant at the 0.05 level.

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From table 4.13, the further analysis by the post hoc test reveals that for the item “You receive prompt service from this airline’s employees.” and “Employees of this airline are always willing to help customers.”, the airline passengers who have age over 60 years old have the higher means for the higher influence on service performance than the airline passengers who have age between 41 and 50 years old.

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Table 4.14: Descriptive for Service Performance and Age

Descriptive				
		N	Mean	Std. Deviation
Reliability When you have problems, this airline is sympathetic and reassuring.	< 20	7	5.86	.900
	20 - 30	108	5.66	1.232
	31 - 40	85	5.62	1.244
	41 - 50	87	5.14	1.331
	51 - 60	65	5.37	1.353
	> 60	42	5.83	1.188
This airline provides its service at the time it promises to do so.	< 20	8	6.50	.756
	20 - 30	111	5.81	1.195
	31 - 40	88	5.70	1.214
	41 - 50	86	5.35	1.335
	51 - 60	65	5.77	1.086
	> 60	44	5.91	1.254
This airline keeps its record accurately.	< 20	7	6.29	.756
	20 - 30	113	5.76	1.080
	31 - 40	86	5.70	1.075
	41 - 50	85	5.29	1.213
	51 - 60	60	5.67	1.174
	> 60	43	5.79	1.186
Responsiveness You receive prompt service from this airline's employees.	< 20	8	6.25	.707
	20 - 30	113	5.90	1.118
	31 - 40	88	5.72	1.203
	41 - 50	87	5.41	1.402
	51 - 60	64	5.92	1.117
	> 60	44	6.27	.845
Employees of this airline are always willing to help customers.	< 20	8	6.25	1.165
	20 - 30	111	5.98	1.160
	31 - 40	87	5.99	1.136
	41 - 50	87	5.64	1.338
	51 - 60	63	6.00	1.092
	> 60	44	6.36	.750

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Table 4.14 shows the means about service performance item “When you have problems, this airline is sympathetic and reassuring.” as 5.86 for the airline passengers who have age below 20 years old, 5.66 for the airline passengers who have age between 20 and 30 years old, 5.62 for the airline passengers who have age between 31 and 40 years old, 5.14 for the airline passengers who have age between 41 and 50 years old, 5.37 for the airline passengers who have age between 51 and 60 years old, and 5.83 for the airline passengers who have age over 60 years old.

The means about service performance item “This airline provides its service at the time it promises to do so.” as 6.50 for the airline passengers who have age below 20 years old, 5.81 for the airline passengers who have age between 20 and 30 years old, 5.70 for the airline passengers who have age between 31 and 40 years old, 5.35 for the airline passengers who have age between 41 and 50 years old, 5.77 for the airline passengers who have age between 51 and 60 years old, and 5.91 for the airline passengers who have age over 60 years old.

The means about service performance item “This airline keeps its record accurately.” as 6.29 for the airline passengers who have age below 20 years old, 5.76 for the airline passengers who have age between 20 and 30 years old, 5.70 for the airline passengers who have age between 31 and 40 years old, 5.29 for the airline passengers who have age between 41 and 50 years old, 5.67 for the airline passengers who have age between 51 and 60 years old, and 5.79 for the airline passengers who have age over 60 years old.

The means about service performance item “You receive prompt service from this airline’s employees.” as 6.25 for the airline passengers who have age below 20 years old, 5.90 for the airline passengers who have age between 20 and 30 years old, 5.72 for the airline passengers who have age between 31 and 40 years old, 5.41 for the airline passengers who have age between 41 and 50 years old, 5.92 for the airline passengers who have age between 51 and 60 years old, and 6.27 for the airline passengers who have age over 60 years old.

Finally, the means about service performance item “Employees of this airline are always willing to help customers.” as 6.25for the airline passengers who have age below 20 years old, 5.98 for the airline passengers who have age between 20 and 30 years old, 5.99 for the airline passengers who have age between 31 and 40

years old, 5.64 for the airline passengers who have age between 41 and 50 years old, 6.00 for the airline passengers who have age between 51 and 60 years old, and 6.36 for the airline passengers who have age over 60 years old.

Table 4.15: ANOVA for Servicescape and Age

ANOVA		
Servicescape and Age	**F**	**Sig.**
Spatial Layout and Functionality The physical facilities are comfortable.	2.256	.048
The colors of the physical facilities and the interior are pleasant.	2.916	.013
Signs, Symbols, and Artifacts The materials used inside are pleasing and of high quality.	2.260	.048
The style of the interior accessories is fashionable.	2.403	.036

*Significant at the 0.05 level

Table 4.15 provides the analysis of one-way analysis of variance (ANOVA) on servicescape by age of airline passengers. The results reveal that there are 4 items have the statistically significant difference for servicescape by age of airline passengers which are “The physical facilities are comfortable.” (p=0.048); “The colors of the physical facilities and the interior are pleasant.” (p=0.013); “The materials used inside are pleasing and of high quality.” (p=0.048); and “The style of the interior accessories is fashionable.” (p=0.036).

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Table 4.16: Post Hoc Tests for Servicescape and Age

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Servicescape	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Spatial Layout and Functionality The colors of the physical facilities and the interior are pleasant.	20 - 30	41 - 50	.536*	.177	.039	.01	1.06
	> 60	41 - 50	.722*	.231	.029	.04	1.40
Signs, Symbols, and Artifacts The style of the interior accessories is fashionable.	> 60	41 - 50	.738*	.239	.032	.03	1.44

*The mean difference is significant at the 0.05 level.

From table 4.16, the further analysis by the post hoc test reveals that for the item “The colors of the physical facilities and the interior are pleasant.” and “The style of the interior accessories is fashionable.”, the airline passengers who have age over 60 years old have the higher means for the higher influence on servicescape than the airline passengers who have age between 41 and 50 years old.

Moreover, the further analysis by the post hoc test also shows that for the item “The colors of the physical facilities and the interior are pleasant.”, the airline passengers who have age between 20 and 30 years old have the higher mean for the higher influence on servicescape than the airline passengers who have age between 41 and 50 years old.

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Table 4.17: Descriptive for Servicescape and Age

Descriptive				
		N	Mean	Std. Deviation
Spatial Layout and Functionality The physical facilities are comfortable.	< 20	8	5.13	1.458
	20 - 30	112	5.55	1.081
	31 - 40	88	5.56	1.123
	41 - 50	87	5.25	1.331
	51 - 60	65	5.15	1.265
	> 60	43	5.74	1.049
The colors of the physical facilities and the interior are pleasant.	< 20	8	5.38	1.302
	20 - 30	113	5.63	1.112
	31 - 40	88	5.35	1.305
	41 - 50	87	5.09	1.369
	51 - 60	65	5.29	1.271
	> 60	43	5.81	1.075
Signs, Symbols, and Artifacts The materials used inside are pleasing and of high quality.	< 20	8	5.13	1.126
	20 - 30	111	5.55	1.189
	31 - 40	88	5.32	1.237
	41 - 50	87	5.25	1.222
	51 - 60	64	5.39	1.048
	> 60	44	5.89	1.017
The style of the interior accessories is fashionable.	< 20	8	4.63	.744
	20 - 30	113	5.35	1.308
	31 - 40	88	5.24	1.330
	41 - 50	86	5.01	1.402
	51 - 60	64	5.30	1.191
	> 60	44	5.75	1.123

Table 4.17 shows the means about servicescape item “The physical facilities are comfortable.” as 5.13 for the airline passengers who have age below 20 years old, 5.55 for the airline passengers who have age between 20 and 30 years old, 5.56 for the airline passengers who have age between 31 and 40 years old, 5.25 for the airline passengers who have age between 41 and 50 years old, 5.15 for the airline

passengers who have age between 51 and 60 years old, and 5.74 for the airline passengers who have age over 60 years old.

The means about servicescape item “The colors of the physical facilities and the interior are pleasant.” as 5.38 for the airline passengers who have age below 20 years old, 5.63 for the airline passengers who have age between 20 and 30 years old, 5.35 for the airline passengers who have age between 31 and 40 years old, 5.09 for the airline passengers who have age between 41 and 50 years old, 5.29 for the airline passengers who have age between 51 and 60 years old, and 5.81 for the airline passengers who have age over 60 years old.

The means about servicescape item “The materials used inside are pleasing and of high quality.” as 5.13for the airline passengers who have age below 20 years old, 5.55 for the airline passengers who have age between 20 and 30 years old, 5.32 for the airline passengers who have age between 31 and 40 years old, 5.25 for the airline passengers who have age between 41 and 50 years old, 5.39 for the airline passengers who have age between 51 and 60 years old, and 5.89 for the airline passengers who have age over 60 years old.

Finally, the means about servicescape item “The style of the interior accessories is fashionable.” as4.63 for the airline passengers who have age below 20 years old, 5.35 for the airline passengers who have age between 20 and 30 years old, 5.24 for the airline passengers who have age between 31 and 40 years old, 5.01 for the airline passengers who have age between 41 and 50 years old, 5.30 for the airline passengers who have age between 51 and 60 years old, and 5.75 for the airline passengers who have age over 60 years old.

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Table 4.18: ANOVA for Perceived Value and Age

ANOVA		
Perceived Value and Age	**F**	**Sig.**
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	2.992	.012
This airline's service is a better value for money.	3.393	.005
The airline charges a reasonable price for the service it provides.	2.738	.019
The service experience was worth the money.	2.942	.013
Considering what you pay for this airline, you believe that this airline offers sufficient services.	2.259	.048
The price of this airline is reasonable.	2.547	.028

*Significant at the 0.05 level

Table 4.18 provides the analysis of one-way analysis of variance (ANOVA) on perceived value by age of airline passengers. The results show that there are 6 items have the statistically significant difference for perceived value by age of airline passengers which are "Comparing what you pay to the airline service you receive, you think your airline provides you good value." (p=0.012); "This airline's service is a better value for money." (p=0.005); "The airline charges a reasonable price for the service it provides." (p=0.019); "The service experience was worth the money." (p=0.013); "Considering what you pay for this airline, you believe that this airline offers sufficient services." (p=0.048); and "The price of this airline is reasonable." (p=0.028).

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Table 4.19: Post Hoc Tests for Perceived Value and Age

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Perceived Value	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	> 60	41 - 50	.791*	.224	.007	.13	1.45
This airline's service is a better value for money.	> 60	41 - 50	.886*	.224	.001	.23	1.55
The airline charges a reasonable price for the service it provides.	> 60	41 - 50	.727*	.232	.028	.04	1.41
The service experience was worth the money.	> 60	41 - 50	.737*	.236	.028	.04	1.43
The price of this airline is reasonable.	20 - 30	41 - 50	.548*	.178	.033	.02	1.07

*The mean difference is significant at the 0.05 level.

From table 4.19, the further analysis by the post hoc test shows that for the item "Comparing what you pay to the airline service you receive, you think your airline provides you good value."; "This airline's service is a better value for money."; "The airline charges a reasonable price for the service it provides."; and "The service experience was worth the money.", the airline passengers who have age over 60 years old have the higher means for the higher influence on perceived value than the airline passengers who have age between 41 and 50 years old.

Furthermore, the further analysis by the post hoc test also reveals that for the item "The price of this airline is reasonable.", the airline passengers who have age between 20 and 30 years old have the higher mean for the higher influence on perceived value than the airline passengers who have age between 41 and 50 years old.

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Table 4.20: Descriptive for Perceived Value and Age

Descriptive				
		N	Mean	Std. Deviation
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	< 20	8	5.88	1.246
	20 - 30	113	5.61	1.129
	31 - 40	88	5.51	1.203
	41 - 50	86	5.16	1.318
	51 - 60	65	5.42	1.223
	> 60	43	5.95	1.090
This airline's service is a better value for money.	< 20	8	5.38	1.408
	20 - 30	113	5.45	1.142
	31 - 40	88	5.28	1.193
	41 - 50	87	5.00	1.303
	51 - 60	65	5.34	1.290
	> 60	44	5.89	1.061
The airline charges a reasonable price for the service it provides.	< 20	8	5.75	1.035
	20 - 30	113	5.51	1.158
	31 - 40	86	5.33	1.222
	41 - 50	87	5.01	1.253
	51 - 60	65	5.29	1.400
	> 60	42	5.74	1.170
The service experience was worth the money.	< 20	8	6.00	1.069
	20 - 30	112	5.58	1.220
	31 - 40	84	5.43	1.245
	41 - 50	86	5.06	1.314
	51 - 60	64	5.31	1.457
	> 60	44	5.80	1.091
Considering what you pay for this airline, you believe that this airline offers sufficient services.	< 20	8	5.88	.991
	20 - 30	113	5.67	1.106
	31 - 40	87	5.47	1.129
	41 - 50	86	5.21	1.228
	51 - 60	65	5.43	1.425
	> 60	44	5.80	1.069

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Table 4.20: Descriptive for Perceived Value and Age (Continued)

Descriptive				
		N	Mean	Std. Deviation
The price of this airline is reasonable.	< 20	8	5.63	1.188
	20 - 30	112	5.57	1.160
	31 - 40	86	5.35	1.206
	41 - 50	84	5.02	1.308
	51 - 60	63	5.38	1.337
	> 60	42	5.69	1.158

Table 4.20 shows the means about perceived value item "Comparing what you pay to the airline service you receive, you think your airline provides you good value." as 5.88 for the airline passengers who have age below 20 years old, 5.61 for the airline passengers who have age between 20 and 30 years old, 5.51 for the airline passengers who have age between 31 and 40 years old, 5.16 for the airline passengers who have age between 41 and 50 years old, 5.42 for the airline passengers who have age between 51 and 60 years old, and 5.95 for the airline passengers who have age over 60 years old.

The means about perceived value item "This airline's service is a better value for money." as 5.38 for the airline passengers who have age below 20 years old, 5.45 for the airline passengers who have age between 20 and 30 years old, 5.28 for the airline passengers who have age between 31 and 40 years old, 5.00 for the airline passengers who have age between 41 and 50 years old, 5.34 for the airline passengers who have age between 51 and 60 years old, and 5.89 for the airline passengers who have age over 60 years old.

The means about perceived value item "The airline charges a reasonable price for the service it provides." as 5.75 for the airline passengers who have age below 20 years old,5.51 for the airline passengers who have age between 20 and 30 years old, 5.33 for the airline passengers who have age between 31 and 40 years old, 5.01 for the airline passengers who have age between 41 and 50 years old, 5.29 for the airline passengers who have age between 51 and 60 years old, and 5.74 for the airline passengers who have age over 60 years old.

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The means about perceived value item “The service experience was worth the money.” as 6.00 for the airline passengers who have age below 20 years old, 5.58 for the airline passengers who have age between 20 and 30 years old, 5.43 for the airline passengers who have age between 31 and 40 years old, 5.06 for the airline passengers who have age between 41 and 50 years old, 5.31 for the airline passengers who have age between 51 and 60 years old, and 5.80for the airline passengers who have age over 60 years old.

The means about perceived value item “Considering what you pay for this airline, you believe that this airline offers sufficient services.” as 5.88 for the airline passengers who have age below 20 years old, 5.67 for the airline passengers who have age between 20 and 30 years old, 5.47 for the airline passengers who have age between 31 and 40 years old, 5.21 for the airline passengers who have age between 41 and 50 years old, 5.43 for the airline passengers who have age between 51 and 60 years old, and 5.80 for the airline passengers who have age over 60 years old.

Finally, the means about perceived value item “The price of this airline is reasonable.” as 5.63 for the airline passengers who have age below 20 years old, 5.57 for the airline passengers who have age between 20 and 30 years old, 5.35 for the airline passengers who have age between 31 and 40 years old, 5.02 for the airline passengers who have age between 41 and 50 years old, 5.38 for the airline passengers who have age between 51 and 60 years old, and 5.69 for the airline passengers who have age over 60 years old.

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Table 4.21: ANOVA for Customer Satisfaction and Age

ANOVA		
Customer Satisfaction and Age	**F**	**Sig.**
Your choice to purchase the service from this airline was a wise one.	3.491	.004
You think that you did the right thing when you purchased the service from this airline.	4.523	.001
This airline's facility is exactly what is needed for the service of this airline.	3.044	.010
You are pleased to fly with this airline.	3.588	.003
Overall, you are satisfied with the flying experience with this airline.	2.788	.017

*Significant at the 0.05 level

Table 4.21 describes the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by age of airline passengers. The results reveal that there are 5 items have the statistically significant difference for customer satisfaction by age of airline passengers which are "Your choice to purchase the service from this airline was a wise one." (p=0.004); "You think that you did the right thing when you purchased the service from this airline." (p=0.001); "This airline's facility is exactly what is needed for the service of this airline." (p=0.010); "You are pleased to fly with this airline." (p=0.003); and "Overall, you are satisfied with the flying experience with this airline." (p=0.017).

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Table 4.22: Post Hoc Tests for Customer Satisfaction and Age

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Satisfaction	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Your choice to purchase the service from this airline was a wise one.	20 - 30	41 - 50	.499*	.160	.030	.03	.97
	> 60	41 - 50	.723*	.208	.009	.11	1.34
You think that you did the right thing when you purchased the service from this airline.	20 - 30	41 - 50	.621*	.156	.001	.16	1.08
	> 60	41 - 50	.737*	.203	.005	.14	1.34
This airline's facility is exactly what is needed for the service of this airline.	20 - 30	41 - 50	.516*	.165	.028	.03	1.00
You are pleased to fly with this airline.	20 - 30	41 - 50	.557*	.165	.012	.07	1.04
	> 60	41 - 50	.741*	.216	.010	.10	1.38
Overall, you are satisfied with the flying experience with this airline.	20 - 30	41 - 50	.485*	.157	.033	.02	.95

*The mean difference is significant at the 0.05 level.

From table 4.22, the further analysis by the post hoc test shows that for the item "Your choice to purchase the service from this airline was a wise one."; "You think that you did the right thing when you purchased the service from this airline."; "This airline's facility is exactly what is needed for the service of this airline."; "You are pleased to fly with this airline."; and "Overall, you are satisfied with the flying experience with this airline.", the airline passengers who have age between 20 and 30 years old have the higher means for the higher influence on customer satisfaction than the airline passengers who have age between 41 and 50 years old.

In addition, the further analysis by the post hoc test also shows that for the item "Your choice to purchase the service from this airline was a wise one."; "You think that you did the right thing when you purchased the service from this airline."; and "You are pleased to fly with this airline.", the airline passengers who have age over 60 years old have the higher means for the higher influence on customer satisfaction than the airline passengers who have age between 41 and 50 years old.

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Table 4.23: Descriptive for Customer Satisfaction and Age

Descriptive				
		N	Mean	Std. Deviation
Your choice to purchase the service from this airline was a wise one.	< 20	8	6.00	.926
	20 - 30	113	5.87	.940
	31 - 40	85	5.56	1.219
	41 - 50	87	5.37	1.240
	51 - 60	65	5.62	1.208
	> 60	44	6.09	1.030
You think that you did the right thing when you purchased the service from this airline.	< 20	8	6.00	.926
	20 - 30	113	6.00	.886
	31 - 40	88	5.64	1.136
	41 - 50	87	5.38	1.241
	51 - 60	65	5.66	1.189
	> 60	43	6.12	1.028
This airline's facility is exactly what is needed for the service of this airline.	< 20	8	5.88	.835
	20 - 30	113	5.85	.975
	31 - 40	87	5.47	1.247
	41 - 50	87	5.33	1.318
	51 - 60	64	5.59	1.244
	> 60	43	5.95	.950
You are pleased to fly with this airline.	< 20	8	6.13	.991
	20 - 30	112	5.98	.977
	31 - 40	86	5.72	1.233
	41 - 50	87	5.43	1.335
	51 - 60	64	5.67	1.298
	> 60	42	6.17	.696
Overall, you are satisfied with the flying experience with this airline.	< 20	8	6.38	.744
	20 - 30	113	5.99	.940
	31 - 40	88	5.84	1.133
	41 - 50	87	5.51	1.219
	51 - 60	64	5.80	1.299
	> 60	43	6.07	.910

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Table 4.23 shows the means about customer satisfaction item "Your choice to purchase the service from this airline was a wise one." as 6.00 for the airline passengers who have age below 20 years old, 5.87 for the airline passengers who have age between 20 and 30 years old, 5.56 for the airline passengers who have age between 31 and 40 years old, 5.37 for the airline passengers who have age between 41 and 50 years old, 5.62 for the airline passengers who have age between 51 and 60 years old, and 6.09 for the airline passengers who have age over 60 years old.

The means about customer satisfaction item "You think that you did the right thing when you purchased the service from this airline." as 6.00 for the airline passengers who have age below 20 years old, 6.00 for the airline passengers who have age between 20 and 30 years old, 5.64 for the airline passengers who have age between 31 and 40 years old, 5.38 for the airline passengers who have age between 41 and 50 years old, 5.66 for the airline passengers who have age between 51 and 60 years old, and 6.12 for the airline passengers who have age over 60 years old.

The means about customer satisfaction item "This airline's facility is exactly what is needed for the service of this airline." as 5.88 for the airline passengers who have age below 20 years old, 5.85 for the airline passengers who have age between 20 and 30 years old, 5.47 for the airline passengers who have age between 31 and 40 years old, 5.33 for the airline passengers who have age between 41 and 50 years old, 5.59 for the airline passengers who have age between 51 and 60 years old, and 5.95 for the airline passengers who have age over 60 years old.

The means about customer satisfaction item "You are pleased to fly with this airline." as 6.13 for the airline passengers who have age below 20 years old, 5.98 for the airline passengers who have age between 20 and 30 years old, 5.72 for the airline passengers who have age between 31 and 40 years old, 5.43 for the airline passengers who have age between 41 and 50 years old, 5.67 for the airline passengers who have age between 51 and 60 years old, and 6.17 for the airline passengers who have age over 60 years old.

Finally, the means about customer satisfaction item "Overall, you are satisfied with the flying experience with this airline." as 6.38 for the airline passengers who have age below 20 years old, 5.99 for the airline passengers who have age between 20 and 30 years old, 5.84 for the airline passengers who have age between 31

and 40 years old, 5.51 for the airline passengers who have age between 41 and 50 years old, 5.80 for the airline passengers who have age between 51 and 60 years old, and 6.07 for the airline passengers who have age over 60 years old.

Table 4.24: ANOVA for Customer Loyalty and Age

ANOVA		
Customer Loyalty and Age	**F**	**Sig.**
You say positive things about this airline to others.	4.177	.001
You recommend this airline to others.	4.244	.001
You will continue patronizing this airline.	2.669	.022
There is the likelihood that you will recommend this airline to a friend.	3.697	.003

*Significant at the 0.05 level

Table 4.24 shows the analysis of one-way analysis of variance (ANOVA) on customer loyalty by age of airline passengers. The results discover that there are 4 items have the statistically significant difference for customer loyalty by age of airline passengers which are “You say positive things about this airline to others.” (p=0.001); “You recommend this airline to others.” (p=0.001); “You will continue patronizing this airline.” (p=0.022); and “There is the likelihood that you will recommend this airline to a friend.” (p=0.003).

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Table 4.25: Post Hoc Tests for Customer Loyalty and Age

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Loyalty	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
You say positive things about this airline to others.	20 - 30	41 - 50	.623*	.165	.003	.14	1.11
	> 60	41 - 50	.769*	.214	.006	.14	1.40
You recommend this airline to others.	20 - 30	41 - 50	.668*	.174	.002	.15	1.18
	> 60	41 - 50	.872*	.226	.002	.20	1.54
You will continue patronizing this airline.	> 60	41 - 50	.875*	.244	.006	.15	1.60
There is the likelihood that you will recommend this airline to a friend.	20 - 30	41 - 50	.622*	.178	.008	.10	1.15
	> 60	41 - 50	.864*	.232	.003	.18	1.55

*The mean difference is significant at the 0.05 level.

From table 4.25, the further analysis by the post hoc test shows that for the item “You say positive things about this airline to others.”; “You recommend this airline to others.”; “You will continue patronizing this airline.”; and “There is the likelihood that you will recommend this airline to a friend.”, the airline passengers who have age over 60 years old have the higher means for the higher influence on customer loyalty than the airline passengers who have age between 41 and 50 years old.

Moreover, the further analysis by the post hoc test also shows that for the item “You say positive things about this airline to others.”; “You recommend this airline to others.”; and “There is the likelihood that you will recommend this airline to a friend.”, the airline passengers who have age between 20 and 30 years old have the higher means for the higher influence on customer loyalty than the airline passengers who have age between 41 and 50 years old.

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Table 4.26: Descriptive for Customer Loyalty and Age

Descriptive				
		N	Mean	Std. Deviation
You say positive things about this airline to others.	< 20	8	6.13	.641
	20 - 30	113	5.99	.911
	31 - 40	88	5.65	1.185
	41 - 50	87	5.37	1.304
	51 - 60	65	5.71	1.366
	> 60	44	6.14	1.091
You recommend this airline to others.	< 20	8	6.00	.926
	20 - 30	112	5.96	.904
	31 - 40	88	5.69	1.216
	41 - 50	87	5.29	1.493
	51 - 60	65	5.69	1.391
	> 60	44	6.16	1.098
You will continue patronizing this airline.	< 20	6	5.50	1.378
	20 - 30	112	5.71	1.285
	31 - 40	85	5.73	1.322
	41 - 50	85	5.33	1.426
	51 - 60	65	5.65	1.351
	> 60	44	6.20	1.069
There is the likelihood that you will recommend this airline to a friend.	< 20	8	5.88	.991
	20 - 30	113	5.92	.946
	31 - 40	88	5.69	1.263
	41 - 50	87	5.30	1.479
	51 - 60	65	5.69	1.446
	> 60	43	6.16	1.090

Table 4.26 describes the means about customer loyalty item “You say positive things about this airline to others.” as 6.13 for the airline passengers who have age below 20 years old, 5.99 for the airline passengers who have age between 20 and 30 years old, 5.65 for the airline passengers who have age between 31 and 40 years old,5.37 for the airline passengers who have age between 41 and 50 years old, 5.71for the airline passengers who have age between 51 and 60 years old, and 6.14 for the airline passengers who have age over 60 years old.

The means about customer loyalty item “You recommend this airline to others.” as 6.00 for the airline passengers who have age below 20 years old, 5.96 for the airline passengers who have age between 20 and 30 years old, 5.69 for the airline passengers who have age between 31 and 40 years old, 5.29 for the airline passengers who have age between 41 and 50 years old, 5.69 for the airline passengers who have age between 51 and 60 years old, and 6.16 for the airline passengers who have age over 60 years old.

The means about customer loyalty item “You will continue patronizing this airline.” as 5.50 for the airline passengers who have age below 20 years old, 5.71 for the airline passengers who have age between 20 and 30 years old, 5.73 for the airline passengers who have age between 31 and 40 years old, 5.33 for the airline passengers who have age between 41 and 50 years old, 5.65 for the airline passengers who have age between 51 and 60 years old, and 6.20 for the airline passengers who have age over 60 years old.

Finally, the means about customer loyalty item “There is the likelihood that you will recommend this airline to a friend.” as 5.88 for the airline passengers who have age below 20 years old, 5.92 for the airline passengers who have age between 20 and 30 years old, 5.69 for the airline passengers who have age between 31 and 40 years old, 5.30 for the airline passengers who have age between 41 and 50 years old, 5.69 for the airline passengers who have age between 51 and 60 years old, and 6.16 for the airline passengers who have age over 60 years old.

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4.5 Education and Research Variables

Table 4.27: ANOVA for Service Performance and Education

ANOVA		
Service Performance and Education	**F**	**Sig.**
Responsiveness Employees of this airline are not too busy to respond to customers' requests promptly.	2.945	.013
Assurance Employees get adequate support from this airline to do their jobs well.	3.031	.011
Empathy This airline gives you individual attention.	2.292	.045
Employees of this airline know what your needs are.	2.920	.013
This airline has your best interests at heart.	3.642	.003
This airline has operating hours convenient to all its customers.	4.070	.001

*Significant at the 0.05 level

Table 4.27 provides the analysis of one-way analysis of variance (ANOVA) on service performance by education of airline passengers. The results show that there are 6 items have the statistically significant difference for service performance by education of airline passengers which are "Employees of this airline are not too busy to respond to customers' requests promptly." (p=0.013); "Employees get adequate support from this airline to do their jobs well." (p=0.011); "This airline gives you individual attention." (p=0.045); "Employees of this airline know what your needs are." (p=0.013); "This airline has your best interests at heart." (p=0.003); and "This airline has operating hours convenient to all its customers." (p=0.001).

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Table 4.28: Post Hoc Tests for Service Performance and Education

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Service Performance	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Responsiveness Employees of this airline are not too busy to respond to customers' requests promptly.	Secondary school	Masters	.822*	.271	.040	.02	1.62
Empathy This airline has your best interests at heart.	High school or equivalent	Masters	.610*	.190	.021	.05	1.17
This airline has operating hours convenient to all its customers.	Secondary school	Doctorate and above	.844*	.283	.045	.01	1.68
	High school or equivalent	Doctorate and above	.768*	.238	.020	.06	1.47

*The mean difference is significant at the 0.05 level.

From table 4.28, the further analysis by the post hoc test reveals that for the item "Employees of this airline are not too busy to respond to customers' requests promptly.", the airline passengers who have the education level in Secondary school have the higher mean for the higher influence on service performance than the airline passengers who have the education level in Master degree.

The further analysis by the post hoc test shows that for the item "This airline has your best interests at heart.", the airline passengers who have the education level in High school or equivalent have the higher mean for the higher influence on service performance than the airline passengers who have the education level in Master degree.

Moreover, the further analysis by the post hoc test provides that for the item "This airline has operating hours convenient to all its customers.", the airline passengers who have the education level in Secondary school have the higher mean for the higher influence on service performance than the airline passengers who have the education level in Doctoral degree and above.

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Finally, the further analysis by the post hoc test discovers that for the item "This airline has operating hours convenient to all its customers.", the airline

passengers who have the education level in High school or equivalent have the higher mean for the higher influence on service performance than the airline passengers who have the education level in Doctoral degree and above.

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Table 4.29: Descriptive for Service Performance and Education

Descriptive				
		N	Mean	Std. Deviation
Responsiveness Employees of this airline are not too busy to respond to customers' requests promptly.	Primary school	2	6.50	.707
	Secondary school	31	6.19	.873
	High school or equivalent	75	5.92	1.313
	University	164	5.76	1.233
	Masters	78	5.37	1.320
	Doctorate and above	32	5.41	1.624
Assurance Employees get adequate support from this airline to do their jobs well.	Primary school	2	6.50	.707
	Secondary school	31	6.16	.860
	High school or equivalent	74	6.14	1.151
	University	163	5.63	1.276
	Masters	76	5.70	1.222
	Doctorate and above	30	5.40	1.589
Empathy This airline gives you individual attention.	Primary school	2	5.50	.707
	Secondary school	32	6.00	.880
	High school or equivalent	76	5.66	1.362
	University	165	5.42	1.105
	Masters	80	5.35	1.159
	Doctorate and above	31	5.84	1.293
Employees of this airline know what your needs are.	Primary school	2	6.50	.707
	Secondary school	32	5.75	.950
	High school or equivalent	76	5.64	1.383
	University	165	5.28	1.145
	Masters	80	5.10	1.197
	Doctorate and above	32	5.16	1.370

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Table 4.29: Descriptive for Service Performance and Education (Continued)

Descriptive				
		N	Mean	Std. Deviation
Empathy This airline has your best interests at heart.	Primary school	2	6.50	.707
	Secondary school	32	5.91	.893
	High school or equivalent	76	5.80	1.265
	University	165	5.44	1.112
	Masters	78	5.19	1.249
	Doctorate and above	32	5.19	1.355
This airline has operating hours convenient to all its customers.	Primary school	2	6.50	.707
	Secondary school	32	6.06	.759
	High school or equivalent	76	5.99	1.113
	University	165	5.55	1.150
	Masters	79	5.46	1.107
	Doctorate and above	32	5.22	1.408

Table 4.29 shows the means about service performance item “Employees of this airline are not too busy to respond to customers’ requests promptly.” as 6.50 for the airline passengers who have the education level in Primary school, 6.19 for the airline passengers who the education level in Secondary school, 5.92 for the airline passengers who have the education level in High school or equivalent, 5.76 for the airline passengers who have the education level in University, 5.37 for the airline passengers who have the education level in Master degree, and 5.41 for the airline passengers who have the education level in Doctoral degree and above.

The means about service performance item “Employees get adequate support from this airline to do their jobs well.” as 6.50 for the airline passengers who have the education level in Primary school, 6.16 for the airline passengers who the education level in Secondary school, 6.14 for the airline passengers who have the education level in High school or equivalent, 5.63 for the airline passengers who have the education level in University, 5.70 for the airline passengers who have the

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education level in Master degree, and 5.40 for the airline passengers who have the education level in Doctoral degree and above.

The means about service performance item “This airline gives you individual attention.” as 5.50 for the airline passengers who have the education level in Primary school, 6.00 for the airline passengers who the education level in Secondary school, 5.66 for the airline passengers who have the education level in High school or equivalent, 5.42 for the airline passengers who have the education level in University, 5.35 for the airline passengers who have the education level in Master degree, and 5.84 for the airline passengers who have the education level in Doctoral degree and above.

The means about service performance item “Employees of this airline know what your needs are.” as 6.50 for the airline passengers who have the education level in Primary school, 5.75 for the airline passengers who the education level in Secondary school, 5.64 for the airline passengers who have the education level in High school or equivalent, 5.28 for the airline passengers who have the education level in University, 5.10 for the airline passengers who have the education level in Master degree, and 5.16 for the airline passengers who have the education level in Doctoral degree and above.

The means about service performance item “This airline has your best interests at heart.” as 6.50 for the airline passengers who have the education level in Primary school, 5.91 for the airline passengers who the education level in Secondary school, 5.80 for the airline passengers who have the education level in High school or equivalent, 5.44 for the airline passengers who have the education level in University, 5.19 for the airline passengers who have the education level in Master degree, and 5.19 for the airline passengers who have the education level in Doctoral degree and above.

Finally, the means about service performance item “This airline has operating hours convenient to all its customers.” as 6.50 for the airline passengers who have the education level in Primary school, 6.06 for the airline passengers who the education level in Secondary school, 5.99 for the airline passengers who have the education level in High school or equivalent, 5.55 for the airline passengers who have the education level in University, 5.46 for the airline passengers who have the

education level in Master degree, and 5.22 for the airline passengers who have the education level in Doctoral degree and above.

Table 4.30: ANOVA for Servicescape and Education

ANOVA		
Servicescape and Education	**F**	**Sig.**
Ambient Conditions Background music is pleasant.	2.493	.031
The lighting is comfortable.	2.245	.049
Spatial Layout and Functionality The colors of the physical facilities and the interior are pleasant.	2.502	.030

*Significant at the 0.05 level

Table 4.30 describes the analysis of one-way analysis of variance (ANOVA) on servicescape by education of airline passengers. The results discover that there are 3 items have the statistically significant difference for servicescape by education of airline passengers which are "Background music is pleasant." (p=0.031); "The lighting is comfortable." (p=0.049); and "The colors of the physical facilities and the interior are pleasant." (p=0.030).

The Result from Post Hoc Tests for Servicescape and Education

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among servicescape items.

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Table 4.31: Descriptive for Servicescape and Education

Descriptive				
		N	Mean	Std. Deviation
Ambient Conditions Background music is pleasant.	Primary school	2	5.50	.707
	Secondary school	31	5.58	1.057
	High school or equivalent	76	5.61	1.167
	University	163	5.23	1.353
	Masters	80	5.04	1.287
	Doctorate and above	30	4.90	1.322
The lighting is comfortable.	Primary school	2	6.50	.707
	Secondary school	32	5.97	.897
	High school or equivalent	76	5.88	1.177
	University	165	5.58	1.121
	Masters	80	5.45	1.190
	Doctorate and above	31	5.42	1.119
Spatial Layout and Functionality The colors of the physical facilities and the interior are pleasant.	Primary school	2	5.50	.707
	Secondary school	32	5.66	1.208
	High school or equivalent	76	5.76	1.210
	University	166	5.38	1.209
	Masters	79	5.20	1.285
	Doctorate and above	32	5.03	1.513

Table 4.31 reveals the means about servicescape item “Background music is pleasant.” as 5.50 for the airline passengers who have the education level in Primary school, 5.58 for the airline passengers who the education level in Secondary school, 5.61 for the airline passengers who have the education level in High school or equivalent, 5.23 for the airline passengers who have the education level in University, 5.04 for the airline passengers who have the education level in Master degree, and

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4.90 for the airline passengers who have the education level in Doctoral degree and above.

The means about servicescape item “The lighting is comfortable.” as 6.50 for the airline passengers who have the education level in Primary school, 5.97 for the airline passengers who the education level in Secondary school, 5.88 for the airline passengers who have the education level in High school or equivalent, 5.58 for the airline passengers who have the education level in University, 5.45 for the airline passengers who have the education level in Master degree, and 5.42 for the airline passengers who have the education level in Doctoral degree and above.

Finally, the means about servicescape item “The colors of the physical facilities and the interior are pleasant.” as 5.50 for the airline passengers who have the education level in Primary school, 5.66 for the airline passengers who the education level in Secondary school, 5.76 for the airline passengers who have the education level in High school or equivalent, 5.38 for the airline passengers who have the education level in University, 5.20 for the airline passengers who have the education level in Master degree, and 5.03 for the airline passengers who have the education level in Doctoral degree and above.

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Table 4.32: ANOVA for Perceived Value and Education

ANOVA		
Perceived Value and Education	**F**	**Sig.**
The airline charges a reasonable price for the service it provides.	2.676	.022
This airline provides you great value as compared to others.	2.450	.033
The service experience was worth the money.	2.720	.020
Considering what you pay for this airline, you believe that this airline offers sufficient services.	3.065	.010
The price of this airline is reasonable.	2.329	.042

*Significant at the 0.05 level

Table 4.32 describes the analysis of one-way analysis of variance (ANOVA) on perceived value by education of airline passengers. The results show that there are 5 items have the statistically significant difference for perceived value by education of airline passengers which are "The airline charges a reasonable price for the service it provides." (p=0.022); "This airline provides you great value as compared to others." (p=0.033); "The service experience was worth the money." (p=0.020); "Considering what you pay for this airline, you believe that this airline offers sufficient services." (p=0.010); and "The price of this airline is reasonable." (p=0.042).

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Table 4.33: Post Hoc Tests for Perceived Value and Education

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Perceived Value	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
The service experience was worth the money.	University	Doctorate and above	.822*	.248	.015	.09	1.56
Considering what you pay for this airline, you believe that this airline offers sufficient services.	Secondary school	Doctorate and above	.936*	.298	.027	.06	1.82

*The mean difference is significant at the 0.05 level.

From table 4.33, the further analysis by the post hoc test shows that for the item "The service experience was worth the money.", the airline passengers who have the education level in University have the higher mean for the higher influence on perceived value than the airline passengers who have the education level in Doctoral degree and above.

In addition, the further analysis by the post hoc test discovers that for the item "Considering what you pay for this airline, you believe that this airline offers sufficient services.", the airline passengers who have the education level in Secondary school have the higher mean for the higher influence on perceived value than the airline passengers who have the education level in Doctoral degree and above.

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Table 4.34: Descriptive for Perceived Value and Education

Descriptive				
		N	Mean	Std. Deviation
The airline charges a reasonable price for the service it provides.	Primary school	2	6.50	.707
	Secondary school	31	5.71	1.039
	High school or equivalent	75	5.45	1.131
	University	166	5.45	1.136
	Masters	79	5.10	1.345
	Doctorate and above	31	4.90	1.720
This airline provides you great value as compared to others.	Primary school	2	6.50	.707
	Secondary school	32	5.56	1.076
	High school or equivalent	74	5.49	1.024
	University	166	5.34	1.220
	Masters	78	5.04	1.463
	Doctorate and above	32	4.88	1.454
The service experience was worth the money.	Primary school	2	5.50	.707
	Secondary school	31	5.55	1.179
	High school or equivalent	74	5.51	1.196
	University	163	5.56	1.150
	Masters	80	5.23	1.458
	Doctorate and above	31	4.74	1.570
Considering what you pay for this airline, you believe that this airline offers sufficient services.	Primary school	2	6.00	.000
	Secondary school	31	5.97	.912
	High school or equivalent	76	5.58	1.111
	University	165	5.60	1.081
	Masters	80	5.25	1.373
	Doctorate and above	32	5.03	1.534

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Table 4.34: Descriptive for Perceived Value and Education (Continued)

Descriptive				
		N	Mean	Std. Deviation
The price of this airline is reasonable.	Primary school	2	6.00	.000
	Secondary school	29	5.62	1.015
	High school or equivalent	74	5.47	1.113
	University	163	5.53	1.090
	Masters	79	5.06	1.539
	Doctorate and above	32	5.06	1.523

Table 4.34 shows the means about perceived value item "The airline charges a reasonable price for the service it provides." as 6.50 for the airline passengers who have the education level in Primary school, 5.71 for the airline passengers who the education level in Secondary school, 5.45 for the airline passengers who have the education level in High school or equivalent, 5.45 for the airline passengers who have the education level in University, 5.10 for the airline passengers who have the education level in Master degree, and 4.90 for the airline passengers who have the education level in Doctoral degree and above.

The means about perceived value item "This airline provides you great value as compared to others." as 6.50 for the airline passengers who have the education level in Primary school, 5.56 for the airline passengers who the education level in Secondary school, 5.49 for the airline passengers who have the education level in High school or equivalent, 5.34 for the airline passengers who have the education level in University, 5.04 for the airline passengers who have the education level in Master degree, and 4.88 for the airline passengers who have the education level in Doctoral degree and above.

The means about perceived value item "The service experience was worth the money." as 5.50 for the airline passengers who have the education level in Primary school, 5.55 for the airline passengers who the education level in Secondary school, 5.51 for the airline passengers who have the education level in High school or equivalent, 5.56 for the airline passengers who have the education level in University,

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5.23 for the airline passengers who have the education level in Master degree, and 4.74 for the airline passengers who have the education level in Doctoral degree and above.

The means about perceived value item “Considering what you pay for this airline, you believe that this airline offers sufficient services.” as 6.00 for the airline passengers who have the education level in Primary school, 5.97 for the airline passengers who the education level in Secondary school, 5.58 for the airline passengers who have the education level in High school or equivalent, 5.60 for the airline passengers who have the education level in University, 5.25 for the airline passengers who have the education level in Master degree, and 5.03 for the airline passengers who have the education level in Doctoral degree and above.

Finally, the means about perceived value item “The price of this airline is reasonable.” as 6.00 for the airline passengers who have the education level in Primary school, 5.62 for the airline passengers who the education level in Secondary school, 5.47 for the airline passengers who have the education level in High school or equivalent, 5.53 for the airline passengers who have the education level in University, 5.06 for the airline passengers who have the education level in Master degree, and 5.06 for the airline passengers who have the education level in Doctoral degree and above.

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Table 4.35: ANOVA for Customer Satisfaction and Education

ANOVA		
Customer Satisfaction and Education	**F**	**Sig.**
You think that you did the right thing when you purchased the service from this airline.	2.549	.028

*Significant at the 0.05 level

Table 4.35 provides the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by education of airline passengers. The results provide that there is 1 item have the statistically significant difference for customer satisfaction by education of airline passengers which are "You think that you did the right thing when you purchased the service from this airline." (p=0.028).

Table 4.36: Post Hoc Tests for Customer Satisfaction and Education

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Satisfaction	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
You think that you did the right thing when you purchased the service from this airline.	High school or equivalent	Doctorate and above	.707*	.233	.039	.02	1.40

*The mean difference is significant at the 0.05 level.

From table 4.36, the further analysis by the post hoc test shows that for the item "You think that you did the right thing when you purchased the service from this airline.", the airline passengers who have the education level in High school or equivalent have the higher mean for the higher influence on customer satisfaction than the airline passengers who have the education level in Doctoral degree and above.

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Table 4.37: Descriptive for Customer Satisfaction and Education

Descriptive				
		N	Mean	Std. Deviation
You think that you did the right thing when you purchased the service from this airline.	Primary school	2	6.50	.707
	Secondary school	32	5.94	.914
	High school or equivalent	76	5.89	.918
	University	166	5.78	1.005
	Masters	79	5.61	1.334
	Doctorate and above	32	5.19	1.512

Table 4.37 discovers the means about customer satisfaction item "You think that you did the right thing when you purchased the service from this airline." as 6.50 for the airline passengers who have the education level in Primary school, 5.94 for the airline passengers who the education level in Secondary school, 5.89 for the airline passengers who have the education level in High school or equivalent, 5.78 for the airline passengers who have the education level in University, 5.61 for the airline passengers who have the education level in Master degree, and 5.19 for the airline passengers who have the education level in Doctoral degree and above.

The Result from ANOVA for Customer Loyalty and Education

For the analysis of one-way analysis of variance (ANOVA) on customer loyalty by education of airline passengers, the results show that there is no item has the statistically significant difference for customer loyalty by education of airline passengers.

The Result from Post Hoc Tests for Customer Loyalty and Education

The further analysis by the post hoc test reveals that there is no mean difference at a significance level of 0.05 among customer loyalty items.

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4.6 Occupation and Research Variables

The Result from ANOVA for Service Performance and Occupation

For the analysis of one-way analysis of variance (ANOVA) on service performance by occupation of airline passengers, the results discover that there is no item has the statistically significant difference for service performance by occupation of airline passengers.

The Result from Post Hoc Tests for Service Performance and Occupation

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among service performance items.

The Result from ANOVA for Servicescape and Occupation

For the analysis of one-way analysis of variance (ANOVA) on servicescape by occupation of airline passengers, the results provide that there is no item has the statistically significant difference for servicescape by occupation of airline passengers.

The Result from Post Hoc Tests for Servicescape and Occupation

The further analysis by the post hoc test discovers that there is no mean difference at a significance level of 0.05 among servicescape items.

The Result from ANOVA for Perceived Value and Occupation

For the analysis of one-way analysis of variance (ANOVA) on perceived value by occupation of airline passengers, the results show that there is no item has the statistically significant difference for perceived value by occupation of airline passengers.

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The Result from Post Hoc Tests for Perceived Value and Occupation

The further analysis by the post hoc test reveals that there is no mean difference at a significance level of 0.05 among perceived value items.

The Result from ANOVA for Customer Satisfaction and Occupation

For the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by occupation of airline passengers, the results describe that there is no item has the statistically significant difference for customer satisfaction by occupation of airline passengers.

The Result from Post Hoc Tests for Customer Satisfaction and Occupation

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among customer satisfaction items.

The Result from ANOVA for Customer Loyalty and Occupation

For the analysis of one-way analysis of variance (ANOVA) on customer loyalty by occupation of airline passengers, the results provide that there is no item has the statistically significant difference for customer loyalty by occupation of airline passengers.

The Result from Post Hoc Tests for Customer Loyalty and Occupation

The further analysis by the post hoc test describes that there is no mean difference at a significance level of 0.05 among customer loyalty items.

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4.7 Sector and Research Variables

The Result from ANOVA for Service Performance and Sector

For the analysis of one-way analysis of variance (ANOVA) on service performance by sector of airline passengers, the results reveal that there is no item has the statistically significant difference for service performance by sector of airline passengers.

The Result from Post Hoc Tests for Service Performance and Sector

The further analysis by the post hoc test provides that there is no mean difference at a significance level of 0.05 among service performance items.

The Result from ANOVA for Servicescape and Sector

For the analysis of one-way analysis of variance (ANOVA) on servicescape by sector of airline passengers, the results show that there is no item has the statistically significant difference for servicescape by sector of airline passengers.

The Result from Post Hoc Tests for Servicescape and Sector

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among servicescape items.

The Result from ANOVA for Perceived Value and Sector

For the analysis of one-way analysis of variance (ANOVA) on perceived value by sector of airline passengers, the results reveal that there is no item has the statistically significant difference for perceived value by sector of airline passengers.

The Result from Post Hoc Tests for Perceived Value and Sector

The further analysis by the post hoc test discovers that there is no mean difference at a significance level of 0.05 among perceived value items.

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The Result from ANOVA for Customer Satisfaction and Sector

For the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by sector of airline passengers, the results show that there is no item has the statistically significant difference for customer satisfaction by sector of airline passengers.

The Result from Post Hoc Tests for Customer Satisfaction and Sector

The further analysis by the post hoc test discovers that there is no mean difference at a significance level of 0.05 among customer satisfaction items.

The Result from ANOVA for Customer Loyalty and Sector

For the analysis of one-way analysis of variance (ANOVA) on customer loyalty by sector of airline passengers, the results discover that there is no item has the statistically significant difference for customer loyalty by sector of airline passengers.

The Result from Post Hoc Tests for Customer Loyalty and Sector

The further analysis by the post hoc test describes that there is no mean difference at a significance level of 0.05 among customer loyalty items.

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4.8 Annual Household Income (U.S. Dollars) and Research Variables

The Result from ANOVA for Service Performance and Annual Household Income (U.S. Dollars)

For the analysis of one-way analysis of variance (ANOVA) on service performance by annual household income (U.S. Dollars) of airline passengers, the results provide that there is no item has the statistically significant difference for service performance by annual household income (U.S. Dollars) of airline passengers.

The Result from Post Hoc Tests for Service Performance and Annual Household Income (U.S. Dollars)

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among service performance items.

The Result from ANOVA for Servicescape and Annual Household Income (U.S. Dollars)

For the analysis of one-way analysis of variance (ANOVA) on servicescape by annual household income (U.S. Dollars) of airline passengers, the results discover that there is no item has the statistically significant difference for servicescape by annual household income (U.S. Dollars) of airline passengers.

The Result from Post Hoc Tests for Servicescape and Annual Household Income (U.S. Dollars)

The further analysis by the post hoc test reveals that there is no mean difference at a significance level of 0.05 among servicescape items.

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The Result from ANOVA for Perceived Value and Annual Household Income (U.S. Dollars)

For the analysis of one-way analysis of variance (ANOVA) on perceived value by annual household income (U.S. Dollars) of airline passengers, the results show that there is no item has the statistically significant difference for perceived value by annual household income (U.S. Dollars) of airline passengers.

The Result from Post Hoc Tests for Perceived Value and Annual Household Income (U.S. Dollars)

The further analysis by the post hoc test provides that there is no mean difference at a significance level of 0.05 among perceived value items.

The Result from ANOVA for Customer Satisfaction and Annual Household Income (U.S. Dollars)

For the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by annual household income (U.S. Dollars) of airline passengers, the results reveal that there is no item has the statistically significant difference for customer satisfaction by annual household income (U.S. Dollars) of airline passengers.

The Result from Post Hoc Tests for Customer Satisfaction and Annual Household Income (U.S. Dollars)

The further analysis by the post hoc test describes that there is no mean difference at a significance level of 0.05 among customer satisfaction items.

The Result from ANOVA for Customer Loyalty and Annual Household Income (U.S. Dollars)

For the analysis of one-way analysis of variance (ANOVA) on customer loyalty by annual household income (U.S. Dollars) of airline passengers, the results reveal that there is no item has the statistically significant difference for customer loyalty by annual household income (U.S. Dollars) of airline passengers.

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The Result from Post Hoc Tests for Customer Loyalty and Annual Household Income (U.S. Dollars)

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among customer loyalty items.

4.9 Continent of Residence and Research Variables

The Result from ANOVA for Service Performance and Continent of Residence

For the analysis of one-way analysis of variance (ANOVA) on service performance by continent of residence of airline passengers, the results show that there is no item has the statistically significant difference for service performance by continent of residence of airline passengers.

The Result from Post Hoc Tests for Service Performance and Continent of Residence

The further analysis by the post hoc test discovers that there is no mean difference at a significance level of 0.05 among service performance items.

The Result from ANOVA for Servicescape and Continent of Residence

For the analysis of one-way analysis of variance (ANOVA) on servicescape by continent of residence of airline passengers, the results reveal that there is no item has the statistically significant difference for servicescape by continent of residence of airline passengers.

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The Result from Post Hoc Tests for Servicescape and Continent of Residence

The further analysis by the post hoc test provides that there is no mean difference at a significance level of 0.05 among servicescape items.

The Result from ANOVA for Perceived Value and Continent of Residence

For the analysis of one-way analysis of variance (ANOVA) on perceived value by continent of residence of airline passengers, the results provide that there is no item has the statistically significant difference for perceived value by continent of residence of airline passengers.

The Result from Post Hoc Tests for Perceived Value and Continent of Residence

The further analysis by the post hoc test shows that there is no mean difference at a significance level of 0.05 among perceived value items.

The Result from ANOVA for Customer Satisfaction and Continent of Residence

For the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by continent of residence of airline passengers, the results provide that there is no item has the statistically significant difference for customer satisfaction by continent of residence of airline passengers.

The Result from Post Hoc Tests for Customer Satisfaction and Continent of Residence

The further analysis by the post hoc test describes that there is no mean difference at a significance level of 0.05 among customer satisfaction items.

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The Result from ANOVA for Customer Loyalty and Continent of Residence

For the analysis of one-way analysis of variance (ANOVA) on customer loyalty by continent of residence of airline passengers, the results provide that there is no item has the statistically significant difference for customer loyalty by continent of residence of airline passengers.

The Result from Post Hoc Tests for Customer Loyalty and Continent of Residence

The further analysis by the post hoc test reveals that there is no mean difference at a significance level of 0.05 among customer loyalty items.

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4.10 Travel Purpose and Research Variables

Table 4.38: ANOVA for Service Performance and Travel Purpose

ANOVA		
Service Performance and Travel Purpose	**F**	**Sig.**
Reliability When you have problems, this airline is sympathetic and reassuring.	3.435	.009
Empathy This airline has operating hours convenient to all its customers.	2.807	.026

*Significant at the 0.05 level

Table 4.38 provides the analysis of one-way analysis of variance (ANOVA) on service performance by travel purpose of airline passengers. The results reveal that there are 2 items have the statistically significant difference for service performance by travel purpose of airline passengers which are "When you have problems, this airline is sympathetic and reassuring." (p=0.009); and "This airline has operating hours convenient to all its customers." (p=0.026).

Table 4.39: Post Hoc Tests for Service Performance and Travel Purpose

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Service Performance	(I) Travel Purpose	(J) Travel Purpose	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Empathy This airline has operating hours convenient to all its customers.	Vacation	Education	1.311*	.443	.032	.06	2.56

*The mean difference is significant at the 0.05 level.

From table 4.39, the further analysis by the post hoc test shows that for the item "This airline has operating hours convenient to all its customers.", the airline passengers who have the travel purpose for vacation have the higher mean for the higher influence on service performance than the airline passengers who have the travel purpose for education.

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Table 4.40: Descriptive for Service Performance and Travel Purpose

Descriptive				
		N	Mean	Std. Deviation
Reliability When you have problems, this airline is sympathetic and reassuring.	Business	126	5.28	1.256
	Visit	40	5.90	1.172
	Vacation	192	5.58	1.296
	Education	7	6.43	.787
	Other	13	5.08	1.441
Empathy This airline has operating hours convenient to all its customers.	Business	127	5.51	1.140
	Visit	40	5.75	1.032
	Vacation	200	5.74	1.135
	Education	7	4.43	1.988
	Other	13	5.69	1.316

Table 4.40 provides the means about service performance item "When you have problems, this airline is sympathetic and reassuring." as 5.28 for the airline passengers who have the travel purpose for business, 5.90 for the airline passengers who the travel purpose for visit, 5.58 for the airline passengers who have the travel purpose for vacation, 6.43 for the airline passengers who have the travel purpose for education, and 5.08 for the airline passengers who have the travel purpose for other purposes.

The table 4.40 also shows the means about service performance item "This airline has operating hours convenient to all its customers." as 5.51 for the airline passengers who have the travel purpose for business, 5.75 for the airline passengers who the travel purpose for visit, 5.74 for the airline passengers who have the travel purpose for vacation, 4.43 for the airline passengers who have the travel purpose for education, and 5.69 for the airline passengers who have the travel purpose for other purposes.

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Table 4.41: ANOVA for Servicescape and Travel Purpose

ANOVA		
Servicescape and Travel Purpose	**F**	**Sig.**
Spatial Layout and Functionality The physical facilities are comfortable.	2.559	.038
The colors of the physical facilities and the interior are pleasant.	3.220	.013

*Significant at the 0.05 level

Table 4.41 provides the analysis of one-way analysis of variance (ANOVA) on servicescape by travel purpose of airline passengers. The results show that there are 2 items have the statistically significant difference for servicescape by travel purpose of airline passengers which are "The physical facilities are comfortable." (p=0.038); and "The colors of the physical facilities and the interior are pleasant." (p=0.013).

Table 4.42: Post Hoc Tests for Servicescape and Travel Purpose

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Servicescape	(I) Travel Purpose	(J) Travel Purpose	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Spatial Layout and Functionality The colors of the physical facilities and the interior are pleasant.	Visit	Business	.749*	.229	.012	.10	1.40

*The mean difference is significant at the 0.05 level.

From table 4.42, the further analysis by the post hoc test reveals that for the item "The colors of the physical facilities and the interior are pleasant.", the airline passengers who have the travel purpose for visit have the higher mean for the higher influence on servicescape than the airline passengers who have the travel purpose for business.

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Table 4.43: Descriptive for Servicescape and Travel Purpose

Descriptive				
		N	Mean	Std. Deviation
Spatial Layout and Functionality The physical facilities are comfortable.	Business	128	5.21	1.265
	Visit	39	5.82	.970
	Vacation	200	5.52	1.160
	Education	7	5.43	1.397
	Other	13	5.15	1.573
The colors of the physical facilities and the interior are pleasant.	Business	128	5.15	1.243
	Visit	39	5.90	.882
	Vacation	201	5.47	1.292
	Education	7	5.86	1.215
	Other	13	5.31	1.653

Table 4.43 shows the means about servicescape item "The physical facilities are comfortable." as 5.21 for the airline passengers who have the travel purpose for business, 5.82 for the airline passengers who the travel purpose for visit, 5.52 for the airline passengers who have the travel purpose for vacation, 5.43 for the airline passengers who have the travel purpose for education, and 5.15 for the airline passengers who have the travel purpose for other purposes.

The table 4.43 also provides the means about servicescape item "The colors of the physical facilities and the interior are pleasant." as 5.15 for the airline passengers who have the travel purpose for business, 5.90 for the airline passengers who the travel purpose for visit, 5.47 for the airline passengers who have the travel purpose for vacation, 5.86 for the airline passengers who have the travel purpose for education, and 5.31 for the airline passengers who have the travel purpose for other purposes.

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Table 4.44: ANOVA for Perceived Value and Travel Purpose

ANOVA		
Perceived Value and Travel Purpose	**F**	**Sig.**
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	2.657	.033
This airline's service is a better value for money.	2.456	.045
Considering what you pay for this airline, you believe that this airline offers sufficient services.	2.417	.048

*Significant at the 0.05 level

Table 4.44 describes the analysis of one-way analysis of variance (ANOVA) on perceived value by travel purpose of airline passengers. The results reveal that there are 3 items have the statistically significant difference for perceived value by travel purpose of airline passengers which are "Comparing what you pay to the airline service you receive, you think your airline provides you good value." (p=0.033); "This airline's service is a better value for money." (p=0.045); and "Considering what you pay for this airline, you believe that this airline offers sufficient services." (p=0.048).

Table 4.45: Post Hoc Tests for Perceived Value and Travel Purpose

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Perceived Value	(I) Travel Purpose	(J) Travel Purpose	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	Vacation	Business	.420*	.138	.025	.03	.81
Considering what you pay for this airline, you believe that this airline offers sufficient services.	Vacation	Business	.403*	.136	.033	.02	.79

*The mean difference is significant at the 0.05 level.

From table 4.45, the further analysis by the post hoc test provides that for the item "Comparing what you pay to the airline service you receive, you think your airline provides you good value." and "Considering what you pay for this airline, you

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believe that this airline offers sufficient services.", the airline passengers who have the travel purpose for vacation have the higher means for the higher influence on perceived value than the airline passengers who have the travel purpose for business.

Table 4.46: Descriptive for Perceived Value and Travel Purpose

Descriptive				
		N	Mean	Std. Deviation
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	Business	127	5.24	1.275
	Visit	40	5.53	1.414
	Vacation	201	5.66	1.152
	Education	7	6.00	1.000
	Other	12	5.67	1.155
This airline's service is a better value for money.	Business	128	5.09	1.289
	Visit	40	5.53	1.281
	Vacation	201	5.46	1.204
	Education	7	5.86	.690
	Other	13	5.62	1.044
Considering what you pay for this airline, you believe that this airline offers sufficient services.	Business	127	5.24	1.271
	Visit	40	5.60	1.150
	Vacation	201	5.65	1.187
	Education	7	5.57	.976
	Other	13	5.77	.927

Table 4.46 shows the means about perceived value item "Comparing what you pay to the airline service you receive, you think your airline provides you good value." as 5.24 for the airline passengers who have the travel purpose for business, 5.53 for the airline passengers who the travel purpose for visit, 5.66 for the airline passengers who have the travel purpose for vacation, 6.00 for the airline passengers who have the travel purpose for education, and 5.67 for the airline passengers who have the travel purpose for other purposes.

The table 4.46 also describes the means about perceived value item "This airline's service is a better value for money." as 5.09 for the airline passengers who have the travel purpose for business, 5.53 for the airline passengers who the travel purpose for visit, 5.46 for the airline passengers who have the travel purpose for

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vacation, 5.86 for the airline passengers who have the travel purpose for education, and 5.62 for the airline passengers who have the travel purpose for other purposes.

Finally, the table 4.46 also describes the means about perceived value item "Considering what you pay for this airline, you believe that this airline offers sufficient services." as 5.24 for the airline passengers who have the travel purpose for business, 5.60 for the airline passengers who the travel purpose for visit, 5.65 for the airline passengers who have the travel purpose for vacation, 5.57 for the airline passengers who have the travel purpose for education, and 5.77 for the airline passengers who have the travel purpose for other purposes.

Table 4.47: ANOVA for Customer Satisfaction and Travel Purpose

ANOVA		
Customer Satisfaction and Travel Purpose	**F**	**Sig.**
Your choice to purchase the service from this airline was a wise one.	2.742	.028
You think that you did the right thing when you purchased the service from this airline.	3.908	.004
You are pleased to fly with this airline.	2.457	.045
Overall, you are satisfied with the flying experience with this airline.	3.261	.012

*Significant at the 0.05 level

Table 4.47 shows the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by travel purpose of airline passengers. The results show that there are 4 items have the statistically significant difference for customer satisfaction by travel purpose of airline passengers which are "Your choice to purchase the service from this airline was a wise one." (p=0.028); "You think that you did the right thing when you purchased the service from this airline." (p=0.004); "You are pleased to fly with this airline." (p=0.045); and "Overall, you are satisfied with the flying experience with this airline." (p=0.012).

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Table 4.48: Post Hoc Tests for Customer Satisfaction and Travel Purpose

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Satisfaction	(I) Travel Purpose	(J) Travel Purpose	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Your choice to purchase the service from this airline was a wise one.	Vacation	Business	.383*	.129	.031	.02	.75
You think that you did the right thing when you purchased the service from this airline.	Vacation	Business	.428*	.125	.007	.07	.78
You are pleased to fly with this airline.	Vacation	Business	.382*	.133	.044	.01	.76
Overall, you are satisfied with the flying experience with this airline.	Vacation	Business	.414*	.126	.011	.06	.77

*The mean difference is significant at the 0.05 level.

From table 4.48, the further analysis by the post hoc test reveals that for the item “Your choice to purchase the service from this airline was a wise one.”; “You think that you did the right thing when you purchased the service from this airline.”; “You are pleased to fly with this airline.”; and “Overall, you are satisfied with the flying experience with this airline.”, the airline passengers who have the travel purpose for vacation have the higher means for the higher influence on customer satisfaction than the airline passengers who have the travel purpose for business.

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Table 4.49: Descriptive for Customer Satisfaction and Travel Purpose

Descriptive				
		N	Mean	Std. Deviation
Your choice to purchase the service from this airline was a wise one.	Business	128	5.44	1.215
	Visit	39	5.72	1.123
	Vacation	200	5.82	1.120
	Education	7	6.00	.577
	Other	13	6.08	.760
You think that you did the right thing when you purchased the service from this airline.	Business	128	5.44	1.162
	Visit	40	5.95	.932
	Vacation	200	5.87	1.133
	Education	7	6.14	.690
	Other	13	6.08	.760
You are pleased to fly with this airline.	Business	128	5.53	1.273
	Visit	40	5.75	1.056
	Vacation	196	5.91	1.158
	Education	7	6.14	.690
	Other	13	6.08	.760
Overall, you are satisfied with the flying experience with this airline.	Business	127	5.55	1.132
	Visit	40	5.93	.971
	Vacation	200	5.97	1.153
	Education	7	6.00	.816
	Other	13	6.23	.725

Table 4.49 provides the means about customer satisfaction item “Your choice to purchase the service from this airline was a wise one.” as 5.44 for the airline passengers who have the travel purpose for business, 5.72 for the airline passengers who the travel purpose for visit, 5.82 for the airline passengers who have the travel purpose for vacation, 6.00 for the airline passengers who have the travel purpose for education, and 6.08 for the airline passengers who have the travel purpose for other purposes.

The table 4.49 also shows the means about customer satisfaction item “You think that you did the right thing when you purchased the service from this airline.” as 5.44 for the airline passengers who have the travel purpose for business, 5.95 for the airline passengers who the travel purpose for visit, 5.87 for the airline

passengers who have the travel purpose for vacation, 6.14 for the airline passengers who have the travel purpose for education, and 6.08 for the airline passengers who have the travel purpose for other purposes.

Moreover, the table 4.49 also shows the means about customer satisfaction item “You are pleased to fly with this airline.” as 5.53 for the airline passengers who have the travel purpose for business, 5.75 for the airline passengers who the travel purpose for visit, 5.91 for the airline passengers who have the travel purpose for vacation, 6.14 for the airline passengers who have the travel purpose for education, and 6.08 for the airline passengers who have the travel purpose for other purposes.

Finally, the table 4.49 also shows the means about customer satisfaction item “Overall, you are satisfied with the flying experience with this airline.” as 5.55 for the airline passengers who have the travel purpose for business, 5.93 for the airline passengers who the travel purpose for visit, 5.97 for the airline passengers who have the travel purpose for vacation, 6.00 for the airline passengers who have the travel purpose for education, and 6.23 for the airline passengers who have the travel purpose for other purposes.

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Table 4.50: ANOVA for Customer Loyalty and Travel Purpose

ANOVA		
Customer Loyalty and Travel Purpose	**F**	**Sig.**
You say positive things about this airline to others.	3.066	.017
You recommend this airline to others.	3.014	.018
There is the likelihood that you will recommend this airline to a friend.	2.427	.048

*Significant at the 0.05 level

Table 4.50 shows the analysis of one-way analysis of variance (ANOVA) on customer loyalty by travel purpose of airline passengers. The results reveal that there are 3 items have the statistically significant difference for customer loyalty by travel purpose of airline passengers which are "You say positive things about this airline to others." (p=0.017); "You recommend this airline to others." (p=0.018); and "There is the likelihood that you will recommend this airline to a friend." (p=0.048).

Table 4.51: Post Hoc Tests for Customer Loyalty and Travel Purpose

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Loyalty	(I) Travel Purpose	(J) Travel Purpose	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
You say positive things about this airline to others.	Vacation	Business	.420*	.133	.017	.05	.79
You recommend this airline to others.	Vacation	Business	.423*	.141	.028	.03	.82

*The mean difference is significant at the 0.05 level.

From table 4.51, the further analysis by the post hoc test describes that for the item "You say positive things about this airline to others." and "You recommend this airline to others.", the airline passengers who have the travel purpose for vacation have the higher means for the higher influence on customer loyalty than the airline passengers who have the travel purpose for business.

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Table 4.52: Descriptive for Customer Loyalty and Travel Purpose

Descriptive				
		N	Mean	Std. Deviation
You say positive things about this airline to others.	Business	128	5.46	1.223
	Visit	40	5.90	1.008
	Vacation	201	5.88	1.198
	Education	7	6.00	.816
	Other	13	6.08	.760
You recommend this airline to others.	Business	128	5.44	1.333
	Visit	40	5.93	.971
	Vacation	200	5.86	1.268
	Education	7	6.14	.378
	Other	13	6.08	.760
There is the likelihood that you will recommend this airline to a friend.	Business	128	5.45	1.402
	Visit	40	5.83	1.130
	Vacation	200	5.85	1.243
	Education	7	6.29	.488
	Other	13	5.92	.954

Table 4.52 describes the means about customer loyalty item "You say positive things about this airline to others." as 5.46 for the airline passengers who have the travel purpose for business, 5.90 for the airline passengers who the travel purpose for visit, 5.88 for the airline passengers who have the travel purpose for vacation, 6.00 for the airline passengers who have the travel purpose for education, and 6.08 for the airline passengers who have the travel purpose for other purposes.

The table 4.52 also provides the means about customer loyalty item "You recommend this airline to others." as 5.44 for the airline passengers who have the travel purpose for business, 5.93 for the airline passengers who the travel purpose for visit, 5.86 for the airline passengers who have the travel purpose for vacation, 6.14 for the airline passengers who have the travel purpose for education, and 6.08 for the airline passengers who have the travel purpose for other purposes.

Finally, the table 4.52 also illustrates the means about customer loyalty item "There is the likelihood that you will recommend this airline to a friend." as 5.45 for the airline passengers who have the travel purpose for business, 5.83 for the airline

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passengers who have the travel purpose for visit, 5.85 for the airline passengers who have the travel purpose for vacation, 6.29 for the airline passengers who have the travel purpose for education, and 5.92 for the airline passengers who have the travel purpose for other purposes.

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4.11 Previous Experience and Research Variables

Table 4.53: ANOVA for Service Performance and Previous Experience

ANOVA		
Service Performance and Previous Experience	**F**	**Sig.**
Reliability When this airline promises to do something by a certain time, it does so.	2.920	.021
When you have problems, this airline is sympathetic and reassuring.	5.954	.000
This airline provides its service at the time it promises to do so.	2.954	.020
This airline keeps its record accurately.	3.329	.011
Responsiveness Employees of this airline are always willing to help customers.	3.468	.008
Assurance You feel safe in your transactions with this airline's employees.	2.576	.037
Employees get adequate support from this airline to do their jobs well.	3.574	.007
Empathy Employees of this airline know what your needs are.	4.233	.002
This airline has your best interests at heart.	4.610	.001

*Significant at the 0.05 level

Table 4.53 shows the analysis of one-way analysis of variance (ANOVA) on service performance by previous experience of airline passengers. The results reveal that there are 9 items have the statistically significant difference for service performance by previous experience of airline passengers which are "When this airline promises to do something by a certain time, it does so." (p=0.021); "When you have problems, this airline is sympathetic and reassuring." (p=0.000); "This airline provides its service at the time it promises to do so." (p=0.020); "This airline keeps its record accurately." (p=0.011); "Employees of this airline are always willing to help customers." (p=0.008); "You feel safe in your transactions with this airline's employees." (p=0.037); "Employees get adequate support from this airline to do their jobs well." (p=0.007); "Employees of this airline know what your needs are." (p=0.002); and "This airline has your best interests at heart." (p=0.001).

Table 4.54: Post Hoc Tests for Service Performance and Previous Experience

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Service Performance	(I) Previous Experience	(J) Previous Experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Reliability When this airline promises to do something by a certain time, it does so.	6-10 flights	21 flights more	.659*	.208	.016	.07	1.25
When you have problems, this airline is sympathetic and reassuring.	1-5 flights	21 flights more	.504*	.177	.046	.01	1.00
	6-10 flights	21 flights more	.909*	.209	.000	.32	1.50
This airline provides its service at the time it promises to do so.	6-10 flights	21 flights more	.625*	.203	.022	.05	1.20
This airline keeps its record accurately.	6-10 flights	21 flights more	.627*	.189	.010	.09	1.16
Responsiveness Employees of this airline are always willing to help customers.	6-10 flights	21 flights more	.675*	.189	.004	.14	1.21
Assurance You feel safe in your transactions with this airline's employees.	6-10 flights	21 flights more	.511*	.167	.024	.04	.98
Employees get adequate support from this airline to do their jobs well.	6-10 flights	21 flights more	.697*	.206	.008	.12	1.28
Empathy Employees of this airline know what your needs are.	1-5 flights	21 flights more	.498*	.167	.031	.03	.97
	6-10 flights	21 flights more	.643*	.198	.013	.08	1.20
This airline has your best interests at heart.	6-10 flights	21 flights more	.723*	.194	.002	.18	1.27

*The mean difference is significant at the 0.05 level.

From table 4.54, the further analysis by the post hoc test illustrates that for the item "When this airline promises to do something by a certain time, it does so."; "When you have problems, this airline is sympathetic and reassuring."; "This airline provides its service at the time it promises to do so."; "This airline keeps its record accurately."; "Employees of this airline are always willing to help customers."; "You feel safe in your transactions with this airline's employees."; "Employees get adequate support from this airline to do their jobs well."; "Employees of this airline know what your needs are."; and "This airline has your best interests at heart.", the airline

passengers who have the previous experience between 6 to 10 flights have the higher means for the higher influence on service performance than the airline passengers who have the previous experience 21 flights or more.

Moreover, from table 4.54, the further analysis by the post hoc test reveals that for the item “When you have problems, this airline is sympathetic and reassuring.” and “Employees of this airline know what your needs are.”, the airline passengers who have the previous experience between 1 to 5 flights have the higher means for the higher influence on service performance than the airline passengers who have the previous experience 21 flights or more.

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Table 4.55: Descriptive for Service Performance and Previous Experience

Descriptive				
		N	Mean	Std. Deviation
Reliability When this airline promises to do something by a certain time, it does so.	1-5 flights	65	5.78	1.231
	6-10 flights	43	6.14	.941
	11-15 flights	29	5.69	1.312
	16-20 flights	14	5.71	.914
	21 flights more	254	5.48	1.324
When you have problems, this airline is sympathetic and reassuring.	1-5 flights	63	5.81	1.189
	6-10 flights	42	6.21	1.048
	11-15 flights	27	5.56	1.251
	16-20 flights	13	5.69	1.109
	21 flights more	249	5.31	1.306
This airline provides its service at the time it promises to do so.	1-5 flights	64	5.84	1.263
	6-10 flights	42	6.19	.943
	11-15 flights	29	5.86	1.187
	16-20 flights	14	5.93	.917
	21 flights more	253	5.57	1.260
This airline keeps its record accurately.	1-5 flights	63	5.83	1.009
	6-10 flights	42	6.14	.952
	11-15 flights	29	5.72	1.032
	16-20 flights	14	5.50	1.225
	21 flights more	246	5.52	1.191
Responsiveness Employees of this airline are always willing to help customers.	1-5 flights	63	6.08	1.154
	6-10 flights	43	6.51	.736
	11-15 flights	29	6.07	1.252
	16-20 flights	14	5.93	.997
	21 flights more	251	5.84	1.190

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Table 4.55: Descriptive for Service Performance and Previous Experience (Continued)

Descriptive				
		N	Mean	Std. Deviation
Assurance You feel safe in your transactions with this airline's employees.	1-5 flights	65	6.03	1.199
	6-10 flights	43	6.53	.592
	11-15 flights	29	6.21	.978
	16-20 flights	14	5.93	.917
	21 flights more	254	6.02	1.029
Employees get adequate support from this airline to do their jobs well.	1-5 flights	63	5.95	1.300
	6-10 flights	42	6.33	.874
	11-15 flights	29	5.86	1.187
	16-20 flights	14	5.43	1.016
	21 flights more	245	5.64	1.278
Empathy Employees of this airline know what your needs are.	1-5 flights	65	5.69	1.211
	6-10 flights	43	5.84	1.022
	11-15 flights	29	5.48	1.214
	16-20 flights	14	5.50	.855
	21 flights more	252	5.19	1.242
This airline has your best interests at heart.	1-5 flights	65	5.77	1.072
	6-10 flights	43	6.05	.844
	11-15 flights	29	5.55	1.152
	16-20 flights	14	5.50	.855
	21 flights more	250	5.32	1.259

Table 4.55 shows the means about service performance item "When this airline promises to do something by a certain time, it does so." as 5.78 for the airline passengers who have the previous experience between 1 to 5 flights, 6.14 for the airline passengers who have the previous experience between 6 to 10 flights, 5.69 for the airline passengers who have the previous experience between 11 to 15 flights, 5.71 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.48 for the airline passengers who have the previous experience 21 flights or more.

The table 4.55 shows the means about service performance item “When you have problems, this airline is sympathetic and reassuring.” as 5.81 for the airline passengers who have the previous experience between 1 to 5 flights, 6.21 for the airline passengers who have the previous experience between 6 to 10 flights, 5.56 for the airline passengers who have the previous experience between 11 to 15 flights, 5.69 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.31 for the airline passengers who have the previous experience 21 flights or more.

The table 4.55 shows the means about service performance item “This airline provides its service at the time it promises to do so.” as 5.84 for the airline passengers who have the previous experience between 1 to 5 flights, 6.19 for the airline passengers who have the previous experience between 6 to 10 flights, 5.86 for the airline passengers who have the previous experience between 11 to 15 flights, 5.93 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.57 for the airline passengers who have the previous experience 21 flights or more.

The table 4.55 shows the means about service performance item “This airline keeps its record accurately.” as 5.83 for the airline passengers who have the previous experience between 1 to 5 flights, 6.14 for the airline passengers who have the previous experience between 6 to 10 flights, 5.72 for the airline passengers who have the previous experience between 11 to 15 flights, 5.50 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.52 for the airline passengers who have the previous experience 21 flights or more.

The table 4.55 shows the means about service performance item “Employees of this airline are always willing to help customers.” as 6.08 for the airline passengers who have the previous experience between 1 to 5 flights, 6.51 for the airline passengers who have the previous experience between 6 to 10 flights, 6.07 for the airline passengers who have the previous experience between 11 to 15 flights, 5.93 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.84 for the airline passengers who have the previous experience 21 flights or more.

The table 4.55 shows the means about service performance item “You feel safe in your transactions with this airline’s employees.” as 6.03 for the airline passengers who have the previous experience between 1 to 5 flights, 6.53 for the airline passengers who have the previous experience between 6 to 10 flights, 6.21 for the airline passengers who have the previous experience between 11 to 15 flights, 5.93 for the airline passengers who have the previous experience between 16 to 20 flights, and 6.02 for the airline passengers who have the previous experience 21 flights or more.

The table 4.55 shows the means about service performance item “Employees get adequate support from this airline to do their jobs well.” as 5.95 for the airline passengers who have the previous experience between 1 to 5 flights, 6.33 for the airline passengers who have the previous experience between 6 to 10 flights, 5.86 for the airline passengers who have the previous experience between 11 to 15 flights, 5.43 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.64 for the airline passengers who have the previous experience 21 flights or more.

Furthermore, the table 4.55 shows the means about service performance item “Employees of this airline know what your needs are.” as 5.69 for the airline passengers who have the previous experience between 1 to 5 flights, 5.84 for the airline passengers who have the previous experience between 6 to 10 flights, 5.48 for the airline passengers who have the previous experience between 11 to 15 flights, 5.50 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.19 for the airline passengers who have the previous experience 21 flights or more.

Finally, the table 4.55 shows the means about service performance item “This airline has your best interests at heart.” as 5.77 for the airline passengers who have the previous experience between 1 to 5 flights, 6.05 for the airline passengers who have the previous experience between 6 to 10 flights, 5.55 for the airline passengers who have the previous experience between 11 to 15 flights, 5.50 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.32 for the airline passengers who have the previous experience 21 flights or more.

Table 4.56: ANOVA for Servicescape and Previous Experience

ANOVA		
Servicescape and Previous Experience	**F**	**Sig.**
Ambient Conditions Background music is pleasant.	4.323	.002
The lighting is comfortable.	4.878	.001
Spatial Layout and Functionality The physical facilities are comfortable.	3.736	.005
The interior layout is pleasing.	2.986	.019
The architecture is attractive.	5.383	.000
The colors of the physical facilities and the interior are pleasant.	5.608	.000
Signs, Symbols, and Artifacts The signs used (i.e. enter, exit) are helpful to you.	3.191	.013
Brochures and other communication materials are visually appealing.	3.194	.013
The materials used inside are pleasing and of high quality.	3.527	.008
The style of the interior accessories is fashionable.	3.221	.013

*Significant at the 0.05 level

Table 4.56 discovers the analysis of one-way analysis of variance (ANOVA) on servicescape by previous experience of airline passengers. The results show that there are 10 items have the statistically significant difference for servicescape by previous experience of airline passengers which are “Background music is pleasant.” (p=0.002); “The lighting is comfortable.” (p=0.001); “The physical facilities are comfortable.” (p=0.005); “The interior layout is pleasing.” (p=0.019); “The architecture is attractive.” (p=0.000); “The colors of the physical facilities and the interior are pleasant.” (p=0.000); “The signs used (i.e. enter, exit) are helpful to you.” (p=0.013); “Brochures and other communication materials are visually appealing.” (p=0.013); “The materials used inside are pleasing and of high quality.” (p=0.008); and “The style of the interior accessories is fashionable.” (p=0.013).

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Table 4.57: Post Hoc Tests for Servicescape and Previous Experience

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Servicescape	(I) Previous Experience	(J) Previous Experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Ambient Conditions Background music is pleasant.	6-10 flights	16-20 flights	1.119*	.386	.040	.03	2.21
	6-10 flights	21 flights more	.764*	.209	.003	.17	1.35
The lighting is comfortable.	6-10 flights	16-20 flights	1.020*	.339	.028	.06	1.98
	6-10 flights	21 flights more	.661*	.182	.003	.15	1.17
Spatial Layout and Functionality The physical facilities are comfortable.	6-10 flights	21 flights more	.664*	.194	.007	.12	1.21
The interior layout is pleasing.	6-10 flights	21 flights more	.607*	.199	.025	.04	1.17
The architecture is attractive.	1-5 flights	21 flights more	.501*	.175	.043	.01	.99
	6-10 flights	21 flights more	.822*	.206	.001	.24	1.40
The colors of the physical facilities and the interior are pleasant.	6-10 flights	21 flights more	.837*	.203	.000	.26	1.41
Signs, Symbols, and Artifacts The signs used (i.e. enter, exit) are helpful to you.	6-10 flights	21 flights more	.565*	.174	.013	.07	1.06
Brochures and other communication materials are visually appealing.	6-10 flights	21 flights more	.613*	.204	.028	.04	1.19
The materials used inside are pleasing and of high quality.	6-10 flights	21 flights more	.652*	.192	.008	.11	1.19

*The mean difference is significant at the 0.05 level.

From table 4.57, the further analysis by the post hoc test shows that for the item “Background music is pleasant.”; “The lighting is comfortable.”; “The physical facilities are comfortable.”; “The interior layout is pleasing.”; “The architecture is attractive.”; “The colors of the physical facilities and the interior are pleasant.”; “The signs used (i.e. enter, exit) are helpful to you.”; “Brochures and other communication materials are visually appealing.”; and “The materials used inside are pleasing and of high quality.”, the airline passengers who have the previous experience between 6 to

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10 flights have the higher means for the higher influence on servicescape than the airline passengers who have the previous experience 21 flights or more.

The further analysis by the post hoc test also reveals that for the item “Background music is pleasant.” and “The lighting is comfortable.”, the airline passengers who have the previous experience between 6 to 10 flights have the higher means for the higher influence on servicescape than the airline passengers who have the previous experience between 16 to 20 flights.

The further analysis by the post hoc test also shows that for the item “The architecture is attractive.”, the airline passengers who have the previous experience between 1 to 5 flights have the higher mean for the higher influence on servicescape than the airline passengers who have the previous experience 21 flights or more.

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Table 4.58: Descriptive for Servicescape and Previous Experience

Descriptive				
		N	Mean	Std. Deviation
Ambient Conditions Background music is pleasant.	1-5 flights	65	5.46	1.347
	6-10 flights	42	5.90	.850
	11-15 flights	29	5.38	1.178
	16-20 flights	14	4.79	.975
	21 flights more	249	5.14	1.301
The lighting is comfortable.	1-5 flights	65	5.88	.992
	6-10 flights	43	6.16	.924
	11-15 flights	28	5.64	1.062
	16-20 flights	14	5.14	1.027
	21 flights more	253	5.50	1.160
Spatial Layout and Functionality The physical facilities are comfortable.	1-5 flights	65	5.65	1.243
	6-10 flights	43	5.95	.844
	11-15 flights	29	5.59	.867
	16-20 flights	14	5.29	.825
	21 flights more	252	5.29	1.253
The interior layout is pleasing.	1-5 flights	65	5.65	1.243
	6-10 flights	43	5.91	.996
	11-15 flights	29	5.55	.870
	16-20 flights	14	5.43	.852
	21 flights more	253	5.30	1.277
The architecture is attractive.	1-5 flights	64	5.66	1.237
	6-10 flights	43	5.98	1.165
	11-15 flights	29	5.52	.986
	16-20 flights	14	5.50	.760
	21 flights more	252	5.15	1.310
The colors of the physical facilities and the interior are pleasant.	1-5 flights	65	5.68	1.251
	6-10 flights	43	6.05	1.194
	11-15 flights	29	5.62	.903
	16-20 flights	14	5.57	1.158
	21 flights more	253	5.21	1.263

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Table 4.58: Descriptive for Servicescape and Previous Experience (Continued)

Descriptive				
		N	Mean	Std. Deviation
Signs, Symbols, and Artifacts The signs used (i.e. enter, exit) are helpful to you.	1-5 flights	65	5.83	1.206
	6-10 flights	42	6.29	.805
	11-15 flights	29	6.00	.756
	16-20 flights	14	5.50	.760
	21 flights more	254	5.72	1.076
Brochures and other communication materials are visually appealing.	1-5 flights	64	5.66	1.405
	6-10 flights	41	5.98	.908
	11-15 flights	29	5.45	1.021
	16-20 flights	14	5.00	1.177
	21 flights more	251	5.36	1.220
The materials used inside are pleasing and of high quality.	1-5 flights	65	5.65	1.292
	6-10 flights	43	5.95	.872
	11-15 flights	28	5.50	1.072
	16-20 flights	14	5.36	.633
	21 flights more	252	5.30	1.203
The style of the interior accessories is fashionable.	1-5 flights	65	5.60	1.260
	6-10 flights	43	5.67	1.393
	11-15 flights	29	5.45	1.055
	16-20 flights	14	5.21	.893
	21 flights more	252	5.11	1.319

Table 4.58 discovers the means about servicescape item “Background music is pleasant.” as 5.46 for the airline passengers who have the previous experience between 1 to 5 flights, 5.90 for the airline passengers who have the previous experience between 6 to 10 flights, 5.38 for the airline passengers who have the previous experience between 11 to 15 flights, 4.79 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.14 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “The lighting is comfortable.” as 5.88 for the airline passengers who have the previous experience between 1 to 5 flights, 6.16 for the airline passengers who have the previous

experience between 6 to 10 flights, 5.64 for the airline passengers who have the previous experience between 11 to 15 flights, 5.14 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.50 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “The physical facilities are comfortable.” as 5.65 for the airline passengers who have the previous experience between 1 to 5 flights, 5.95 for the airline passengers who have the previous experience between 6 to 10 flights, 5.59 for the airline passengers who have the previous experience between 11 to 15 flights, 5.29 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.29 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “The interior layout is pleasing.” as 5.65 for the airline passengers who have the previous experience between 1 to 5 flights, 5.91 for the airline passengers who have the previous experience between 6 to 10 flights, 5.55 for the airline passengers who have the previous experience between 11 to 15 flights, 5.43 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.30 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “The architecture is attractive.” as 5.66 for the airline passengers who have the previous experience between 1 to 5 flights, 5.98 for the airline passengers who have the previous experience between 6 to 10 flights, 5.52 for the airline passengers who have the previous experience between 11 to 15 flights, 5.50 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.15 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “The colors of the physical facilities and the interior are pleasant.” as 5.68 for the airline passengers who have the previous experience between 1 to 5 flights, 6.05 for the airline passengers who have the previous experience between 6 to 10 flights, 5.62 for the airline passengers who have the previous experience between 11 to 15 flights, 5.57 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.21 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “The signs used (i.e. enter, exit) are helpful to you.” as 5.83 for the airline passengers who have the previous experience between 1 to 5 flights, 6.29 for the airline passengers who have the previous experience between 6 to 10 flights, 6.00 for the airline passengers who have the previous experience between 11 to 15 flights, 5.50 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.72 for the airline passengers who have the previous experience 21 flights or more.

The table 4.58 discovers the means about servicescape item “Brochures and other communication materials are visually appealing.” as 5.66 for the airline passengers who have the previous experience between 1 to 5 flights, 5.98 for the airline passengers who have the previous experience between 6 to 10 flights, 5.45 for the airline passengers who have the previous experience between 11 to 15 flights, 5.00 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.36 for the airline passengers who have the previous experience 21 flights or more.

Furthermore, the table 4.58 discovers the means about servicescape item “The materials used inside are pleasing and of high quality.” as 5.65 for the airline passengers who have the previous experience between 1 to 5 flights, 5.95 for the airline passengers who have the previous experience between 6 to 10 flights, 5.50 for the airline passengers who have the previous experience between 11 to 15 flights, 5.36 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.30 for the airline passengers who have the previous experience 21 flights or more.

Finally, the table 4.58 discovers the means about servicescape item “The style of the interior accessories is fashionable.” as 5.60 for the airline passengers who have the previous experience between 1 to 5 flights, 5.67 for the airline passengers who have the previous experience between 6 to 10 flights, 5.45 for the airline passengers who have the previous experience between 11 to 15 flights, 5.21 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.11 for the airline passengers who have the previous experience 21 flights or more.

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Table 4.59: ANOVA for Perceived Value and Previous Experience

ANOVA		
Perceived Value and Previous Experience	**F**	**Sig.**
This airline's service is a better value for money.	2.486	.043
The airline charges a reasonable price for the service it provides.	2.395	.050
This airline provides you great value as compared to others.	3.104	.016
Considering what you pay for this airline, you believe that this airline offers sufficient services.	2.857	.023
The price of this airline is reasonable.	2.705	.030

*Significant at the 0.05 level

Table 4.59 reveals the analysis of one-way analysis of variance (ANOVA) on perceived value by previous experience of airline passengers. The results discover that there are 5 items have the statistically significant difference for perceived value by previous experience of airline passengers which are "This airline's service is a better value for money." (p=0.043); "The airline charges a reasonable price for the service it provides." (p=0.050); "This airline provides you great value as compared to others." (p=0.016); "Considering what you pay for this airline, you believe that this airline offers sufficient services." (p=0.023); and "The price of this airline is reasonable." (p=0.030).

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Table 4.60: Post Hoc Tests for Perceived Value and Previous Experience

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Perceived Value	(I) Previous Experience	(J) Previous Experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
This airline provides you great value as compared to others.	1-5 flights	21 flights more	.522*	.175	.030	.03	1.02

*The mean difference is significant at the 0.05 level.

From table 4.60, the further analysis by the post hoc test reveals that for the item "This airline provides you great value as compared to others.", the airline passengers who have the previous experience between 1 to 5 flights have the higher mean for the higher influence on perceived value than the airline passengers who have the previous experience 21 flights or more.

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Table 4.61: Descriptive for Perceived Value and Previous Experience

Descriptive				
		N	Mean	Std. Deviation
This airline's service is a better value for money.	1-5 flights	65	5.60	1.285
	6-10 flights	43	5.67	1.190
	11-15 flights	29	5.52	.785
	16-20 flights	14	5.43	1.016
	21 flights more	254	5.20	1.260
The airline charges a reasonable price for the service it provides.	1-5 flights	65	5.65	1.363
	6-10 flights	43	5.60	1.116
	11-15 flights	29	5.48	.785
	16-20 flights	14	5.64	1.082
	21 flights more	251	5.22	1.275
This airline provides you great value as compared to others.	1-5 flights	65	5.66	1.338
	6-10 flights	43	5.63	1.134
	11-15 flights	29	5.28	.751
	16-20 flights	14	5.21	1.251
	21 flights more	250	5.14	1.299
Considering what you pay for this airline, you believe that this airline offers sufficient services.	1-5 flights	65	5.72	1.231
	6-10 flights	43	5.81	1.052
	11-15 flights	29	5.76	.786
	16-20 flights	14	5.86	.864
	21 flights more	253	5.36	1.248
The price of this airline is reasonable.	1-5 flights	59	5.68	1.319
	6-10 flights	41	5.73	1.073
	11-15 flights	29	5.38	.862
	16-20 flights	14	5.79	.975
	21 flights more	252	5.25	1.287

Table 4.61 reveals the means about perceived value item "This airline's service is a better value for money." as 5.60 for the airline passengers who have the previous experience between 1 to 5 flights, 5.67 for the airline passengers who have the previous experience between 6 to 10 flights, 5.52 for the airline passengers who have the previous experience between 11 to 15 flights, 5.43 for the airline passengers

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who have the previous experience between 16 to 20 flights, and 5.20 for the airline passengers who have the previous experience 21 flights or more.

The table 4.61 reveals the means about perceived value item “The airline charges a reasonable price for the service it provides.” as 5.65 for the airline passengers who have the previous experience between 1 to 5 flights, 5.60 for the airline passengers who have the previous experience between 6 to 10 flights, 5.48 for the airline passengers who have the previous experience between 11 to 15 flights, 5.64 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.22 for the airline passengers who have the previous experience 21 flights or more.

The table 4.61 reveals the means about perceived value item “This airline provides you great value as compared to others.” as 5.66 for the airline passengers who have the previous experience between 1 to 5 flights, 5.63 for the airline passengers who have the previous experience between 6 to 10 flights, 5.28 for the airline passengers who have the previous experience between 11 to 15 flights, 5.21 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.14 for the airline passengers who have the previous experience 21 flights or more.

In addition, the table 4.61 reveals the means about perceived value item “Considering what you pay for this airline, you believe that this airline offers sufficient services.” as 5.72 for the airline passengers who have the previous experience between 1 to 5 flights, 5.81 for the airline passengers who have the previous experience between 6 to 10 flights, 5.76 for the airline passengers who have the previous experience between 11 to 15 flights, 5.86 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.36 for the airline passengers who have the previous experience 21 flights or more.

Finally, the table 4.61 reveals the means about perceived value item “The price of this airline is reasonable.” as 5.68 for the airline passengers who have the previous experience between 1 to 5 flights, 5.73 for the airline passengers who have the previous experience between 6 to 10 flights, 5.38 for the airline passengers who have the previous experience between 11 to 15 flights, 5.79 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.25 for the airline passengers who have the previous experience 21 flights or more.

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The Result from ANOVA for Customer Satisfaction and Previous Experience

For the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by previous experience of airline passengers, the results show that there is no item has the statistically significant difference for customer satisfaction by previous experience of airline passengers.

The Result from Post Hoc Tests for Customer Satisfaction and Previous Experience

The further analysis by the post hoc test discovers that there is no mean difference at a significance level of 0.05 among customer satisfaction items.

Table 4.62: ANOVA for Customer Loyalty and Previous Experience

ANOVA		
Customer Loyalty and Previous Experience	**F**	**Sig.**
There is the likelihood that you will recommend this airline to a friend.	2.556	.038

*Significant at the 0.05 level

Table 4.62 provides the analysis of one-way analysis of variance (ANOVA) on customer loyalty by previous experience of airline passengers. The results show that there is 1 item has the statistically significant difference for customer loyalty by previous experience of airline passengers which is “There is the likelihood that you will recommend this airline to a friend.” (p=0.038).

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Table 4.63: Post Hoc Tests for Customer Loyalty and Previous Experience

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Loyalty	(I) Previous Experience	(J) Previous Experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
There is the likelihood that you will recommend this airline to a friend.	6-10 flights	21 flights more	.597*	.208	.042	.01	1.18

*The mean difference is significant at the 0.05 level.

From table 4.63, the further analysis by the post hoc test illustrates that for the item "There is the likelihood that you will recommend this airline to a friend.", the airline passengers who have the previous experience between 6 to 10 flights have the higher mean for the higher influence on customer loyalty than the airline passengers who have the previous experience 21 flights or more.

Table 4.64: Descriptive for Customer Loyalty and Previous Experience

Descriptive				
		N	Mean	Std. Deviation
There is the likelihood that you will recommend this airline to a friend.	1-5 flights	65	5.89	1.226
	6-10 flights	43	6.19	.852
	11-15 flights	29	5.83	.805
	16-20 flights	14	5.86	1.292
	21 flights more	253	5.59	1.359

Table 4.64 describes the means about customer loyalty item "There is the likelihood that you will recommend this airline to a friend." as 5.89 for the airline passengers who have the previous experience between 1 to 5 flights, 6.19 for the airline passengers who have the previous experience between 6 to 10 flights, 5.83 for the airline passengers who have the previous experience between 11 to 15 flights, 5.86 for the airline passengers who have the previous experience between 16 to 20 flights, and 5.59 for the airline passengers who have the previous experience 21 flights or more.

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4.12 Travel Frequency and Research Variables

Table 4.65: ANOVA for Service Performance and Travel Frequency

ANOVA		
Service Performance and Travel Frequency	**F**	**Sig.**
Tangibles This airline's physical facilities are virtually appealing.	2.734	.019
The appearance of physical facilities of this airline is in keeping with the type of services provided.	2.732	.019
Reliability When this airline promises to do something by a certain time, it does so.	3.725	.003
When you have problems, this airline is sympathetic and reassuring.	3.605	.003
This airline provides its service at the time it promises to do so.	4.430	.001
This airline keeps its record accurately.	4.065	.001
Responsiveness This airline tells customers exactly when services will be performed.	4.251	.001
You receive prompt service from this airline's employees.	3.090	.009
Employees of this airline are always willing to help customers.	3.236	.007
Employees of this airline are not too busy to respond to customers' requests promptly.	4.732	.000
Assurance You can trust employees of this airline.	2.325	.042
Employees get adequate support from this airline to do their jobs well.	3.037	.011
Empathy Employees of this airline give you personal attention.	2.408	.036

*Significant at the 0.05 level

Table 4.65 reveals the analysis of one-way analysis of variance (ANOVA) on service performance by travel frequency of airline passengers. The results show that there are 13 items have the statistically significant difference for service performance by travel frequency of airline passengers which are "This airline's physical facilities are virtually appealing." (p=0.019); "The appearance of physical facilities of this airline is in keeping with the type of services provided." (p=0.019); "When this airline promises to do something by a certain time, it does so." (p=0.003);

"When you have problems, this airline is sympathetic and reassuring." (p=0.003); "This airline provides its service at the time it promises to do so." (p=0.001); "This airline keeps its record accurately." (p=0.001); "This airline tells customers exactly when services will be performed." (p=0.001); "You receive prompt service from this airline's employees." (p=0.009); "Employees of this airline are always willing to help customers." (p=0.007); "Employees of this airline are not too busy to respond to customers' requests promptly." (p=0.000); "You can trust employees of this airline." (p=0.042); "Employees get adequate support from this airline to do their jobs well." (p=0.011); and "Employees of this airline give you personal attention." (p=0.036).

Table 4.66: Post Hoc Tests for Service Performance and Travel Frequency

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Service Performance	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Tangibles This airline's physical facilities are virtually appealing.	Once a year	Couple of times a month	.714*	.208	.010	.10	1.33
The appearance of physical facilities of this airline is in keeping with the type of services provided.	Once a year	Couple of times a month	.587*	.193	.039	.02	1.16
Reliability When this airline promises to do something by a certain time, it does so.	Once in six months	Couple of times a month	.570*	.182	.027	.03	1.11
	Once a year	Couple of times a month	.765*	.219	.008	.12	1.41

*The mean difference is significant at the 0.05 level.

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Table 4.66: Post Hoc Tests for Service Performance and Travel Frequency (Continued)

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Service Performance	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Reliability When you have problems, this airline is sympathetic and reassuring.	Once a month	Couple of times a month	.632*	.209	.039	.02	1.25
	Once in six months	Couple of times a month	.658*	.188	.008	.10	1.21
This airline provides its service at the time it promises to do so.	Once a month	Couple of times a month	.675*	.194	.009	.10	1.25
	Once in six months	Couple of times a month	.615*	.175	.007	.10	1.13
	Once a year	Couple of times a month	.716*	.212	.012	.09	1.34
This airline keeps its record accurately.	Once a month	Couple of times a month	.561*	.185	.038	.02	1.11
	Once a year	Couple of times a month	.741*	.200	.004	.15	1.33
Responsiveness This airline tells customers exactly when services will be performed.	Once a month	Couple of times a month	.653*	.190	.010	.09	1.22
	Once in three months	Couple of times a month	.512*	.160	.022	.04	.98
	Once in six months	Couple of times a month	.562*	.170	.016	.06	1.06
	Once a year	Couple of times a month	.664*	.208	.023	.05	1.28
You receive prompt service from this airline's employees.	Once in three months	Couple of times a month	.503*	.161	.030	.03	.98
Employees of this airline are always willing to help customers.	Once in six months	Couple of times a month	.547*	.165	.015	.06	1.03
	Once a year	Couple of times a month	.601*	.201	.046	.01	1.20

*The mean difference is significant at the 0.05 level.

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Table 4.66: Post Hoc Tests for Service Performance and Travel Frequency (Continued)

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Service Performance	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Responsiveness Employees of this airline are not too busy to respond to customers' requests promptly.	Once in six months	Couple of times a month	.761*	.183	.001	.22	1.30
	Once a year	Couple of times a month	.793*	.226	.008	.13	1.46
Assurance Employees get adequate support from this airline to do their jobs well.	Once in six months	Couple of times a month	.562*	.182	.032	.03	1.10

*The mean difference is significant at the 0.05 level.

From table 4.66, the further analysis by the post hoc test provides that for the items "This airline's physical facilities are virtually appealing."; "The appearance of physical facilities of this airline is in keeping with the type of services provided."; "When this airline promises to do something by a certain time, it does so."; "This airline provides its service at the time it promises to do so."; "This airline keeps its record accurately."; "This airline tells customers exactly when services will be performed."; "Employees of this airline are always willing to help customers."; and "Employees of this airline are not too busy to respond to customers' requests promptly.", the airline passengers who have the travel frequency for once a year have the higher means for the higher influence on service performance than the airline passengers who have the travel frequency for couple of times a month.

The further analysis by the post hoc test provides that for the items "When this airline promises to do something by a certain time, it does so."; "When you have problems, this airline is sympathetic and reassuring."; "This airline provides its service at the time it promises to do so."; "This airline tells customers exactly when services will be performed."; "Employees of this airline are always willing to help customers."; "Employees of this airline are not too busy to respond to customers' requests promptly."; and "Employees get adequate support from this airline to do their jobs

well.", the airline passengers who have the travel frequency for once in six months have the higher means for the higher influence on service performance than the airline passengers who have the travel frequency for couple of times a month.

Moreover, the further analysis by the post hoc test provides that for the items "When you have problems, this airline is sympathetic and reassuring."; "This airline provides its service at the time it promises to do so."; "This airline keeps its record accurately."; and "This airline tells customers exactly when services will be performed.", the airline passengers who have the travel frequency for once a month have the higher means for the higher influence on service performance than the airline passengers who have the travel frequency for couple of times a month.

Finally, the further analysis by the post hoc test provides that for the items "This airline tells customers exactly when services will be performed. You receive prompt service from this airline's employees." and "You receive prompt service from this airline's employees.", the airline passengers who have the travel frequency for once in three months have the higher means for the higher influence on service performance than the airline passengers who have the travel frequency for couple of times a month.

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Table 4.67: Descriptive for Service Performance and Travel Frequency

Descriptive				
		N	Mean	Std. Deviation
Tangibles This airline's physical facilities are virtually appealing.	Couple of times a month	115	5.22	1.198
	Once a month	55	5.62	1.147
	Once in three months	97	5.49	1.183
	Once in six months	76	5.59	1.180
	Once a year	44	5.93	.900
	Fewer than once a year	14	5.50	1.653
The appearance of physical facilities of this airline is in keeping with the type of services provided.	Couple of times a month	115	5.50	1.103
	Once a month	56	5.89	.908
	Once in three months	97	5.75	1.109
	Once in six months	77	5.95	1.025
	Once a year	44	6.09	1.137
	Fewer than once a year	14	5.93	1.639

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Table 4.67: Descriptive for Service Performance and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
Reliability When this airline promises to do something by a certain time, it does so.	Couple of times a month	115	5.23	1.385
	Once a month	56	5.77	1.009
	Once in three months	97	5.71	1.369
	Once in six months	77	5.81	1.064
	Once a year	44	6.00	.988
	Fewer than once a year	14	5.79	1.311
When you have problems, this airline is sympathetic and reassuring.	Couple of times a month	114	5.12	1.403
	Once a month	53	5.75	1.036
	Once in three months	95	5.58	1.181
	Once in six months	73	5.78	1.216
	Once a year	43	5.74	1.217
	Fewer than once a year	14	5.50	1.506
This airline provides its service at the time it promises to do so.	Couple of times a month	114	5.31	1.338
	Once a month	55	5.98	.892
	Once in three months	97	5.78	1.148
	Once in six months	77	5.92	1.061
	Once a year	43	6.02	1.165
	Fewer than once a year	14	5.57	1.697

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Table 4.67: Descriptive for Service Performance and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
Reliability This airline keeps its record accurately.	Couple of times a month	114	5.31	1.270
	Once a month	53	5.87	.856
	Once in three months	93	5.66	1.098
	Once in six months	76	5.75	1.109
	Once a year	42	6.05	.987
	Fewer than once a year	14	6.00	.961
Responsiveness This airline tells customers exactly when services will be performed.	Couple of times a month	115	5.22	1.290
	Once a month	54	5.87	.912
	Once in three months	96	5.73	1.090
	Once in six months	77	5.78	1.059
	Once a year	42	5.88	1.152
	Fewer than once a year	14	5.79	1.672
You receive prompt service from this airline's employees.	Couple of times a month	115	5.49	1.320
	Once a month	56	5.93	.951
	Once in three months	96	5.99	1.081
	Once in six months	77	5.92	1.167
	Once a year	44	6.09	.936
	Fewer than once a year	14	5.57	1.742

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Table 4.67: Descriptive for Service Performance and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
Responsiveness Employees of this airline are always willing to help customers.	Couple of times a month	115	5.66	1.242
	Once a month	55	6.11	.956
	Once in three months	95	6.00	1.072
	Once in six months	77	6.21	1.080
	Once a year	42	6.26	.912
	Fewer than once a year	14	5.86	1.610
Employees of this airline are not too busy to respond to customers' requests promptly.	Couple of times a month	115	5.30	1.482
	Once a month	55	5.87	1.001
	Once in three months	95	5.79	1.202
	Once in six months	77	6.06	1.030
	Once a year	41	6.10	.995
	Fewer than once a year	14	5.64	1.823
Assurance You can trust employees of this airline.	Couple of times a month	115	5.63	1.063
	Once a month	55	6.13	.883
	Once in three months	97	5.90	1.104
	Once in six months	77	6.04	1.019
	Once a year	44	5.95	1.120
	Fewer than once a year	14	5.71	1.637

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Table 4.67: Descriptive for Service Performance and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
Assurance Employees get adequate support from this airline to do their jobs well.	Couple of times a month	112	5.46	1.335
	Once a month	54	6.00	.991
	Once in three months	94	5.70	1.269
	Once in six months	75	6.03	1.078
	Once a year	42	6.07	1.113
	Fewer than once a year	14	5.86	1.657
Empathy Employees of this airline give you personal attention.	Couple of times a month	115	5.30	1.237
	Once a month	55	5.85	1.008
	Once in three months	97	5.59	1.152
	Once in six months	77	5.74	1.229
	Once a year	44	5.80	1.173
	Fewer than once a year	14	5.71	1.490

Table 4.67 discovers the means about service performance item "This airline's physical facilities are virtually appealing." as 5.22 for the airline passengers who have the travel frequency for couple of times a month, 5.62 for the airline passengers who have the travel frequency for once a month, 5.49 for the airline passengers who have the travel frequency for once in three months, 5.59 for the airline passengers who have the travel frequency for once in six months, 5.93 for the airline passengers who have the travel frequency for once a year, and 5.50 for the airline passengers who have the travel frequency for fewer than once a year.

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The table 4.67 discovers the means about service performance item “The appearance of physical facilities of this airline is in keeping with the type of services provided.” as 5.50 for the airline passengers who have the travel frequency for couple of times a month, 5.89 for the airline passengers who have the travel frequency for once a month, 5.75 for the airline passengers who have the travel frequency for once in three months, 5.95 for the airline passengers who have the travel frequency for once in six months, 6.09 for the airline passengers who have the travel frequency for once a year, and 5.93 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “When this airline promises to do something by a certain time, it does so.” as 5.23 for the airline passengers who have the travel frequency for couple of times a month, 5.77 for the airline passengers who have the travel frequency for once a month, 5.71 for the airline passengers who have the travel frequency for once in three months, 5.81 for the airline passengers who have the travel frequency for once in six months, 6.00 for the airline passengers who have the travel frequency for once a year, and 5.79 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “When you have problems, this airline is sympathetic and reassuring.” as 5.12 for the airline passengers who have the travel frequency for couple of times a month, 5.75 for the airline passengers who have the travel frequency for once a month, 5.58 for the airline passengers who have the travel frequency for once in three months, 5.78 for the airline passengers who have the travel frequency for once in six months, 5.74 for the airline passengers who have the travel frequency for once a year, and 5.50 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “This airline provides its service at the time it promises to do so.” as 5.31 for the airline passengers who have the travel frequency for couple of times a month, 5.98 for the airline passengers who have the travel frequency for once a month, 5.78 for the airline passengers who have the travel frequency for once in three months, 5.92 for the airline passengers who have the travel frequency for once in six months, 6.02 for the airline

passengers who have the travel frequency for once a year, and 5.57 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “This airline keeps its record accurately.” as 5.31 for the airline passengers who have the travel frequency for couple of times a month, 5.87 for the airline passengers who have the travel frequency for once a month, 5.66 for the airline passengers who have the travel frequency for once in three months, 5.75 for the airline passengers who have the travel frequency for once in six months, 6.05 for the airline passengers who have the travel frequency for once a year, and 6.00 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “This airline tells customers exactly when services will be performed.” as 5.22 for the airline passengers who have the travel frequency for couple of times a month, 5.87 for the airline passengers who have the travel frequency for once a month, 5.73 for the airline passengers who have the travel frequency for once in three months, 5.78 for the airline passengers who have the travel frequency for once in six months, 5.88 for the airline passengers who have the travel frequency for once a year, and 5.79 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “You receive prompt service from this airline’s employees.” as 5.49 for the airline passengers who have the travel frequency for couple of times a month, 5.93 for the airline passengers who have the travel frequency for once a month, 5.99 for the airline passengers who have the travel frequency for once in three months, 5.92 for the airline passengers who have the travel frequency for once in six months, 6.09 for the airline passengers who have the travel frequency for once a year, and 5.57 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item “Employees of this airline are always willing to help customers.” as 5.66 for the airline passengers who have the travel frequency for couple of times a month, 6.11 for the airline passengers who have the travel frequency for once a month, 6.00 for the airline passengers who have the travel frequency for once in three months, 6.21 for the airline passengers who have the travel frequency for once in six months, 6.26 for the airline

passengers who have the travel frequency for once a year, and 5.86 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item "Employees of this airline are not too busy to respond to customers' requests promptly." as 5.30 for the airline passengers who have the travel frequency for couple of times a month, 5.87 for the airline passengers who have the travel frequency for once a month, 5.79 for the airline passengers who have the travel frequency for once in three months, 6.06 for the airline passengers who have the travel frequency for once in six months, 6.10 for the airline passengers who have the travel frequency for once a year, and 5.64 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.67 discovers the means about service performance item "You can trust employees of this airline." as 5.63 for the airline passengers who have the travel frequency for couple of times a month, 6.13 for the airline passengers who have the travel frequency for once a month, 5.90 for the airline passengers who have the travel frequency for once in three months, 6.04 for the airline passengers who have the travel frequency for once in six months, 5.95 for the airline passengers who have the travel frequency for once a year, and 5.71 for the airline passengers who have the travel frequency for fewer than once a year.

Furthermore, table 4.67 discovers the means about service performance item "Employees get adequate support from this airline to do their jobs well." as 5.46 for the airline passengers who have the travel frequency for couple of times a month, 6.00 for the airline passengers who have the travel frequency for once a month, 5.70 for the airline passengers who have the travel frequency for once in three months, 6.03 for the airline passengers who have the travel frequency for once in six months, 6.07 for the airline passengers who have the travel frequency for once a year, and 5.86 for the airline passengers who have the travel frequency for fewer than once a year.

Finally, the table 4.67 discovers the means about service performance item "Employees of this airline give you personal attention." as 5.30 for the airline passengers who have the travel frequency for couple of times a month, 5.85 for the airline passengers who have the travel frequency for once a month, 5.59 for the airline passengers who have the travel frequency for once in three months, 5.74 for the airline

passengers who have the travel frequency for once in six months, 5.80 for the airline passengers who have the travel frequency for once a year, and 5.71 for the airline passengers who have the travel frequency for fewer than once a year.

Table 4.68: ANOVA for Servicescape and Travel Frequency

ANOVA		
Servicescape and Travel Frequency	**F**	**Sig.**
Spatial Layout and Functionality The physical facilities are comfortable.	2.547	.028
The architecture is attractive.	2.277	.046
The colors of the physical facilities and the interior are pleasant.	2.499	.030

*Significant at the 0.05 level

Table 4.68 reveals the analysis of one-way analysis of variance (ANOVA) on servicescape by travel frequency of airline passengers. The results show that there are 3 items have the statistically significant difference for servicescape by travel frequency of airline passengers which are “The physical facilities are comfortable.” (p=0.028); “The architecture is attractive.” (p=0.046); and “The colors of the physical facilities and the interior are pleasant.” (p=0.030).

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Table 4.69: Post Hoc Tests for Servicescape and Travel Frequency

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Servicescape	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Spatial Layout and Functionality The colors of the physical facilities and the interior are pleasant.	Once in six months	Couple of times a month	.562*	.183	.035	.02	1.10

*The mean difference is significant at the 0.05 level.

From table 4.69, the further analysis by the post hoc test discovers that for the item “The colors of the physical facilities and the interior are pleasant.”, the airline passengers who have the travel frequency for once in six months have the higher mean for the higher influence on servicescape than the airline passengers who have the travel frequency for couple of times a month.

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Table 4.70: Descriptive for Servicescape and Travel Frequency

Descriptive				
		N	Mean	Std. Deviation
Spatial Layout and Functionality The physical facilities are comfortable.	Couple of times a month	115	5.19	1.297
	Once a month	56	5.66	1.116
	Once in three months	95	5.31	1.168
	Once in six months	77	5.69	1.079
	Once a year	44	5.59	1.148
	Fewer than once a year	14	5.64	1.277
The architecture is attractive.	Couple of times a month	114	5.13	1.293
	Once a month	56	5.52	1.144
	Once in three months	95	5.18	1.288
	Once in six months	77	5.61	1.149
	Once a year	44	5.59	1.386
	Fewer than once a year	14	5.57	1.555
The colors of the physical facilities and the interior are pleasant.	Couple of times a month	115	5.14	1.263
	Once a month	56	5.59	.949
	Once in three months	96	5.33	1.303
	Once in six months	77	5.70	1.136
	Once a year	44	5.61	1.418
	Fewer than once a year	14	5.29	1.684

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Table 4.70 discovers the means about servicescape item “The physical facilities are comfortable.” as 5.19 for the airline passengers who have the travel frequency for couple of times a month, 5.66 for the airline passengers who have the travel frequency for once a month, 5.31 for the airline passengers who have the travel frequency for once in three months, 5.69 for the airline passengers who have the travel frequency for once in six months, 5.59 for the airline passengers who have the travel frequency for once a year, and 5.64 for the airline passengers who have the travel frequency for fewer than once a year.

Furthermore, the table 4.70 discovers the means about servicescape item “The architecture is attractive.” as 5.13 for the airline passengers who have the travel frequency for couple of times a month, 5.52 for the airline passengers who have the travel frequency for once a month, 5.18 for the airline passengers who have the travel frequency for once in three months, 5.61 for the airline passengers who have the travel frequency for once in six months, 5.59 for the airline passengers who have the travel frequency for once a year, and 5.57 for the airline passengers who have the travel frequency for fewer than once a year.

Finally, the table 4.70 discovers the means about servicescape item “The colors of the physical facilities and the interior are pleasant.” as 5.14 for the airline passengers who have the travel frequency for couple of times a month, 5.59 for the airline passengers who have the travel frequency for once a month, 5.33 for the airline passengers who have the travel frequency for once in three months, 5.70 for the airline passengers who have the travel frequency for once in six months, 5.61 for the airline passengers who have the travel frequency for once a year, and 5.29 for the airline passengers who have the travel frequency for fewer than once a year.

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Table 4.71: ANOVA for Perceived Value and Travel Frequency

ANOVA		
Perceived Value and Travel Frequency	**F**	**Sig.**
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	3.232	.007
This airline's service is a better value for money.	3.580	.004
The airline charges a reasonable price for the service it provides.	3.191	.008
This airline provides you great value as compared to others.	3.620	.003
The service experience was worth the money.	2.281	.046
Considering what you pay for this airline, you believe that this airline offers sufficient services.	3.009	.011
The price of this airline is reasonable.	2.412	.036

*Significant at the 0.05 level

Table 4.71 reveals the analysis of one-way analysis of variance (ANOVA) on perceived value by travel frequency of airline passengers. The results show that there are 7 items have the statistically significant difference for perceived value by travel frequency of airline passengers which are "Comparing what you pay to the airline service you receive, you think your airline provides you good value." (p=0.007); "This airline's service is a better value for money." (p=0.004); "The airline charges a reasonable price for the service it provides." (p=0.008); "This airline provides you great value as compared to others." (p=0.003); "The service experience was worth the money." (p=0.046); "Considering what you pay for this airline, you believe that this airline offers sufficient services." (p=0.011); and "The price of this airline is reasonable." (p=0.036).

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Table 4.72: Post Hoc Tests for Perceived Value and Travel Frequency

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Perceived Value	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	Once a month	Couple of times a month	.584*	.196	.046	.00	1.16
	Once in six months	Couple of times a month	.553*	.177	.029	.03	1.08
This airline's service is a better value for money.	Once a month	Couple of times a month	.678*	.198	.010	.09	1.26
	Once in six months	Couple of times a month	.563*	.179	.026	.04	1.09
This airline provides you great value as compared to others.	Once a month	Couple of times a month	.736*	.206	.006	.13	1.35
Considering what you pay for this airline, you believe that this airline offers sufficient services.	Once in six months	Couple of times a month	.565*	.175	.020	.05	1.08

*The mean difference is significant at the 0.05 level.

From table 4.72, the further analysis by the post hoc test shows that for the item "Comparing what you pay to the airline service you receive, you think your airline provides you good value."; "This airline's service is a better value for money."; and "This airline provides you great value as compared to others.", the airline passengers who have the travel frequency for once a month have the higher means for the higher influence on perceived value than the airline passengers who have the travel frequency for couple of times a month.

In addition, the further analysis by the post hoc test shows that for the item "Comparing what you pay to the airline service you receive, you think your airline provides you good value."; "This airline's service is a better value for money."; and "Considering what you pay for this airline, you believe that this airline offers sufficient services.", the airline passengers who have the travel frequency for once in six months have the higher means for the higher influence on perceived value than the airline passengers who have the travel frequency for couple of times a month.

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Table 4.73: Descriptive for Perceived Value and Travel Frequency

Descriptive				
		N	Mean	Std. Deviation
Comparing what you pay to the airline service you receive, you think your airline provides you good value.	Couple of times a month	115	5.15	1.365
	Once a month	56	5.73	1.120
	Once in three months	95	5.60	1.056
	Once in six months	77	5.70	1.027
	Once a year	44	5.68	1.290
	Fewer than once a year	14	5.29	1.637
This airline's service is a better value for money.	Couple of times a month	115	4.98	1.370
	Once a month	56	5.66	1.032
	Once in three months	97	5.38	1.141
	Once in six months	77	5.55	1.058
	Once a year	44	5.57	1.246
	Fewer than once a year	14	5.21	1.626
The airline charges a reasonable price for the service it provides.	Couple of times a month	114	5.00	1.357
	Once a month	55	5.56	1.118
	Once in three months	97	5.49	1.209
	Once in six months	76	5.50	1.089
	Once a year	44	5.61	1.185
	Fewer than once a year	14	5.07	1.639

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Table 4.73: Descriptive for Perceived Value and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
This airline provides you great value as compared to others.	Couple of times a month	114	4.91	1.430
	Once a month	54	5.65	1.102
	Once in three months	96	5.35	1.161
	Once in six months	77	5.43	1.093
	Once a year	44	5.55	1.210
	Fewer than once a year	14	5.14	1.657
The service experience was worth the money.	Couple of times a month	114	5.11	1.366
	Once a month	54	5.63	1.218
	Once in three months	95	5.52	1.237
	Once in six months	77	5.60	1.042
	Once a year	43	5.60	1.365
	Fewer than once a year	14	5.29	1.858
Considering what you pay for this airline, you believe that this airline offers sufficient services.	Couple of times a month	114	5.18	1.250
	Once a month	56	5.61	1.231
	Once in three months	97	5.58	1.180
	Once in six months	77	5.74	.965
	Once a year	44	5.77	1.138
	Fewer than once a year	14	5.36	1.692

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Table 4.73: Descriptive for Perceived Value and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
The price of this airline is reasonable.	Couple of times a month	115	5.12	1.326
	Once a month	55	5.44	1.167
	Once in three months	95	5.46	1.262
	Once in six months	75	5.57	1.016
	Once a year	39	5.77	1.202
	Fewer than once a year	14	5.07	1.685

Table 4.73 reveals the means about perceived value item "Comparing what you pay to the airline service you receive, you think your airline provides you good value." as 5.15 for the airline passengers who have the travel frequency for couple of times a month, 5.73 for the airline passengers who have the travel frequency for once a month, 5.60 for the airline passengers who have the travel frequency for once in three months, 5.70 for the airline passengers who have the travel frequency for once in six months, 5.68 for the airline passengers who have the travel frequency for once a year, and 5.29 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.73 reveals the means about perceived value item "This airline's service is a better value for money." as 4.98 for the airline passengers who have the travel frequency for couple of times a month, 5.66 for the airline passengers who have the travel frequency for once a month, 5.38 for the airline passengers who have the travel frequency for once in three months, 5.55 for the airline passengers who have the travel frequency for once in six months, 5.57 for the airline passengers who have the travel frequency for once a year, and 5.21 for the airline passengers who have the travel frequency for fewer than once a year.

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The table 4.73 reveals the means about perceived value item "The airline charges a reasonable price for the service it provides." as 5.00 for the airline passengers who have the travel frequency for couple of times a month, 5.56 for the

airline passengers who have the travel frequency for once a month, 5.49 for the airline passengers who have the travel frequency for once in three months, 5.50 for the airline passengers who have the travel frequency for once in six months, 5.61 for the airline passengers who have the travel frequency for once a year, and 5.07 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.73 reveals the means about perceived value item "This airline provides you great value as compared to others." as 4.91 for the airline passengers who have the travel frequency for couple of times a month, 5.65 for the airline passengers who have the travel frequency for once a month, 5.35 for the airline passengers who have the travel frequency for once in three months, 5.43 for the airline passengers who have the travel frequency for once in six months, 5.55 for the airline passengers who have the travel frequency for once a year, and 5.14 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.73 reveals the means about perceived value item "The service experience was worth the money." as 5.11 for the airline passengers who have the travel frequency for couple of times a month, 5.63 for the airline passengers who have the travel frequency for once a month, 5.52 for the airline passengers who have the travel frequency for once in three months, 5.60 for the airline passengers who have the travel frequency for once in six months, 5.60 for the airline passengers who have the travel frequency for once a year, and 5.29 for the airline passengers who have the travel frequency for fewer than once a year.

Furthermore, the table 4.73 reveals the means about perceived value item "Considering what you pay for this airline, you believe that this airline offers sufficient services." as 5.18 for the airline passengers who have the travel frequency for couple of times a month, 5.61 for the airline passengers who have the travel frequency for once a month, 5.58 for the airline passengers who have the travel frequency for once in three months, 5.74 for the airline passengers who have the travel frequency for once in six months, 5.77 for the airline passengers who have the travel frequency for once a year, and 5.36 for the airline passengers who have the travel frequency for fewer than once a year.

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Finally, the table 4.73 reveals the means about perceived value item "The price of this airline is reasonable." as 5.12 for the airline passengers who have the

travel frequency for couple of times a month, 5.44 for the airline passengers who have the travel frequency for once a month, 5.46 for the airline passengers who have the travel frequency for once in three months, 5.57 for the airline passengers who have the travel frequency for once in six months, 5.77 for the airline passengers who have the travel frequency for once a year, and 5.07 for the airline passengers who have the travel frequency for fewer than once a year.

Table 4.74: ANOVA for Customer Satisfaction and Travel Frequency

ANOVA		
Customer Satisfaction and Travel Frequency	**F**	**Sig.**
Your choice to purchase the service from this airline was a wise one.	2.747	.019
You think that you did the right thing when you purchased the service from this airline.	2.704	.020
You have really enjoyed the flying experience with this airline.	2.349	.040
You are pleased to fly with this airline.	2.714	.020
Overall, you are satisfied with the flying experience with this airline.	2.495	.031

*Significant at the 0.05 level

Table 4.74 provides the analysis of one-way analysis of variance (ANOVA) on customer satisfaction by travel frequency of airline passengers. The results discover that there are 5 items have the statistically significant difference for customer satisfaction by travel frequency of airline passengers which are “Your choice to purchase the service from this airline was a wise one.” (p=0.019); “You think that you did the right thing when you purchased the service from this airline.” (p=0.020); “You have really enjoyed the flying experience with this airline.” (p=0.040); “You are pleased to fly with this airline.” (p=0.020); and “Overall, you are satisfied with the flying experience with this airline.” (p=0.031).

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Table 4.75: Post Hoc Tests for Customer Satisfaction and Travel Frequency

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Satisfaction	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
Your choice to purchase the service from this airline was a wise one.	Once in three months	Couple of times a month	.492*	.156	.026	.03	.95
You think that you did the right thing when you purchased the service from this airline.	Once in six months	Couple of times a month	.483*	.163	.048	.00	.96

*The mean difference is significant at the 0.05 level.

From table 4.75, the further analysis by the post hoc test shows that for the item “Your choice to purchase the service from this airline was a wise one.”, the airline passengers who have the travel frequency for once in three months have the higher mean for the higher influence on customer satisfaction than the airline passengers who have the travel frequency for couple of times a month.

Moreover, the further analysis by the post hoc test shows that for the item “You think that you did the right thing when you purchased the service from this airline.”, the airline passengers who have the travel frequency for once in six months have the higher mean for the higher influence on customer satisfaction than the airline passengers who have the travel frequency for couple of times a month.

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Table 4.76: Descriptive for Customer Satisfaction and Travel Frequency

Descriptive				
		N	Mean	Std. Deviation
Your choice to purchase the service from this airline was a wise one.	Couple of times a month	115	5.37	1.253
	Once a month	55	5.78	.994
	Once in three months	97	5.87	1.027
	Once in six months	77	5.86	.983
	Once a year	43	5.72	1.241
	Fewer than once a year	14	5.50	1.653
You think that you did the right thing when you purchased the service from this airline.	Couple of times a month	115	5.45	1.186
	Once a month	55	5.76	.962
	Once in three months	97	5.89	1.098
	Once in six months	77	5.94	.951
	Once a year	44	5.93	1.065
	Fewer than once a year	14	5.57	1.785
You have really enjoyed the flying experience with this airline.	Couple of times a month	115	5.31	1.293
	Once a month	55	5.84	1.198
	Once in three months	96	5.56	1.204
	Once in six months	77	5.81	1.101
	Once a year	44	5.82	1.299
	Fewer than once a year	14	5.57	1.651

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Table 4.76: Descriptive for Customer Satisfaction and Travel Frequency (Continued)

Descriptive				
		N	Mean	Std. Deviation
You are pleased to fly with this airline.	Couple of times a month	115	5.45	1.333
	Once a month	55	6.00	.903
	Once in three months	95	5.84	1.035
	Once in six months	75	5.95	1.051
	Once a year	44	5.91	1.291
	Fewer than once a year	14	5.86	1.460
Overall, you are satisfied with the flying experience with this airline.	Couple of times a month	115	5.55	1.157
	Once a month	54	6.04	.990
	Once in three months	97	5.89	1.069
	Once in six months	77	6.01	.953
	Once a year	44	5.98	1.229
	Fewer than once a year	14	5.79	1.672

Table 4.76 shows the means about customer satisfaction item "Your choice to purchase the service from this airline was a wise one." as 5.37 for the airline passengers who have the travel frequency for couple of times a month, 5.78 for the airline passengers who have the travel frequency for once a month, 5.87 for the airline passengers who have the travel frequency for once in three months, 5.86 for the airline passengers who have the travel frequency for once in six months, 5.72 for the airline passengers who have the travel frequency for once a year, and 5.50 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.76 shows the means about customer satisfaction item "You think that you did the right thing when you purchased the service from this airline." as

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5.45 for the airline passengers who have the travel frequency for couple of times a month, 5.76 for the airline passengers who have the travel frequency for once a month, 5.89 for the airline passengers who have the travel frequency for once in three months, 5.94 for the airline passengers who have the travel frequency for once in six months, 5.93 for the airline passengers who have the travel frequency for once a year, and 5.57 for the airline passengers who have the travel frequency for fewer than once a year.

The table 4.76 shows the means about customer satisfaction item "You have really enjoyed the flying experience with this airline." as 5.31 for the airline passengers who have the travel frequency for couple of times a month, 5.84 for the airline passengers who have the travel frequency for once a month, 5.56 for the airline passengers who have the travel frequency for once in three months, 5.81 for the airline passengers who have the travel frequency for once in six months, 5.82 for the airline passengers who have the travel frequency for once a year, and 5.57 for the airline passengers who have the travel frequency for fewer than once a year.

In addition, the table 4.76 shows the means about customer satisfaction item "You are pleased to fly with this airline." as 5.45 for the airline passengers who have the travel frequency for couple of times a month, 6.00 for the airline passengers who have the travel frequency for once a month, 5.84 for the airline passengers who have the travel frequency for once in three months, 5.95 for the airline passengers who have the travel frequency for once in six months, 5.91 for the airline passengers who have the travel frequency for once a year, and 5.86 for the airline passengers who have the travel frequency for fewer than once a year.

Finally, the table 4.76 shows the means about customer satisfaction item "Overall, you are satisfied with the flying experience with this airline." as 5.55 for the airline passengers who have the travel frequency for couple of times a month, 6.04 for the airline passengers who have the travel frequency for once a month, 5.89 for the airline passengers who have the travel frequency for once in three months, 6.01 for the airline passengers who have the travel frequency for once in six months, 5.98 for the airline passengers who have the travel frequency for once a year, and 5.79 for the airline passengers who have the travel frequency for fewer than once a year.

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Table 4.77: ANOVA for Customer Loyalty and Travel Frequency

ANOVA		
Customer Loyalty and Travel Frequency	**F**	**Sig.**
You say positive things about this airline to others.	2.898	.014
You recommend this airline to others.	2.320	.043
There is the likelihood that you will recommend this airline to a friend.	2.518	.029

*Significant at the 0.05 level

Table 4.77 shows the analysis of one-way analysis of variance (ANOVA) on customer loyalty by travel frequency of airline passengers. The results reveal that there are 3 items have the statistically significant difference for customer loyalty by travel frequency of airline passengers which are "You say positive things about this airline to others." (p=0.014); "You recommend this airline to others." (p=0.043); and "There is the likelihood that you will recommend this airline to a friend." (p=0.029).

Table 4.78: Post Hoc Tests for Customer Loyalty and Travel Frequency

Post Hoc Tests							
Multiple Comparisons (Bonferroni)							
Customer Loyalty	(I) Travel Frequency	(J) Travel Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence	
						Lower	Upper
You say positive things about this airline to others.	Once in six months	Couple of times a month	.544*	.172	.026	.03	1.05

*The mean difference is significant at the 0.05 level.

From table 4.78, the further analysis by the post hoc test provides that for the item "You say positive things about this airline to others.", the airline passengers who have the travel frequency for once in six months have the higher mean for the higher influence on customer loyalty than the airline passengers who have the travel frequency for couple of times a month.

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Table 4.79: Descriptive for Customer Loyalty and Travel Frequency

Descriptive				
		N	Mean	Std. Deviation
You say positive things about this airline to others.	Couple of times a month	115	5.44	1.251
	Once a month	56	5.86	1.086
	Once in three months	97	5.78	1.175
	Once in six months	77	5.99	1.032
	Once a year	44	6.05	1.077
	Fewer than once a year	14	5.64	1.692
You recommend this airline to others.	Couple of times a month	115	5.43	1.338
	Once a month	56	5.89	1.073
	Once in three months	96	5.80	1.139
	Once in six months	77	5.96	1.117
	Once a year	44	5.89	1.401
	Fewer than once a year	14	5.71	1.637
There is the likelihood that you will recommend this airline to a friend.	Couple of times a month	115	5.38	1.405
	Once a month	55	5.89	1.100
	Once in three months	97	5.82	1.127
	Once in six months	77	5.87	1.196
	Once a year	44	5.95	1.311
	Fewer than once a year	14	5.79	1.578

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Table 4.79 shows the means about customer loyalty item “You say positive things about this airline to others.” as 5.44 for the airline passengers who have the travel frequency for couple of times a month, 5.86 for the airline passengers who have the travel frequency for once a month, 5.78 for the airline passengers who have the travel frequency for once in three months, 5.99 for the airline passengers who have the travel frequency for once in six months, 6.05 for the airline passengers who have the travel frequency for once a year, and 5.64 for the airline passengers who have the travel frequency for fewer than once a year.

Furthermore, the table 4.79 shows the means about customer loyalty item “You recommend this airline to others.” as 5.43 for the airline passengers who have the travel frequency for couple of times a month, 5.89 for the airline passengers who have the travel frequency for once a month, 5.80 for the airline passengers who have the travel frequency for once in three months, 5.96 for the airline passengers who have the travel frequency for once in six months, 5.89 for the airline passengers who have the travel frequency for once a year, and 5.71 for the airline passengers who have the travel frequency for fewer than once a year.

Finally, the table 4.79 shows the means about customer loyalty item “There is the likelihood that you will recommend this airline to a friend.” as 5.38 for the airline passengers who have the travel frequency for couple of times a month, 5.89 for the airline passengers who have the travel frequency for once a month, 5.82 for the airline passengers who have the travel frequency for once in three months, 5.87 for the airline passengers who have the travel frequency for once in six months, 5.95 for the airline passengers who have the travel frequency for once a year, and 5.79 for the airline passengers who have the travel frequency for fewer than once a year.

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4.13 Correlations among Service Performance, Servicescape, Perceived Value, Customer Satisfaction, and Customer Loyalty

Table 4.80: Correlations among Service Performance, Servicescape, Perceived Value, Customer Satisfaction, and Customer Loyalty

Correlation		Service Performance	Servicescape	Perceived Value	Customer Satisfaction	Customer Loyalty
Service Performance	Correlation	1	0. 760	0. 680	0. 751	0. 730
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	406	406	406	406	406
Servicescape	Correlation	0. 760	1	0. 667	0. 710	0. 686
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	406	406	406	406	406
Perceived Value	Correlation	0. 680	0. 667	1	0. 854	0. 812
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	406	406	406	406	406
Customer Satisfaction	Correlation	0. 751	0. 710	0. 854	1	0. 902
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	406	406	406	406	406
Customer Loyalty	Correlation	0. 730	0. 686	0. 812	0. 902	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	406	406	406	406	406

*Significant at the 0.01 level

The correlation coefficients analysis is used to determine the relationship among Service Performance, Servicescape, Perceived Value, Customer Satisfaction, and Customer Loyalty at the 0.01 significance level from the sample size of 406 airline passengers. The results in Table 4.80 show that there are positive correlations among Service Performance, Servicescape, Perceived Value, Customer Satisfaction, and Customer Loyalty at the 0.01 significance level. Firstly, there is the strongly positive and significant relationship between Service Performance and Servicescape (Pearson Correlation = 0.760, p-value = 0.000) at the 0.01 significance level. Secondly, there is the strongly positive and significant relationship between Service Performance and Perceived Value (Pearson Correlation = 0.680, p-value = 0.000) at the 0.01 significance level. Thirdly, there is the strongly positive and significant relationship between Service Performance and Customer Satisfaction (Pearson Correlation = 0.751, p-value = 0.000) at the 0.01 significance level. Fourthly, there is

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the strongly positive and significant relationship between Service Performance and Customer Loyalty (Pearson Correlation = 0.730, p-value = 0.000) at the 0.01 significance level. Fifthly, there is the strongly positive and significant relationship between Servicescape and Perceived Value (Pearson Correlation = 0.667, p-value = 0.000) at the 0.01 significance level. Sixthly, there is the strongly positive and significant relationship between Servicescape and Customer Satisfaction (Pearson Correlation = 0.710, p-value = 0.000) at the 0.01 significance level. Seventhly, there is the strongly positive and significant relationship between Servicescape and Customer Loyalty (Pearson Correlation = 0.686, p-value = 0.000) at the 0.01 significance level. Eighthly, there is the strongly positive and significant relationship between Perceived Value and Customer Satisfaction (Pearson Correlation = 0.854, p-value = 0.000) at the 0.01 significance level. Ninthly, there is the strongly positive and significant relationship between Perceived Value and Customer Loyalty (Pearson Correlation = 0.812, p-value = 0.000) at the 0.01 significance level. Finally, there is the strongly positive and significant relationship between Customer Satisfaction and Customer Loyalty (Pearson Correlation = 0.902, p-value = 0.000) at the 0.01 significance level.

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4.14 Summary of Research Variables and Demographic Factors Testing

Table 4.81: Summary of Research Variables and Demographic Factors Testing

Research Variables	Demographic Factors	Analyze	P-Value	Results
Service Performance	Gender	t-Test	Sig.	Differences
	Age	ANOVA	Sig.	Differences
	Education	ANOVA	Sig.	Differences
	Marital Status	t-Test	Sig.	Differences
	Occupation	ANOVA	No sig.	No Difference
	Sector	ANOVA	No sig.	No Difference
	Annual Household Income (U.S. Dollars)	ANOVA	No sig.	No Difference
	Continent of Residence	ANOVA	No sig.	No Difference
	Travel Purpose	ANOVA	Sig.	Differences
	Previous Experience	ANOVA	Sig.	Differences
	Travel Frequency	ANOVA	Sig.	Differences
Servicescape	Gender	t-Test	Sig.	Differences
	Age	ANOVA	Sig.	Differences
	Education	ANOVA	Sig.	Differences
	Marital Status	t-Test	No sig.	No Difference
	Occupation	ANOVA	No sig.	No Difference
	Sector	ANOVA	No sig.	No Difference
	Annual Household Income (U.S. Dollars)	ANOVA	No sig.	No Difference
	Continent of Residence	ANOVA	No sig.	No Difference
	Travel Purpose	ANOVA	Sig.	Differences
	Previous Experience	ANOVA	Sig.	Differences
	Travel Frequency	ANOVA	Sig.	Differences
Perceived Value	Gender	t-Test	Sig.	Differences
	Age	ANOVA	Sig.	Differences
	Education	ANOVA	Sig.	Differences
	Marital Status	t-Test	No sig.	No Difference
	Occupation	ANOVA	No sig.	No Difference
	Sector	ANOVA	No sig.	No Difference
	Annual Household Income (U.S. Dollars)	ANOVA	No sig.	No Difference
	Continent of Residence	ANOVA	No sig.	No Difference
	Travel Purpose	ANOVA	Sig.	Differences
	Previous Experience	ANOVA	Sig.	Differences
	Travel Frequency	ANOVA	Sig.	Differences

Table 4.81: Summary of Research Variables and Demographic Factors Testing (Continued)

Research Variables	Demographic Factors	Analyze	P-Value	Results
Customer Satisfaction	Gender	t-Test	Sig.	Differences
	Age	ANOVA	Sig.	Differences
	Education	ANOVA	Sig.	Differences
	Marital Status	t-Test	No sig.	No Difference
	Occupation	ANOVA	No sig.	No Difference
	Sector	ANOVA	No sig.	No Difference
	Annual Household Income (U.S. Dollars)	ANOVA	No sig.	No Difference
	Continent of Residence	ANOVA	No sig.	No Difference
	Travel Purpose	ANOVA	Sig.	Differences
	Previous Experience	ANOVA	No sig.	No Difference
	Travel Frequency	ANOVA	Sig.	Differences
Customer Loyalty	Gender	t-Test	No sig.	No Difference
	Age	ANOVA	Sig.	Differences
	Education	ANOVA	No sig.	No Difference
	Marital Status	t-Test	No sig.	No Difference
	Occupation	ANOVA	No sig.	No Difference
	Sector	ANOVA	No sig.	No Difference
	Annual Household Income (U.S. Dollars)	ANOVA	No sig.	No Difference
	Continent of Residence	ANOVA	No sig.	No Difference
	Travel Purpose	ANOVA	Sig.	Differences
	Previous Experience	ANOVA	Sig.	Differences
	Travel Frequency	ANOVA	Sig.	Differences

4.15 Summary of Relationships among Research Variables Testing

Table 4.82: Summary of Relationships among Research Variables Testing

Research Variables	Research Variables	Analyze	P-Value	Results
Service Performance	Customer Satisfaction	Correlations	Sig.	Relationship
	Customer Loyalty	Correlations	Sig.	Relationship
Servicescape	Customer Satisfaction	Correlations	Sig.	Relationship
	Customer Loyalty	Correlations	Sig.	Relationship
Perceived Value	Customer Satisfaction	Correlations	Sig.	Relationship
	Customer Loyalty	Correlations	Sig.	Relationship
Customer Satisfaction	Customer Loyalty	Correlations	Sig.	Relationship

4.16 Summary of Hypothesis Testing

Table 4.83: Summary of Hypothesis Testing

Hypothesis	Analyze	Result	Results
H1: There are differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to different demographic factors.	t-Test ANOVA	Partially support H1	Differences
H1.1: There is a difference in service performance according to different demographic factors.	t-Test ANOVA	Partially support H1.1	Differences
H1.2: There is a difference in servicescape according to different demographic factors.	t-Test ANOVA	Partially support H1.2	Differences
H1.3: There is a difference in perceived value according to different demographic factors.	t-Test ANOVA	Partially support H1.3	Differences
H1.4: There is a difference in customer satisfaction according to different demographic factors.	t-Test ANOVA	Partially support H1.4	Differences
H1.5: There is a difference in customer loyalty according to different demographic factors.	t-Test ANOVA	Partially support H1.5	Differences
H2: There is a relationship between service performance and customer satisfaction.	Correlations	Support H2	Relationship
H3: There is a relationship between service performance and customer loyalty.	Correlations	Support H3	Relationship
H4: There is a relationship between servicescape and customer satisfaction.	Correlations	Support H4	Relationship
H5: There is a relationship between servicescape and customer loyalty.	Correlations	Support H5	Relationship
H6: There is a relationship between perceived value and customer satisfaction.	Correlations	Support H6	Relationship
H7: There is a relationship between perceived value and customer loyalty.	Correlations	Support H7	Relationship
H8: There is a relationship between customer satisfaction and customer loyalty.	Correlations	Support H8	Relationship

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CHAPTER V
DISCUSSION

The empirical findings from the statistical data in the previous chapter reveal the differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to the differences in some of the airline passengers' demographic factors. In addition, the empirical findings also revealed the strongly positive relationships among service performance, servicescape, perceived value, customer satisfaction, and customer loyalty. The empirical findings of the differences and relationships from the previous chapter are discussed as follows.

5.1 Airline Passengers' Demographic Factors and Research Variables

5.1.1 Airline Passengers' Demographic Factors and Service Performance

Hypothesis 1.1 states that there is a difference in service performance according to different demographic factors and the empirical results from t-test and the analysis of one-way analysis of variance (ANOVA) revealed that gender, age, education, marital status, travel purpose, previous experience, and travel frequency of airline passengers exhibited statistically significant differences in service performance. On the other hand, this study discovered that there was no item that had a statistically significant difference for service performance according to airline passengers' occupation, sector, annual household income (U.S. dollars), or continent of residence.

The finding from Snipes, Thomson, and Oswald (2006), which examined the gender differences in the customer rating of service performance and their empirical results also supported the findings in this study; they found that the male

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service providers received a higher rating on service performance or service quality ratings than the female service providers.

Regarding education, Keaveney and Parthasarathy (2001) stated that higher levels of education might help customers to form hypotheses about future service performance with the higher skills since the services were intangible; as a result, more imagination, vision or hypothesising to predict what actually using the service should be like were required.

Moreover, regarding the supporting literature related to previous customers' experience, Park, Cho, and Rao (2012) stated that the customers' previous experiences related to their pre-service encounter performance should be considered in establishing the customers' expectations concerning their post-service encounter performance; for example, if the customers experienced good pre-service encounter performance, they would expect that the post-service encounter performance would be good.

Finally, regarding the supporting literature for travel frequency, Lee and Cunningham (2001) indicated that customers may face difficulty in evaluating service providers' performance because of the intangibility of services, while service providers' specific knowledge about customers decreased service transaction difficulty; moreover, Lee and Cunningham (2001) also added that some travel agencies assigned frequent travelers to a specific agent to handle and provided specific service offerings to those travelers and that those travel agencies became successful through this service customization.

In addition, Yeh (2012) found that work engagement and service climate influenced service performance positively in the airline service context, and Yeh (2012) also included demographic factor questions such as gender, marital status, education, and age in the two sets of questionnaires distributed to the flight attendant group and the cabin service directors group.

Some literature provides evidence for future research related to service performance and demographic factors. Han, Kim, and Hyun (2011) for example studied the relationships among core service and service encounter performances, customer satisfaction, and switching intention and found that both core service and service encounter performances significantly impacted customer satisfaction;

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moreover, they also discovered that customer satisfaction totally mediated the impacts of service performance and switching intention in the context of upper-midscale hotels in a metropolitan U.S. city. In addition, Han, Kim, and Hyun (2011) also included the descriptive statistics for respondents' demographic factors—gender, age, ethnicity, education, household income, and travel purpose—in their study, in which they suggested that future research should focus on other hotel segments and other geographic areas because the research results may be different in different hotel segments or geographic areas since there are different combinations of demographic factors.

Moreover, Hassan, Hawas, and Ahmed (2013) proposed a multi-level framework to measure the public transit service performance in Abu Dhabi and they also included the socioeconomic characteristics of respondents, which were nationality, age, occupation, education, and monthly income, and also the users' opinions about the transportation service. In this same work, they suggested that the approach and framework in their research could be generalized and transferred to other cities rather than Abu Dhabi since other cities which had the same route designs may have different passenger loading as different environmental and cultural issues, which would lead to different public transit service performance.

5.1.2 Airline Passengers' Demographic Factors and Servicescape

Hypothesis 1.2 states that there is a difference in servicescape according to different demographic factors and the empirical results from the t-test and the analysis of one-way analysis of variance showed that gender, age, education, travel purpose, previous experience, and travel frequency of airline passengers exhibited statistically significant differences in relation to servicescape. On the other hand, the present study revealed that no item had a statistically significant difference in relation to servicescape according to airline passengers' marital status, occupation, sector, annual household income (U.S. Dollars), or continent of residence.

Regarding the supporting literature related to gender, the study of Hwang (2007) investigated the effect of the servicescape on the hotel experiences of females and in order to ascertain the usefulness of hotel grading for women customers and the results showed that female customers had much higher expectations of the hotel

servicescape than their experience perceptions, in which the hotels' products did not sufficiently reach the expectations of female travelers, especially for the female customers that traveled for business purposes since the results of their research revealed that the perceptions of the three dimensions of servicescape of female customers travelling for business purposes were much lower than for female customers travelling for leisure purposes. In addition, Schmidt and Sapsford (1995) found that the women perceived the desired pub experiences in the opposite way to the services provided by the traditional male-dominated pubs and they suggested that the publicans should design their servicescapes to create more satisfactory service encounters for women in order to gain their loyalty.

On the other hand, van Heerden, Botha, and Durieux (2009) found contrasting evidence to this study; they discovered that there was no significant difference between male and female tourists in their perceptions of atmospherics, servicescape, or destination attractiveness at a holiday destination; furthermore, they also suggested that it was not important to develop atmospherics or servicescape uniquely for each gender.

Regarding the supporting literature related to travel frequency, Hilliard and Baloglu (2008) studied how hotel servicescape elements (safety and security) influenced meeting planners in terms of choosing hotels for meeting sites and they found that some attributes of safety and security influenced the meeting planners to select a particular hotel as the site for a meeting. Moreover, Weaver and Oh (1993), cited in Hilliard and Baloglu (2008), established the hotels' safety and security facilities as vital hotel services for both frequent and infrequent travelers.

Grove and Fisk (1997) found both supporting and contrasting evidence for the differences in demographic factors related to servicescape; they indicated that service encounters frequently occurred when there was a presence of many customers that shared the serviccescape with each other in which the study of Grove and Fisk (1997) aimed to find the positive and/or negative impacts of the presence of other customers to the particular customer's service experience by using critical incident technique. Grove and Fisk (1997) also included the respondents' demographic characteristics (country of origin, age, education, marital status, presence of children, income, and gender) in their study and found that only marital status and presence of

children were related to the dissatisfaction of service encounters due to the presence of other customers, while the rest of the demographic characteristics were not related to the dissatifaction of service encounters because of the presence of others.

In addition, Bitner (1992), cited in Rowley and Slack (1999), stated that people responded to their environments holistically and that the complex mix of environmental features established servicescape; moreover, Bitner (1992), cited in Rowley and Slack (1999), also added that personality traits, purpose of visit, mood, and expectations based on past experience influenced how customers responded to the environment.

Some literature mentioned the limitation of demographic factors regarding the study of servicescape. Siu, Wan, and Dong (2012) examined the essential role of servicescape in the customers' cognitive, affective, and behavioral responses in the context of convention and exhibition centers in Macao and they found that the elements of servicescape had positive influences on customers' perceived service quality, satisfaction, and desire to stay. Moreover, Siu, Wan, and Dong (2012) added the respondents' demographic characteristics, which were gender, age, marital status, occupation, and monthly income, in their study, in which they mentioned that their research only covered a single convention center in Macao which had their own servicescape design and that more than 40% of their research respondents showed their occupation as students since the survey was conducted in the summer holiday; therefore, they suggested in that same work that there were limitations in using those findings across different types of services.

5.1.3 Airline Passengers' Demographic Factors and Perceived Value

Hypothesis 1.3 states that there is a difference in perceived value according to different demographic factors and the empirical results from the t-test and the ANOVA revealed that gender, age, education, travel purpose, previous experience, and the travel frequency of airline passengers exhibited a statistically significant difference regarding perceived value. On the other hand, this study discovered that there was no item that had a statistically significant difference regarding perceived value according to airline passengers' marital status, occupation, sector, annual household income (U.S. dollars), or continent of residence.

Further, regarding the supporting literature related to gender, Kwun (2011) revealed that perceived value totally mediated the impacts of service quality on consumer attitude in the female group, while perceived value completely mediated the effects of the facility on the consumer's attitude in the male group in the campus foodservice context.

On the other hand, Al-Sabbahy, Ekinci, and Riley (2004) investigated the perceived value dimensions in the hotel and restaurant context and their empirical results indicated that the perceived value was the same for the different demographic variables (e.g. gender, income, and age) in the study of the hotel context.

The study of Petrick and Backman (2002) revealed both supporting and contrasting evidence for the differences in demographic factors related to perceived value; they investigated the differences in the perceived value of golf travelers on a golf vacation and included the concepts of age, gender, income, education, and ethnicity, and they discovered that only age was found to be related to the perceived value of golf travelers, where the younger golf travelers perceived the higher value of a golf vacation than the older golf travelers.

Meyer-Waarden (2013) studied how frequent flyer programs influenced customer behavior and also wanted to explain the relationships between purchase orientations and personalized rewards in relation to customers' perceived value as it is related to frequent flyer programs and subsequent customer loyalty. Meyer-Waarden (2013) included gender, age, profession, and travel frequency in their study, in which more than 95% of research respondents were in frequent flyer programs over two years. They suggested in that same work that the frequent flyer program managers should promote diverse rewards, segment their customers portfolios, and try to differentiate their offerings through nonmonetary benefits since the perceived value related to the frequent flyer programs were diverse and related to many customer motivations and purchase orientations.

Chen and Chen (2010) examined the visitor experience of heritage tourism at four main heritage sites in Tainan, Taiwan and found relationships between experience quality, perceived value, satisfaction, and behavioral intentions. Their respondents' characteristics included gender, age, marital status, education, occupation, and monthly income. They found that experience quality positively

influenced perceived value; in addition, they also found that perceived value and satisfaction had a positive influence on behavioral intentions.

Furthermore, Chen and Tsai (2007) proposed an integrated tourist behavior model and they found that destination image had no positive impact on perceived value, while trip quality did. In that same article they included gender, age, education, occupation, monthly income, travel party, and previous experience as the respondents' profile in their study, in which they suggested that tourism managers could launch effective marketing strategies and service offerings to meet the tourists' actual needs by gaining insight into how tourists value their trip experiences.

Finally, Chen (2008) investigated the relationships between service quality, perceived value, satisfaction, and behavioral intentions for airline passengers in which gender, age, education, occupation, monthly income, and travel purpose were included as the respondents' demographic information. Moreover, Chen (2008) discovered that perceived value and overall satisfaction influenced airline passengers' behavioral intentions directly and it was concluded that perceived value played a vital role in overall satisfaction and behavioral intentions in the context of airline service.

5.1.4 Airline Passengers' Demographic Factors and Customer Satisfaction

Hypothesis 1.4 states that there is a difference in customer satisfaction according to different demographic factors and the empirical results from the t-test and ANOVA revealed that gender, age, education, travel purpose, and travel frequency of airline passengers had a statistically significant difference in relation to customer satisfaction. On the other hand, this study revealed that there was no item that had a statistically significant difference regarding customer satisfaction according to airline passengers' marital status, occupation, sector, annual household income (U.S. dollars), continent of residence, or previous experience.

The study of Namasivayam and Mattila (2007), which evaluated the impacts of service exchange on customer satisfaction after taking account the impacts of servicescape, also supported the findings in this study; it was revealed that age had a significant effect on the satisfaction levels of the customers.

Regarding the supporting literature related to previous experience, Faullant, Matzler, and Füller (2008) found that the ski resorts which had the highest satisfaction and image ratings would obtain the highest ratings for loyalty from the visitors; in addition, Faullant, Matzler, and Füller (2008) also divided the ski resort visitors into two groups—the first-time visitor group and the regular visitor group, which had previous experience visiting the ski resorts before, in order to conduct a moderator analysis for evaluating the relative importance of image and satisfaction in relation to loyalty between these two visitor groups. The results showed that overall satisfaction was more important than image in the first time visitor group, while the importance of overall satisfaction declined and the importance of image increased in the regular visitor group, which had greater numbers visiting the ski resorts.

On the other hand, there was some contrasting literature related to travel frequency. Shankar, Smith, and Rangaswamy (2003) studied to propose the framework for the impacts on online medium on customer satisfaction and customer loyalty and on the relationship between customer satisfaction and customer loyalty in the context of the lodging industry and they found that the customer satisfaction level for a service which was chosen online was the same as the service when it was chosen offline and the loyalty to service providers was higher when the service was chosen online. In addition, in the same article the authors also discovered that frequency of use was negatively related to overall satisfaction because the more frequent users had higher expectations and were less likely to be satisfied compared to the infrequent users.

Some literature revealed both supporting and contrasting evidence on the differences of demographic factors related to customer satisfaction. Khudair and Raza (2013) investigated the effect of pharmacy service on patient satisfaction and they found that many socio-demographic factors (gender, marital status, health status, age, educational level, and ethnicity) had statistically different impacts on patient satisfaction. Other empirical evidence comes from Choi, Lee, Kim, and Lee (2005), where it was discovered that the older group of patients was more satisfied with the medical service they received than the younger group of patients, while there were no differences in satisfaction of medical service received between male and female patients. In addition, Jamal and Naser (2002) included demographic factors of the

respondents in their research, which were gender, age, occupation, education, monthly income, and ethnicity, and they found that the core and relational dimensions of service quality were linked to customer satisfaction in the context of the retail banking sector in the UAE. Furthermore, Jamal and Naser (2002) also revealed that there were some demographic differences in how the respondents expressed their satisfaction with the bank; the respondents with different education and monthly income expressed their differences in satisfaction with the bank; therefore, Jamal and Naser (2002) suggested that education and income level were essential factors in determining customer satisfaction.

Finally, Faullant, Matzler, and Füller (2008) provided evidence for future research related to a person's travel purpose; they suggested that the travel purpose should be included in a moderator analysis for evaluating the relative importance of image and satisfaction regarding loyalty since business travelers may rely more on service quality while other tourists may be more conscious of the brand in the context of hotels.

5.1.5 Airline Passengers' Demographic Factors and Customer Loyalty

Hypothesis 1.5 states that there is a difference in customer loyalty according to different demographic factors, and the empirical results from the t-test and the analysis of one-way analysis of variance (ANOVA) found that age, travel purpose, previous experience, and travel frequency of airline passengers had a statistically significant differences in relation to customer loyalty. On the other hand, this study discovered that there was no item had a statistically significant difference regarding customer loyalty according to airline passengers' gender, education, marital status, occupation, sector, annual household income (U.S. dollars), or continent of residence.

Regarding the supporting literature, Patterson (2007) studied whether loyalty behavior and loyalty motives for the three high contact service industry (dental, hairdressing, and travel agents) varied with age, sex, and occupation of the customers, and his empirical results showed that service loyalty was positively related to age across the three service industries. Further, it was found that the older group of customers exhibited higher significant loyal behavior than the younger group of

customers; moreover, the empirical results also revealed that the gender of the customers was not related to service loyalty for any of the three service industries.

On the other hand, some studies discovered that the differences in gender had impacts on customer loyalty differently. Leung, Li, and Au (1998) for example found that customer service influenced customer loyalty at a higher level for customers that were females and customers that had a higher level of income. Furthermore, Ndubisi (2006) also found that gender significantly moderated the relationship between trust and customer loyalty, where the female bank customers significantly exhibited a higher customer loyalty level than the male bank customers at the higher levels of trust with the bank. In addition, Mechinda, Serirat, and Gulid (2009) examined the antecedents of tourists' loyalty (attitudinal and behavioral) towards Chiang Mai (major tourist destination in Thailand) and they revealed that attitudinal loyalty was influenced by attachment, familiarity, and perceived value while behavioral loyalty was influenced by familiarity only; moreover, they included gender, age, marital status, education level, occupation, monthly household income, and country of residence as the respondent profile, and they found that male tourists were more easily satisfied, more likely to recommend Chiang Mai to others, and had more intentions to revisit.

Some literature revealed both supporting and contrasting evidence for the differences of demographic factors related to customer loyalty. Caruana (2002) found that customer satisfaction had a mediating role in the impact of service quality in relation to service loyalty; moreover, Caruana (2002) added gender, marital status, age, and education as the respondent demographic factors, and it was revealed in that study that gender and marital status had no differentiation regarding service loyalty, while the age and education of the respondents showed different perceptions of service loyalty. In addition, Skogland and Siguaw (2004) found that there was a weak connection between satisfaction and loyalty in the hotel context; moreover, they also discovered that the hotel guests that travelled for business were among the least satisfied and loyal hotel guests of all the hotel guests. Furthermore, Skogland and Siguaw (2004) included respondents' demographic factors—gender, marital status, education, travel purpose, income, age, and occupation—in their study, and the results

from the post hoc test revealed that male guests were more likely to reduce risk by using a service from a known hotel compared to the female guests.

Regarding recommendations for future research, Mechinda, Serirat, and Gulid (2009) provided recommendations related to the continent of residence, where they indicated that most of the respondents in their research lived in Europe, followed by the Americas; therefore, they suggested that future research should target each group of tourists based on the country of residence in order to gain more specific results and so that the results would be more useful for tourism marketers. Finally, regarding recommendations for future research related to previous experience and travel frequency, Shankar, Smith, and Rangaswamy (2003) summarized drivers for loyalty in the service industry from previous studies, which included frequency of use and prior experience with the service provider, and they suggested that these factors could be applied to the travel industry.

5.2 Service Performance and Customer Satisfaction

Hypothesis 2 states that there is a relationship between service performance and customer satisfaction, and the empirical results from the correlations between service performance and customer satisfaction revealed a strongly positive relationship between them. This can be supported by the study of Mowen in 1995 (cited in Qu and Wong Yee Ping, 1999) to find the impacts of service performance, the impact of attribution, expectations, and equity on the satisfaction of stock market selection and their results found that service performance, independent of expectations, influenced satisfaction with the selection of the stock market. Moreover, the structural analysis results for the hotel context in the study of Han, Kim, and Hyun (2011) revealed that core service and encounter serivce performances positively and significantly impacted customer satisfaction.

In addition, Kim, Jeong, Park, Park, Kim, and Kim (2007) studied the relationship between service performance and customer satisfaction in the context of high-speed Internet service in Korea and their empirical results revealed that speed-related network performance measures (download speed and upload speed) had significantly and large impacts on customer satisfaction, while the other two network

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performance measures (packet transfer delay and packet loss rate) had weakly significant effects on customer satisfaction.

5.3 Service Performance and Customer Loyalty

Hypothesis 3 states that there is a relationship between service performance and customer loyalty and the empirical results from the correlations between service performance and customer loyalty showed a strong positive relationship between them. This was supported by the study of Auh (2005), which found that core service performance or perceived performance excellence (the customers' perception of the hair care providers' capabilities to provide a quality haircat) had a direct impact on customer loyalty and also an indirect impact on customer loyalty through trust in the hair care service environment. Moreover, Liao and Chuang (2004) found that the store-level service performance was significantly related to customer satisfaction and customer loyalty, while the store-level service performance was insignificantly related to service quality in the restaurant context.

Moreover, Briggs and Grisaffe (2010) studied the relationship between service performance and customer loyalty intentions in the business-to-business context of third-party logistics industry and they found that the relationship between service performance and customer loyalty intentions was fully mediated by economic value and trust; in addition, they also suggested that the business-to-business manages should not only focus on tracking the performance of their services but they should also pay attention to customers' perception of trust and economic value since trust and economic value had positive impacts on customer loyalty intentions.

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5.4 Servicescape and Customer Satisfaction

Hypothesis 4 states that there is a relationship between servicescape and customer satisfaction and the empirical results from the correlations between servicescape and customer satisfaction revealed a strongly positive relationship between them. This is supported by the study of Miles, Miles, and Cannon (2012), in which they found a positive relationship between servicescape and customer satisfaction; in addition, they also discovered that for the firms that implemented the differentiator strategy over the firms that implemented the cost leader strategy, the higher levels in layout accessibility, facility aesthetics, and cleanliness led to higher levels of customer satisfaction.

The study of Wakefield and Blodgett (1994) also support the findings in this study, in which they revealed that the satisfaction levels and repatronage intentions of the consumers in the leisure services were strongly influenced by the perceptions of servicescape, especially when the consumers spent more time in the service facility. Moreover, Wakefield and Blodgett (1996) also found that servicescape played an important role in determining the customers' satisfaction.

5.5 Servicescape and Customer Loyalty

Hypothesis 5 states that there is a relationship between servicescape and customer loyalty, and the empirical results from the correlations between servicescape and customer loyalty showed a strongly positive relationship between them. The study of Wakefield and Blodgett (1996) on the effect of servicescape on the behavioral intentions of the customers in various service settings supported the empirical evidence in this study. They found that servicescape played an important role in the behavioral intentions of the customers in the hedonic-purpose service setting. The empirical study of Harris and Ezeh (2008) also found that the loyalty intentions were positively related to all nine servicescape variables (music, aroma, cleanliness, implicit communicators, furnishing, customer orientation, credibility, competence, and staff physical attractiveness intentions) in the context of the restaurants in the U.K. In addition, R. and A. M. (2013) studied the effects of servicescape dimensions on customer loyalty in the context of shopping malls located in India and found a positive

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significant relationship between all seven dimensions of servicescape (ambient factor, aesthetic factor, layout, variety, cleanliness, social factor, and signs, symbols and artifacts) and customer loyalty.

5.6 Perceived Value and Customer Satisfaction

Hypothesis 6 states that there is a relationship between perceived value and customer satisfaction and the empirical results from the correlations between perceived value and customer satisfaction revealed a strongly positive relationship between them. This was supported by the study of Chen (2008) on the relationship between service quality, perceived value, satisfaction, and behavioral intention of airline passengers through the use of a structural equation model (SEM) and the empirical study revealed that perceived value had a significantly positive impact on overall satisfaction. Moreover, Chen (2008) also suggested that perceived value played a vital role in affecting customer satisfaction and customer future behavioral intentions in the airline service context.

The supporting evidence from previous literature in various contexts also indicated a positive relationship between perceived value and customer satisfaction. Kuo, Wu, and Deng (2009) studied the relationships among service quality, perceived value, customer satisfaction, post-purchase intention in the context of mobile value-added services and they revealed a strongly positive impact of perceived value on customer satisfaction, which meant that the higher perceived value of the customers led to higher customer satisfaction. Ryu, Han, and Kim (2008) also found a positive effect of perceived value on customer satisfaction in the quick-casual restaurant industry; furthermore, they also revealed that perceived value had a higher level of influence on customer satisfaction and behavioral intentions than store image in their study. In addition, Hume and Mort (2010) found that the perceived value of time and money had a direct and positive relationship with customer satisfaction in the performing arts context.

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5.7 Perceived Value and Customer Loyalty

Hypothesis 7 states that there is a relationship between perceived value and customer loyalty, and the empirical results from the correlations between perceived value and customer loyalty revealed a strongly positive relationship between them. This was supported by a study of Chen and Tsai (2008), where a positive relationship between perceived value and loyalty regarding TV travel product shopping was found. Furthermore, the empirical results of their research suggest that increasing the customers' perception of a product or service value could generate TV-shopping customer loyalty. Lin and Wang (2006) also discovered that perceived value had a positive effect on customer loyalty in the mobile commerce contexts; moreover, they also found that even though customer satisfaction had a higher level of direct effect on customer loyalty than perceived value, perceived value exerted the stronger total effect on customer loyalty than customer satisfaction. Furthermore, Chen and Hu (2010) also found that perceived value had a strong effect on customer loyalty in the Australian coffe outlet industry. In addition, they also discovered that both perceived functional value and perceived symbolic value were significant predictors of customer loyalty in this industry.

In addition, the empirical results of Yang and Peterson (2004) from a web-based survey of online service users revealed that customer loyalty was positively influenced by customer perceived value; in addition, they also added that the improvements of customer satisfaction and the offers of high product or service value could generate customer loyalty.

5.8 Customer Satisfaction and Customer Loyalty

Hypothesis 8 states that there is a relationship between customer satisfaction and customer loyalty and the empirical results from the correlations between customer satisfaction and customer loyalty revealed a strongly positive relationship between them. This was supported by a study of Bowen and Chen (2001), where a non-linear and asymmetric relationship between customer satisfaction and customer loyalty was found and according to which small changes in customer satisfaction would lead to substantial changes in customer loyalty. Han and Ryu

(2009) studied the relationships among three physical environmental components—price perception, customer satisfaction, and customer loyalty—in the restaurant industry and they revealed a positive effect of customer satisfaction on customer loyalty in this industry. Kandampully and Suhartanto (2000) found that customer satisfaction with reception, housekeeping, food and beverage, and price had a positive relationship with customer loyalty in the context of the hotel industry. Moreover, the empirical study of Gallarza and Saura (2006) showed that customer satisfaction had a positive effect on customer loyalty in the investigation of university students' travel behavior.

Additionally, Söderlund (1998) suggested that more effort from airlines in increasing customer satisfaction would create more loyalty from customers and it would be more effective if the airlines' activities aimed to increase customer satisfaction on the part of customers that already exhibited a substantial level of satisfaction.

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CHAPTER VI
CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions of the Study

In summarizing the airline passengers' demographic factors, it can be seen that most of them were male (67.66%). Regarding the age of the airline passengers, most of them were between 20 and 30 years of age (27.90%). Regarding the education of the airline passengers, almost half of them had a university-level education or a bachelor degree (42.78%). Regarding the marital status of the airline passengers, about half of them were single (50.12%), and regarding their occupation, most of them were managers (32.66%). Regarding the sector of airline passengers, most of them worked in other sectors (21.49%). Regarding the annual household income (U.S. dollars) of the airline passengers, most of them had an annual household income level between 60,000 and 99,999 (U.S. dollars) (25.52%). Regarding the continent of residence of the airline passengers, almost half of them lived in Europe (45.64%). Regarding their travel purpose, about half of them travelled for vacation purposes (51.67%). Regarding the previous experience of the airline passengers, over half of them had previous experience with 21 flights or more (62.71%). Finally, regarding the travel frequency of the airline passengers, most of them travelled couple of times a month (28.54%).

Regarding the summary of service performance items, the item "This airline's employees are well dressed and appear neat." had the highest mean (6.08) for the tangibles aspect; the item "This airline provides its service at the time it promises to do so." had the highest mean (5.71) for the reliability aspect; the item "Employees of this airline are always willing to help customers." had the highest mean (5.96) for the responsiveness aspect; the item "Employees of this airline are polite." had the highest mean (6.12) for the assurance aspect; and the item "This airline has operating hours convenient to all its customers." had the highest mean (5.64) for the empathy aspect. With reference to the summary of the servicescape items, the item "The physical facilities are clean." had the highest mean (5.72) for the ambient conditions

aspect; the item “The physical facilities are comfortable.” and the item “The interior layout is pleasing.” had the highest means (5.44) for the spatial layout and functionality aspect; and the item “The signs used (i.e. enter, exit) are helpful to you.” had the highest mean (5.81) for the signs, symbols, and artifacts aspect. For the summary of perceived value items, the item “Comparing what you pay to the airline service you receive, you think your airline provides you good value.”, the item “Considering what you pay for this airline, you believe that this airline offers sufficient services.”, and the item “The service experience was worth the money.” are the three items which had the highest means at 5.51, 5.51, and 5.43 respectively. For the summary of customer satisfaction items, the item “Overall, you are satisfied with the flying experience with this airline.”, the item “You are pleased to fly with this airline.”, and the item “You think that you did the right thing when you purchased the service from this airline.” were the three items which had the highest means at 5.84, 5.78, and 5.75 respectively. For the summary of customer loyalty items, the item “You say positive things about this airline to others.”, the item “If you had to fly again, you would choose the same airline.”, and the item “You recommend this airline to others.” were the three items which had the highest means at 5.76, 5.75, and 5.74 respectively.

According to objective 1, this research aimed to examine the relationships between customer satisfaction and selected factors, including service performance, servicescape, and perceived value of foreign passengers travelling on full service airlines. The empirical results revealed that there were strongly positive relationships between customer satisfaction and service performance, customer satisfaction and servicescape, and customer satisfaction and perceived value of foreign passengers travelling on these airlines.

For objective 2, this research aimed to examine the relationships between customer loyalty and selected factors, including service performance, servicescape, and perceived value of foreign passengers travelling on full service airlines. The results revealed that there were strongly positive relationships between customer loyalty and service performance, customer loyalty and servicescape, and customer loyalty and perceived value of foreign passengers travelling on these airlines.

Furthermore, according to objective 3, this research attempted to examine the relationship between customer satisfaction and customer loyalty of foreign

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passengers travelling on full service airlines. The results from this research found that there was a strongly positive relationship between customer satisfaction and customer loyalty among this group.

Finally, for objective 4, this research aimed to explore the relationships between demographic factors and selected factors, including service performance, servicescape, perceived value, customer satisfaction, and customer loyalty of foreign passengers travelling on full service airlines. The empirical results from this research revealed that there were differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to the different demographic factors of foreign passengers travelling on these airlines.

In conclusion, the empirical results prove that all four objectives of this study have been achieved. First, this study found that there were strongly positive relationships between customer satisfaction and selected factors, including service performance, servicescape, and the perceived value of foreign passengers travelling on full service airlines. Secondly, this study also revealed that there were strongly positive relationships between customer loyalty and selected factors, including service performance, servicescape, and perceived value of foreign passengers travelling on such airlines. Thirdly, this study discovered that there was a strongly positive relationship between customer satisfaction and customer loyalty of foreign passengers travelling on full service airlines. Fourthly, this study revealed that there were differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to the different demographic factors of foreign passengers travelling on full service airlines.

Finally, even though this research had missing values for some items of research questions. All of those missing values had a rate of missing value less than 15% out of the total sample size of 406 research respondents. Acuna and Rodriguez (2004) have inculcated that missing values are a common problem in statistical analysis and they also stated that the rate of missing values more than 15% out of the sample size may severely affect any kind of research result interpretation.

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6.2 Recommendations from the Study

6.2.1 Academic Contributions

As mentioned in the previous chapters, even there are many studies that have investigated the relationships of service performance, servicescape, and perceived value with customer satisfaction, the relationships of service performance, servicescape, and perceived value with customer loyalty, and the relationship between customer satisfaction and customer loyalty in may service contexts. However, those previous studies rarely gathered the mentioned research variables to investigate their effects and relationships with each other in the context of airline service.

This study closes the gap and provide a contribution to the academic research by implementing a cross-sectional study in the context of airline service. First, this study confirms the strong positive relationships of service performance, servicescape, and perceived value in relation to customer satisfaction. Secondly, this study discovered strongly positive relationships of service performance, servicescape, and perceived value with customer loyalty. Thirdly, this study revealed a strongly positive relationship between customer satisfaction and customer loyalty. In addition, this study discovered there were differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to the different demographic factors in the airline service context.

6.2.2 Practical Contributions

This study discovered strong, positive relationships among service performance, servicescape, perceived value, customer satisfaction, and customer loyalty in the context of airline service. This is essential information so that airline service managers and airline companies can gain a better understanding of these relationships, which in turn will generate benefits for both airline passengers and airline companies. Airline service managers and airline companies should develop and improve their service offerings and in-flight physical environments for their airline passengers when they are on board to make them realize that the service values offered by the airlines are worthwhile and so that they feel they are getting better value for their money. By doing so, those airline passengers would be more satisfied and

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become loyal to the airline companies, which in turn would generate sustainable revenues for the airline companies in the long-run.

Additionally, this study also discovered differences in service performance, servicescape, perceived value, customer satisfaction, and customer loyalty according to the different demographic factors of airline passengers travelling on full service airlines. Therefore, airline service managers and airline companies should customize their service offerings to match the demand of each airline passenger demographic group in order to survive and improve the profitability of their companies in the current intensive competition in the airline industry.

6.2.3 Business Recommendations

Since this research discovered the items that foreign passengers travel by full service airline paid their attentions mostly in each research variables. The recommended strategy table for airline service managers and airline companies according to the mentioned items can be seen below.

Table 6.1: Research Variables and Recommended Strategies

Research Variables	Recommended Strategies
Service Performance	
- Tangibles	- The cockpit and cabin crews should dress properly and neatly.
- Reliability	- The cockpit and cabin crews must provide service regarding the time frame they promise airline passengers.
- Responsiveness	- The cabin crews should always be ready to help airline passengers when they request a service.
- Assurance	- The cockpit and cabin crews must always express politeness to the airline passengers.
- Empathy	- The airline companies should have operating times that are convenient for the airline passengers.

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Table 6.1: Research Variables and Recommended Strategies (Continued)

Research Variables	Recommended Strategies
Servicescape	
- Ambient conditions	- Airline companies should pay more attention to cleanliness when their airline passengers are on board.
- Spatial layout and functionality	- The airline companies should ensure that their physical facilities are comfortable enough for their airline passengers when they are on board; moreover, the interior layout of the cabin should be well designed by the airline companies to make their airline passengers feel more contented.
- Signs, symbols, and artifacts	- The airline companies must place their signs on the cabin properly to communicate with their airline passengers effectively.
Perceived Value	- The airline companies must ensure that the airline services offered represent good value for what the airline passengers pay.
Customer Satisfaction	- In order to make the airline passengers mostly satisfied, the airline companies must ensure that the overall satisfaction from their flying experience is achieved.
Customer Loyalty	- In order to know that whether their airline passengers are loyal, the airline service managers and airline companies should ensure that their passengers will speak positively about the airlines to others.

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6.2.4 Future Research

In this study, the primary data were collected for the demographic factors, service performance, servicescape, perceived value, customer satisfaction, and customer loyalty from foreign passengers travelling on full service airlines to Suvarnabhumi International Airport. Since this study emphasized a single geographic area, future research could replicate the research framework in this study to conduct the research on different geographic areas or compare the results among the international airports around the world.

In addition, since this study was a cross-sectional study, conducted to achieve the research objectives by collecting the primary data from foreign passengers travelling on service airlines to the Suvarnabhumi International Airport only one time, future research could be comprised of a longitudinal study to understand the changes in demographic differences among foreign passengers travelling on such airlines.

Finally, the researchers may compare the demographic differences in the airline service context and other service contexts using a research framework similar to that employed in this study in order to broaden the investigation across service industries.

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APPENDICES

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APPENDIX A
DOCUMENTARY PROOF OF THE COMMITTEE FOR RESEARCH ETHICS (SOCIAL SCIENCES)

COA.No.	2013/144.1705

Documentary Proof of The Committee for Research Ethics (Social Sciences)

Title of Project:	The Investigation of Factors Effecting Customer Loyalty in An Airline Industry
Principal Investigator:	Mr. Kitkasarp Amaranonta
Name of Institution:	International College, Mahidol University
Approval includes:	1) MU-SSIRB Submission form version received date 10 April 2013 2) Participant Information sheet version 16 May 2013 3) Informed Consent form version date 10 April 2013 4) Questionnaire received date 10 April 2013

The Committee for Research Ethics (Social Sciences) is in full compliance with International Guidelines of Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)

Date of Approval:	17 May 2013
Date of Expiration:	16 May 2014

Signature of Chairman:.....
(Emeritus Professor Santhat Sermsri)

Signature of Head of the Institute:.....
(Assoc.Prof.Dr.Wariya Chinwanno)
Dean of Faculty of Social Sciences and Humanities

Office of The Committee for Research Ethics (Social Sciences), Faculty of Social Sciences and Humanities, Mahidol University
Phuttamonthon 4 Rd., Salaya, Phuttamonthon District, Nakhon Pathom 73170. Tel.(662) 441 9080 Fax.(662) 441 9081

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APPENDIX B
PARTICIPANT INFORMATION SHEET

Participant Information Sheet

In this document, there may be some statements that you do not understand. Please ask the principal investigator or his/her representative to give you explanations until they are well understood. To help your decision making in participating the research, you may bring this document home to read and consult your relatives, intimates, or others.

Title of Research Project: "The Investigation of Factors Effecting Customer Loyalty in An Airline Industry"

Name of Researcher: Mr.Kitkasarp Amaranonta

Research Site and telephone number available for contact both in and out of the office hours:

Suvarnabhumi Airport Telephone Number 66-8-5505-5965

Source of Fund: None

This research project aims to investigate the factors effecting loyalty in an airline industry which outcomes expect to provide the better understanding and relevant information to improve quality of airline services in increasing customers loyalty (etc).

You are invited to participate in this research project because you are passenger who has utilized full-service international airline.

There will be 400 participants, and the research will last for 6 months (January 2013 to June 2013).

If you decide to participation the research project, you will go through the following procedure.

- You will answer the research questions related to factors effecting customer loyalty in an airline industry.
- The questionnaire will take approximately 15 minutes to complete 65 research questions. The questionnaire is divided into two part as the follows

  Part 1: Factors Related to Research Variables for 54 research questions

  Part 2: Airline Passengers' Demographic Factors for 11 research questions

This research project is in the field of social sciences and conducted by distributing the questionnaires, the likely risks include uneasiness or discomfort due to some questions. In that case, the participant has the right not to reply.

The participant is not response for any expense and will not receive any remuneration for participating in this research.

If relevant information arises about benefits and risks of the research project, the researcher will inform the participant immediately and without concealment.

รับรองโดยคณะกรรมการจริยธรรมการวิจัยในคน
ราชวิทยาลัยแพทยศาสตร์ มหาวิทยาลัยมหิดล
รหัสโครงการ MU-CIRB 2013/144.1705
วันที่ 17 มิ.ย. 56

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The participant's private information will be kept confidential, it will not be subject to an individual disclosure, but will be included in the research report as part of the overall results. Individual information may be examined by a researcher, the ethics committee, or other people related to this research.

The participant has the right to withdraw from the project at anytime without prior notice. And the refusal to participate or the withdrawal from the research project will not have any consequences in the future.

If you have any questions about this research please feel free to contact Mr.Kitkasarp Amaranonta, Head of the Research Project **Telephone:** 66-8-5505-5965

On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of The Committee for Research Ethics (Social Sciences) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66 2 441 9180, Fax 66 2 441 9181

I thoroughly read the details in this document.

Signature..... Participant

(.....)

Date.....

2013/144.1705

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APPENDIX C
FORM OF INFORMED AND VOLUNTARY CONSENT TO PARTICIPATE IN RESEARCH

Form of Informed and Voluntary Consent to Participate in Research

Date……/……/……

My name is……., aged……..years old, now living at the address no……..road/street……sub-district/tambon……..
District/amphur……..province……..Postal code……Tel.No……

I hereby express my consent to participate as a subject in the research project entitled "The Investigation of Factors Effecting Customer Loyalty in An Airline Industry".

In so doing, I am informed of the research project's origin and purpose; its procedural details to carry out or to be carried out; its expected benefits and risks that may occur to the subjects, including methods to prevent and handle harmful consequences. I thoroughly read the detailed statements in the information sheet given to the research subjects, I was also given explanations and my questions were answered by the head of the research project.

I therefore consent to participate as a subject in this research project.

On the condition that I have any questions about the research procedures, I can contact Mr.Kitkasarp Amaranonta, Head of the Research Project, Tel 66-8-5505-5965.

On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of The Committee for Research Ethics (Social Science) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66-2- 441 9180, Fax 66-2-441 9181

I am aware of my right to further information concerning benefits and risks from the participation in the research project and my right to withdraw or refrain from the participation anytime without any consequence in the future, I consent to the researcher's use of my private information obtained in this research, but do not consent to an individual disclosure of private information. The information must be presented as part of the research results as a whole.

I thoroughly understand the statement in the information sheet for the research subjects and in this consent form. I thereby give my signature.

Signature……..Participants
(……..) Date……..
Signature……..Person in Charge of Informing and Requesting a
Consent/Head of Research Project (……) Date……

Informed Consent form version date 10 April 2013 1

2013/144.1705

APPENDIX D
QUESTIONNAIRE

Mahidol University International College
Master of Business Administration in Business Modeling and Analysis

The questionnaire is part of thesis research for the Master of Business Administration in Business Modeling and Analysis. This questionnaire examines "The Investigation of the Factors Affecting Customer Loyalty in the Airline Industry" and all responses are confidential for academic use only. This questionnaire composes of two parts which are Factors Related to Research Variables and Airline Passengers' Demographic Factors.

Part 1: Factors Related to Research Variables

Please mark ✓in the blank on the number that most reflects the level of important to you, where 7 = definitely agree and 1 = definitely disagree

Measurement of Service Performance Factor	Definitely disagree						Definitely agree
Tangibles							
1.1 This airline has up-to-date equipment.	1	2	3	4	5	6	7
1.2 This airline's physical facilities are virtually appealing.	1	2	3	4	5	6	7
1.3 This airline's employees are well dressed and appear neat.	1	2	3	4	5	6	7
1.4 The appearance of physical facilities of this airline is in keeping with the type of services provided.	1	2	3	4	5	6	7
Reliability							
1.5 When this airline promises to do something by a certain time, it does so.	1	2	3	4	5	6	7
1.6 When you have problems, this airline is sympathetic and reassuring.	1	2	3	4	5	6	7
1.7 This airline is dependable.	1	2	3	4	5	6	7
1.8 This airline provides its service at the time it promises to do so.	1	2	3	4	5	6	7
1.9 This airline keeps its record accurately.	1	2	3	4	5	6	7

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Responsiveness 1.10 This airline tells customers exactly when services will be performed.	1	2	3	4	5	6	7
1.11 You receive prompt service from this airline's employees.	1	2	3	4	5	6	7
1.12 Employees of this airline are always willing to help customers.	1	2	3	4	5	6	7
1.13 Employees of this airline are not too busy to respond to customers' requests promptly.	1	2	3	4	5	6	7
Assurance 1.14 You can trust employees of this airline.	1	2	3	4	5	6	7
1.15 You feel safe in your transactions with this airline's employees.	1	2	3	4	5	6	7
1.16 Employees of this airline are polite.	1	2	3	4	5	6	7
1.17 Employees get adequate support from this airline to do their jobs well.	1	2	3	4	5	6	7
Empathy 1.18 This airline gives you individual attention.	1	2	3	4	5	6	7
1.19 Employees of this airline give you personal attention.	1	2	3	4	5	6	7
1.20 Employees of this airline know what your needs are.	1	2	3	4	5	6	7
1.21 This airline has your best interests at heart.	1	2	3	4	5	6	7
1.22 This airline has operating hours convenient to all its customers.	1	2	3	4	5	6	7

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Measurement of Servicescape (In-Flight Service) Factor	**Definitely disagree**						**Definitely agree**
Ambient Conditions							
2.1 The odor is pleasant.	1	2	3	4	5	6	7
2.2 The noise level is acceptable.	1	2	3	4	5	6	7
2.3 The physical facilities are clean.	1	2	3	4	5	6	7
2.4 Room temperature is pleasant.	1	2	3	4	5	6	7
2.5 Background music is pleasant.	1	2	3	4	5	6	7
2.6 The lighting is comfortable.	1	2	3	4	5	6	7
Spatial Layout and Functionality							
2.7 The physical facilities are comfortable.	1	2	3	4	5	6	7
2.8 The interior layout is pleasing.	1	2	3	4	5	6	7
2.9 The architecture is attractive.	1	2	3	4	5	6	7
2.10 The colors of the physical facilities and the interior are pleasant.	1	2	3	4	5	6	7
Signs, Symbols, and Artifacts							
2.11 The signs used (i.e. enter, exit) are helpful to you.	1	2	3	4	5	6	7
2.12 Brochures and other communication materials are visually appealing.	1	2	3	4	5	6	7
2.13 The materials used inside are pleasing and of high quality.	1	2	3	4	5	6	7
2.14 The style of the interior accessories is fashionable.	1	2	3	4	5	6	7
Measurement of Perceived Value Factor	**Definitely disagree**						**Definitely agree**
3.1 Comparing what you pay to the airline service you receive, you think your airline provides you good value.	1	2	3	4	5	6	7
3.2 This airline's service is a better value for money.	1	2	3	4	5	6	7
3.3 The airline charges a reasonable price for the service it provides.	1	2	3	4	5	6	7
3.4 This airline provides you great value as compared to others.	1	2	3	4	5	6	7
3.5 The service experience was worth the money.	1	2	3	4	5	6	7
3.6 Considering what you pay for this airline, you believe that this airline offers sufficient services.	1	2	3	4	5	6	7

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3.7 The price of this airline is reasonable.	1	2	3	4	5	6	7
Measurement of Customer Satisfaction Factor	**Definitely disagree**						**Definitely agree**
4.1 Your choice to purchase the service from this airline was a wise one.	1	2	3	4	5	6	7
4.2 You think that you did the right thing when you purchased the service from this airline.	1	2	3	4	5	6	7
4.3 This airline's facility is exactly what is needed for the service of this airline.	1	2	3	4	5	6	7
4.4 You have really enjoyed the flying experience with this airline.	1	2	3	4	5	6	7
4.5 You are pleased to fly with this airline.	1	2	3	4	5	6	7
4.6 Overall, you are satisfied with the flying experience with this airline.	1	2	3	4	5	6	7
Measurement of Customer Loyalty Factor	**Definitely disagree**						**Definitely agree**
5.1 You say positive things about this airline to others.	1	2	3	4	5	6	7
5.2 You recommend this airline to others.	1	2	3	4	5	6	7
5.3 You will continue patronizing this airline.	1	2	3	4	5	6	7
5.4 There is the likelihood that you will recommend this airline to a friend.	1	2	3	4	5	6	7
5.5 If you had to fly again, you would choose the same airline.	1	2	3	4	5	6	7

Part 2: Airline Passengers' Demographic Factors

Please mark ✓in ( ) or fill in the blank which best describes yourself

1. Gender ( ) Male ( ) Female

2. Age (Years old) ( ) < 20 ( ) 20 - 30 ( ) 31 - 40
( ) 41 - 50 ( ) 51 - 60 ( ) > 60

3. Education ( ) Primary school ( ) Secondary school
( ) High school or equivalent ( ) University
( ) Masters ( ) Doctorate and above

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4. Marital Status ( ) Married ( ) Single

5. Occupation
( ) Manager ( ) Self employed/ own business
( ) Worker ( ) Student
( ) Engineer ( ) Academic/teacher
( ) Professional (doctor etc.) ( ) Salesman
( ) Other_____

6. Sector
( ) Manufacturing ( ) Health care
( ) Education/research ( ) Construction/building
( ) Banking/finance/insurance ( ) Information technology
( ) Retailing ( ) Public sector
( ) Tourism ( ) Mass media/press
( ) Other_____

7. Annual Household Income (U.S. Dollars)
( ) Below 30,000 ( ) 30,000 - 59,999
( ) 60,000 - 99,999 ( ) 100,000 - 159,999
( ) 160,000 - 199,999 ( ) 200,000 and above

8. Continent of Residence
( ) North America ( ) Europe
( ) Oceania ( ) South America
( ) Asia ( ) Africa

9. Travel Purpose
( ) Business ( ) Visit ( ) Vacation
( ) Education ( ) Other_____

10. Previous Experience
( ) 1-5 flights ( ) 6-10 flights ( ) 11-15 flights
( ) 16-20 flights ( ) 21 flights more

11. Travel Frequency
( ) Couple of times a month ( ) Once a month ( ) Once in three months
( ) Once in six months ( ) Once a year ( ) Fewer than once a year

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Thank you for your contribution to complete this questionnaire

BIOGRAPHY

NAME	Kantatouj Amaranonta
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