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Department of Business Administration

**PERCEIVED SERVICE QUALITY OF SERVICE
ATTRIBUTES, CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY IN AIR TRANSPORT :
THE CASE OF AIR ALGERIA**

Master Thesis

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Turkish Anstract : Air Algeria'da müşterilere sunulan hizmetlerin kalitesini iyileştirmeye, müşteri memnuniyeti, ve stratejik analize odaklanmaya odaklanmaktadır. Müşterinin ihtiyaçlarını ve tercihlerini anlamayı ve hizmet kalitesini iyileştirmek için bir plan geliştirmeyi amaçlar. Analizde anket ve veri toplama, ardorndan geçricilik ve gürvenilirlik analizi, korelasyon ve regresyon analizi yer almaktadır.

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SUMMARY

The development opportunity of the major airlines is justified by their passenger traffic potential, and faced with increased competition in this sector, Air Algeria's air transport is one of the most important aspects of its business, the quality of service that it provides is essential in ensuring that its customers are satisfied and loyal. It must in turn take advantage of its strategic position, development progress towards the standards in force at the international level by marketing strategy to increase the customer satisfaction and provide their loyalty.

For this, the main purpose of this study is to examine perceived service quality of service attributes, customer satisfaction and customer loyalty in air transport specifically for the case of Air Algeria, defining a clear strategy based on strategic analysis is imperative in this study, and how the service quality affects customer satisfaction in Air Algeria will be investigated.

As data collection instrument, the questionnaire is chosen, it is designed to prevent rational inquiries, avoid rejection, false, and avoidable answers to open-ended questions in order to promote inquiry and mathematical analysis. The scope of the research will be the passengers traveling with this company, the analyzes in this research is through three stages: Questionnaire and collecting data, followed by Validity and Reliability Analysis and correlation and regression analysis. To sum up this analysis will provide us to know how perceived service quality attributes can affect customer satisfaction and their loyalty.

Key Words: Airline - Air Algeria - Quality Service - Perceived Service attributes - Customer Satisfaction - Customer Loyalty

ÖZET

Büyük havayollarının gelişme fırsatı, yolcu trafiği potansiyelleri ile haklı çıkar ve bu sektörde artan rekabetle karşı karşıya kalır ,Hava Cezayir'in hava taşımacılığı işinin en önemli yönlerinden biridir,sunduğu hizmet kalitesi, müşterilerinin tatmin ve sadık olmasını sağlamak için önemlidir ve bunun karşılığında stratejik konumundan faydalanmalıdır, müşteri memnuniyetini artırmak ve sadakatlerini sağlamak için pazarlama stratejisi ile uluslararası düzeyde yürürlükte olan standartlara doğru ilerleme.

bunun için bu çalışmanın temel amacı, özellikle Air Cezayir davası için hava taşımacılığında hizmet özelliklerinin algılanan hizmet karması, müşteri memnuniyeti ve müşteri sadakatini incelemek ,stratejik analize dayalı açık bir strateji tanımlamak bu çalışmada zorunludur ve hizmet kalitesinin Air Algérie'deki müşteri memnuniyetini nasıl etkilediği araştırılacaktır. Veri toplama aracı olarak anket seçildiğinde, sorgulamayı ve matematiksel analizi teşvik etmek için rasyonel sorgulamaları önlemek, reddetmekten kaçınmak, yanlış ve açık uçlu sorulara önlenebilir cevaplar vermek üzere tasarlanmıştır .

bu şirketle seyahat eden yolcular olacak. Bu araştırmadaki analizler üç aşamadan oluşmaktadır: Anket ve veri toplama, ardından geçerlilik ve güvenilirlik analizi ve korelasyon ve regresyon analizi. Özetle, bu analiz bize şunu sağlayacak: algılanan hizmet kalitesi özelliklerinin müşteri memnuniyetini ve sadakatini nasıl etkilediğini bilin."

Anahtar kelimeler: havayolu - Air Algeria - servis Kalitesi- Algılanan Hizmet Özellikleri -Müşteri Memnuniyeti -Müşteri Sadakati

TABLE OF CONTENTS

SUMMARY.....	i
ÖZET	ii
TABLE OF CONTENTS	iii
ABBREVIATIONS	iv
LIST OF TABLES	v
LIST OF GRAPHICS	viii
LIST OF FIGURES.....	ix
INTRODUCTION.....	.1

CHAPTER ONE

PERCEIVED SERVICE QUALITY OF SERVICE ATTRIBUTES,CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN AIRLINE INDUSTRY

1.1 Perceived Service Quality.....	13
1.2.Service Attributes	17
1.3.Perceived Service Quality Service Attributes at Airline Industry	17
1.3.1.Perceived Service Quality for Pre-flight service attributes	18
1.3.2.Perceived Service Quality for in-flight service attributes	22
1.3.3. Perceived Service Quality for Post-flight service attributes	25
1.4. Customer Satisfaction	27
1.4.1 Customer Satisfaction at Airline Industry	28
1.5. Customer Loyalty	30
1.5.1 Customer Loyalty at Airline Industry	30
1.6. Air Algeria : Company Information	30

CHAPTER TWO

RESEARCH ABOUT PERCEIVED SERVICE QUALITY OF SERVICE ATTRIBUTES,CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN AIR TRANSPORT: THE CASE OF AIR ALGERIA

2.1. The Purpose and Importance of the Research	33
2.2. Research Model and Research Variables	34
2.3. Research Hypotheses	35
2.4. sampling	36
2.5. Data collection Method and Research Instrument	36
2.6. Analysis of the Data	37
2.7. Findings of the Research	67
2.8. Research Implications and Suggestions	80
2.8.1. Theoretical Implications and Suggestions	81
2.8.2. Managerial Implications and Suggestions	82
2.9. Limitation of the Research	90
2.10. Comparison With Other Studies	102
2.11. Suggestions for the future studies	104
CONCLUSION AND RECOMMENDATIONS.....	106
REFERENCES	108

ABBREDIVATIONS

PSQ	:	STANDS FOR PERCEIVED SERVICE QUALITY
CSAT	:	CUSTOMER SATISFCATION
CL	:	CUSTOMER LOYALTY
AH	:	AIR ALGERIA
QRE	:	QUESTIONNAIRE
SEM	:	STRUCTURAL EQUATION MODELING



LIST OF TABLES

Validity and Reliability Analysis for Pre-Flight Service Attributes

Table 1. KMO and Barlett's Test for Pre-Flight Service Attributes	39
Table 2. Total Variance Explained for Pre-Flight Service Attributes	39
Table 3. Rotated Component Matrix for Pre-Flight Service Attributes	40
Table 4. KMO and BARLETT'S Test for Pre-Flight Service Attributes(2).....	43
Table 5. Total Variance Explained for Pre-Flight Service Attributes(2)	44
Table 6. Rotated component Matrix for Pre-Flight Service Attributes(2)	45
Table 7. Reliability Statistics for Pre-Flight Service Attributes.....	46
Table 8. Item statistics for Pre-Flight Service Attributes.....	46
Table 9. Reliability test Reservation Staff Related Pre-Flight Service Attributes ...	47.
Table 10. Item Statistics Reservation Staff Related Pre-Flight Service Attributes...	48
Table 11. Reliability Statistics for Booking Related Pre-Flight Service Attributes..	48
Table 12. Reliability test Item Statistics for Booking Related Pre-Flight Service Attributes.....	48

Validity and Reliability Analysis for In-Flight Service Attributes

Table 13. KMO and Barlett's Test for Staff and Safety Related In-flight Service Attributes.....	49
Table 14. Total Variance Explained for Staff and Safety Related In-flight Service Attributes.....	49
Table 15. Rotated Component Matrix for Staff and Safety Related In-flight Service Attributes(2).....	50
Table 16. KMO and Barlett's Test for Staff and Safety Related In-flight Service Attributes.....	51
Table 17. Total Variance Explained for Staff and Safety Related In-flight Service Attributes(2).....	51
Table 18. Rotated Component Matrix for Staff and Safety Related In-flight Service Attributes(2).....	52.
Table 19. Reliability Test Statistics for Staff Related In-flight Service Attributes.	53.
Table 20. Reliability Test Items Statistics for Staff Related In-flight Service Attributes.....	53
Table 21. Reliability Statistics Test for Safety Related In-flight Service Attributes	54
Table 22. Reliability Test Item Statistics for Safety Related In-flight Service Attribute	54
Table 23. KMO and Barlett's Test for Comfort and Enjoyment Related In-flight Service Attribute	54
Table 24. Total Variance Explained for Comfort and Enjoyment Related In-flight Service Attribute	55.
Table 25. Rotated Component Matrix for Comfort and Enjoyment Related In-flight Service Attribute	55
Table 26. KMO and Barlett's Test for Comfort and Enjoyment Related In-flight Service Attribute	56
Table 27. Total Variance Explained for Comfort and Enjoyment Related In-flight Service Attribute	57.
Table 28. Rotated Component Matrix for Comfort and Enjoyment Related In-flight Service Attribute	58
Table 29. Reliability Test for Activities Related In-flight Service Attribute.....	59

Table 30. Reliability Test Item Statistics for Activities Related In-flight Service Attribute	59
Table 31. Reliability Test Statistics for Food and Beverage Related In-flight Service Attribute	59
Table 32. Reliability Test Item Statistics for Food and Beverage Related In-flight Service Attribute	59.
Table 33. Reliability Test Statistics for Seat and Comfort Related In-flight Service Attribute	60
Table 34. Reliability Test items Statistics for Seat and Comfort Related In-flight Service Attribute	60.
Table 35. Reliability Statistics for Hygiene Related In-flight Service Attribute	60.
Table 36. Reliability Test Items Statistics for Hygiene Related In-flight Service Attribute	60

Validity and Reliability for Post-Flight Service Attributes

Table 37. KMO and Barlett's Test for Post-Flight Service Attributes.....	61
Table 38. Total Variance Explained for Post-Flight Service Attributes	61
Table 39. Rotated Component Matrix for Post-Flight Service Attributes.....	62.
Table 40. Reliability Test for Luggage related Post-Flight Service Attributes.....	63.
Table 41. Reliability Test Item Statistics for Luggage related Post-Flight Service Attributes.....	63.
Table 42. Reliability Test Statistics for waiting to get off related Post-Flight Service Attributes.....	63
Table 43. Reliability Test Item Statistics for waiting to get off related Post-Flight Service Attributes.....	63

Validity and Reliability Analysis for Satisfaction Scale

Table 44. KMO and Barlett's Test for Customer Satisfaction	64
Table 45. Total Variance Explained for Customer Satisfaction.....	64
Table 46. Component Matrix for Customer Satisfaction	65
Table 47. Reliability Statistics for Customer Satisfaction	65.
Table 48. Reliability Test Item Statistics for Customer Satisfaction	65

Validity and Reliability Analysis for Customer Loyalty Scale

Table 49. KMO and Barlett's Test for Customer Loyalty	66.
Table 50. Total Variance Explained for Customer Loyalty	66
Table 51. Component Matrix for Customer Loyalty	67
Table 52. Reliability Statistics for Customer Loyalty	67
Table 53. Reliability Item Statistics for Customer Loyalty.....	67

Correlations analysis

Table 54. Correlations analysis for pre-flight Service Attributes	68
Table 55. Correlations analysis for In-flight Service Attributes	69.
Table 56. Correlations analysis for Post-flight Service Attributes.....	71

Regression for Pre-flight Service

Table 57. Anova analysis for pre-flight Service Attributes.....	72
Table 58. Variables Entered/Removed for pre-flight Service Attributes	72
Table 59. Coefficients for pre-flight Service Attributes.....	73

.Regression analysis for In-flight Service

Table 60. Anova analysis for In-flight Service Attributes	74
Table 61 Variables Entered/Removed for In-flight Service Attributes.....	75
Table 62. Coefficients for In-flight Service Attributes	76

Regression analysis for Post-flight Service

Table 63. ANOVA for Post-flight Service Attributes	77
Table 64. Variables Entered/Removed for Post-flight Service Attributes	78.
Table 65. Coefficients for Post-flight Service Attributes.....	78

Regression analysis for Customer Satisfaction and Customer Loyalty

Table 66. ANOVA for Customer Satisfaction and Customer Loyalty	78
Table 67. Coefficients for Customer Satisfaction and Customer Loyalty	79

Frequencies for demographic data

Table 68. Age Frequency	87
Table 69. Gender Frequency	87
Table 70. Level Of Education Frequency	88.
Table 71. Monthly Income Frequency	88

LIST OF FIGURES

Figure 1. Research Model	36
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PREFACE

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INTRODUCTION

Traveling by plane in the early 1930s was not within the reach of everyone, but over time this traffic expanded, airlines developed in context of heightened competition at the international level and the number of destinations has continued to increase .

Air service is a very recent mode of transport since the first flights took place at the beginning of the twentieth century , it was not until the end of the First World War to see the enormous progress, because it was in 1919 that the commercial aviation by putting the first lines into services between Berlin - Leipzig - Weimar and Paris -London.

Although recent, this service is also the mode of transport which has evolved the most quickly. Today the world of air transport is very different from what it was fifty years ago, ‘‘Air transport is on the one hand the most recent mode of transport, on the other hand the one that knows the most development faster’.

Air transport has become an essential part of modern-day transportation, providing people with the ability to travel to different parts of the world quickly and efficiently. The airline industry is characterized by intense competition, and companies need to ensure they provide excellent services to attract and retain customers. Service quality, customer satisfaction, and customer loyalty are essential factors that determine the success of airlines in the industry .

Perceived service quality is a crucial concept in the airline industry, which reflects the customer’s overall evaluation of the service received. In the airline industry, pre-flight service attributes such as booking convenience (Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985, September). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>), efficient check-in processes (Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990, January). The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. *Journal of Marketing*, 54(1), 71–84. <https://doi.org/10.1177/002224299005400105>), aircraft cleanliness and comfort (Gudmundsson, S. V., & Lechner, C. (2006, May). Multilateral airline alliances: Balancing strategic constraints and opportunities. *Journal of Air Transport*

Management, 12(3), 153–158. <https://doi.org/10.1016/j.jairtraman.2005.11.007>), and in-flight amenities (Han, Kim & Jeong, 2019) all impact passengers perceived service quality. post-flight service factors including baggage handling efficiency (Kim, Han & Jeong, 2019) immigration and customer process (Lai, W. T., & Chen, C. F. (2011, March). Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18(2), 318–325. <https://doi.org/10.1016/j.tranpol.2010.09.003>), post-flight communication (Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002, February). Understanding Relationship Marketing Outcomes. *Journal of Service Research*, 4(3), 230–247. <https://doi.org/10.1177/1094670502004003006> (Hennig-Thurau et al., 2002), and the effectiveness of loyalty programs (Kwon, W. S., & Lennon, S. J. (2009, May). What induces online loyalty? Online versus offline brand images. *Journal of Business Research*, 62(5), 557–564. <https://doi.org/10.1016/j.jbusres.2008.06.015>) also contribute to passengers overall satisfaction with the airline.

Customer satisfaction refers to the customers emotional response after comparing their expectations with their actual experiences of the service. A high level of customer satisfaction is critical to the long-term success of an airline. Satisfied customers are more likely to become loyal customers and recommend the airline to others (Olivier, 1997). Customer loyalty is vital concept in the airline industry as it determines the company's profitability and competitiveness. Loyal customers are more likely to continue using the airline's services. and they may also recommend the airline to others, leading to increased revenue and market share (Chaudhuri, A., & Holbrook, M. B. (2001, April). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>).

Therefore, it is crucial to investigate these factors and their relationship in the context of Air Algeria. Air Algeria is a prominent airline in Algeria, serving both domestic and international destinations. the airline faces stiff competition from other airlines operating in the region. Therefore, it is essential for Air Algeria to provide high-quality services to retain its customers and remain competitive.

Due to increased competition in this market and the fact that airlines have a significant opportunity due to their potential for passengers traffic, the national airline Air Algeria must make the most of its strategic position and progress towards the international standards in order to retain and gain new customers. The prosperity of an industry is directly impacted by how well-liked its products are. Therefore the main objective of this study is to find out how perceived service quality affects customer satisfaction and loyalty. The questionnaire is chosen as the method for gathering data . This is the most often used tool because of the variety of applications.

The questionnaire is made to facilitate research, calculations and to avoid illogical questions being rejected and giving incorrect and avoid replies to open-ended questions, one can better understand mathematics and mathematical analysis .

The analysis for this study were completed in three steps. In conclusion this analysis will reveal the areas of customer loyalty where latent variables related to consumer pleasure and experience are influencing .

The rest of the thesis is organized as follows. In the following chapter perceived service quality and service attributes is presented in the first and second sections . The third section will talk about the service quality and their attributes at the airline industry for pre-in-and post flight services.customer satisfaction and loyalty will be defined in the next part . Furthermore collection and analyzing data from questionnaire answers to test the validity and reliability analysis for Pre-in-and post flight service attributes . The following section will be correlation and regression analysis to finally conclude with Implications and Suggestions .

CHAPTER ONE

PERCEIVED SERVICE QUALITY OF SERVICE ATTRIBUTES,CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN AIRLINE INDUSTRY

1.1 Perceived Service Quality

Perceived service quality refers to customer subjective assessment of the overall excellence or superiority of service . Parasuraman, Zeithaml,and Berry (1988) developed the SERVQUAL model , which identifies five dimensions of service quality :reliability , responsiveness , assurance, empathy, and tangibles . Studies applying this model in the air transport context have found that these dimensions significantly influence customers perception of service quality (Oliver, 1993, Sureshchandar et al.,2002).

perceived service quality is the customer's assessment of the overall quality of the service received and is determined by various service attributes (Parasuraman et .al ,1988). among others The classical dimension of perceived service quality as outlined by Zeithaml et al.(1990),encompass five key elements:

Reliability refers to the ability of the service provider to deliver the service accurately and consistently “Parasuraman and Zeithaml's research has highlighted the significance of reliability in service quality. Studies have shown that customers place a premium on consistency and accuracy in service delivery. For example, in a study conducted by Parasuraman and colleagues in the banking industry , customers perceived reliable banks as more trustworthy and preferred.((Parasuraman, A; Zeithaml, V. A; & Berry , L. L. (1988) SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing. 64(1), 12-40.”))

Responsiveness focuses on the willingness and promptness of the provider in addressing customer need and inquires research using the SERVQUAL model has indicated that responsiveness is a vital dimension in customer service. Timely responses to customer inquires, complaints, and needs significantly impact customer satisfaction. For instance a study by Parasuraman and Berry found that hotels with

responsive customer service received higher ratings. (Parasuraman,A, &Berry L,L(1990).Servqual: a multipal-item scale for measuring consumer perceptions of service quality. Journal of retailing, 66(1), 12-40)

Assurance pertains to the competence, credibility, and trustworthiness exhibited by the service provider Parasuraman's work has emphasized the importance of assurance in the service context. This dimension encompasses the competence, courtesy, and professionalism of service providers. Research in healthcare services, for example, has shown that patients perceptions of assurance are positively correlated with their trust in healthcare providers. (Parasuraman A, Zeithaml,V. A & Berry , L,L (1994). Reassessment of expectations as a comparison standard in measuring service quality: implications for further research. Journal of Marketing 58(1), 11-124.).

Empathy emphasizes the provision of personalized care attention to individual customer needs. Studies applying the SERVQUAL model have indicated that empathy, or the personalized care and attention shown to individual customers, is integral to service quality. In the context of retail, for example Parasuraman's research has demonstrated that empathetic service significantly affects customer loyalty and satisfaction. (Parasuraman,A Zeithaml,V. A.,& Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. Journal of Service Research, 7(3), 213-233).

Tangibles encompass the physical aspects of the service, including facilities, equipment, and the appearance of the service personnel. B y adopting the SERVQUAL model, researchers and practitioners can effectively assess and improve perceived service quality in various sectors, including the air transport industry. Tangibles or the physical aspects of service, have been explored in various contexts through the servqual model. In a study conducted by Parasuraman and Zeithaml in the context of restaurant services, they found that the appearance of restaurant staff and the cleanliness of the dining area significantly influenced customer perceptions of service quality. (Parasuraman .,A Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multi-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40).

Reliability : This dimension focuses on an airlines ability to consistently deliver its services as promised (Parasuraman ,Zeithaml,&Berry ,1985). It assures passengers that they can rely on the airline to meet their travel needs without unexpected disruptions or disappointments,creating trust and confidence in the service provider .

Responsiveness : reflects the airlines willingness to provide prompt and efficient service to its customers (Bitner ,Booms,&Tetreault,1990) It entails addressing passengers needs inquires and request promptly and attentively, demonstrating a commitment to satisfying their immediate needs and expectations.

Empathy : involves the airlines capacity to understand and cater to individual passengers needs on a personal level (Gummesson,1995). Airlines that excel in empathy demonstrate a genuine concern for passengers well-being, offering personalized services and showing a high level of care and understanding.

Assurance : pertains to the knowledge, professionalism, and courtesy of airline employees (Henning-Thurau et al.,2002). Passengers expect employees to possess the expertise needed to address their concerns and still confidence in the airlines services. Assurance is crucial in building credibility and reliability .

Tangibles : encompass the physical evidence of the service. such as the cleanliness of the aircraft, the comfort of the seats, and the overall ambiance of the airline (Zeithaml et al.,1990). These tangible elements contribute to passengers overall perception of service quality, as they are tangible aspects they can assess and evaluate ¹.

To measure this The SERVQUAL model, developed by A. Parasuraman, Valerie Zeithaml, and Leonard L. Berry in 1985 , is a comprehensive framework for measuring and improving service quality and customer satisfaction in the service and retail sectors. This model includes five essential criteria that previously defined that

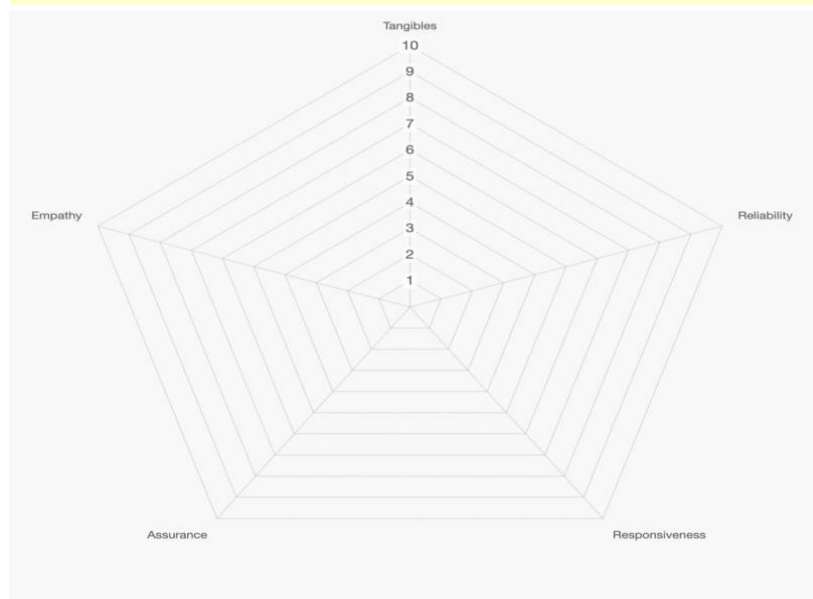
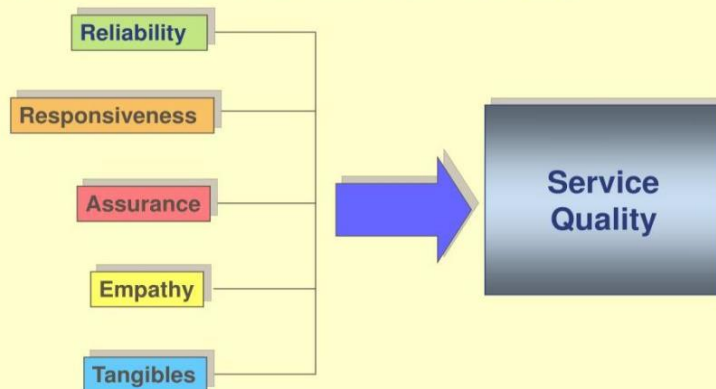
¹ The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. Journal of Marketing, 65(2), 81-93.Grönroos, C. (2007). Service management and marketing: A customer relationship management approach. John Wiley & Sons.Oliver, R. L. (1999). Whence consumer loyalty? Journal of Marketing, 63(4), 33-44.Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40.Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). Determinants of customer-perceived service quality: a confirmatory factor analysis approach. Journal of Services Marketing, 16(1), 9-34

the clients use to evaluate service quality throughout pre-flight and post-flight. These characteristics serve as the foundation for assessing and improving service quality in a variety of businesses .

These classical dimensions of perceived service quality provide a comprehensive framework for assessing and understanding the quality of service provide by airlines addressing various aspects of the passengers experience from the reliability of services to the physical environment and behavior of airline staff.

Measuring service quality: SERVQUAL Model

(Parasuraman, Zeithaml & Berry 1985, 1988)



² <https://www.slideserve.com/colin-neal/customer-satisfaction-and-service-quality>

³ <https://fourweekmba.com/servqual-model/>

1.2 Service Attributes

Within the aviation industry, service attributes refer to particular features or aspects of airline services that customers use to assess the overall caliber of their travel encounters. These service attributes at airline industry was divided into pre-in- and post flight services (Tahanisaz and Shokuhyar 2020, Jiang and zhang 2016, and Liu, 2015, Seelhorst).

1.3 Perceived Service Quality and Service Attributes at Airline Industry

In the airline industry, service attributes are specific qualities or aspects of airline services that customers use to assess the overall quality of their travel experience. Various important elements have a significant impact on customer loyalty and perceived service quality in the aviation sector. Researchers discovered factors that significantly impact perceived service quality across three crucial phases using Bellizi et al., 2020, 5; Aksoy et al., 2003, 347; Chen et al., 2005, 83; Tahanisaz and Shokuhyar, 2020, 5: pre-flight service quality, in-flight service quality, and post-flight service quality. These characteristics are based on Bellizi, Aksoy, Chen, Tahanisaz and Shokuhyar studies. which includes dimensions, such as consistency in flight schedules and safety, prompt handling of inquiries and request, confidence in airline personnel's professionalism and competence, physical aspect such as aircraft condition and cleanliness, and the ability of airline staff to understand and cater to passengers. the airline industry, service features include things like on-time performance, cabin crew courtesy, in-flight amenities, ticketing and boarding operations, and customer comfort.

in the case of attributes such as such as on-time performance, baggage handling, in-flight comfort, cabin crew behavior, and ticketing process are likely to influence customers' evaluation of service quality.

Past research has emphasized the significance of these attributes in determining passengers overall satisfaction and loyalty (Dolnicar & Otter, 2003; Lee et al, 2007).

In previous studies regarding customer satisfaction and loyalty in airline industry, the airline service quality attributes were rather unidimensional. Most important contribution of the current thesis is to dimensionalize airline service

quality attributes systematically as Pre, In and Post-flight service attributes. As result, a typology of airline service quality attributes were created .

Pre-flight, in-flight, and post flight stages are all included in the multidimensional approach used to evaluate service quality in the airline business . Since passengers depend on airlines to keep to timetables and guarantee safe flights, dependability is crucial. All stages of the process involves responsiveness, with airlines expected to respond quickly to customer questions and issues.

Passengers trust in the airline's knowledge and security procedures is referred to as assurance . During in-flight encounters, empathy is essential since the cabin crew's attention to passengers needs can improve the trip significantly. Finally, tangibles like the condition of aircraft and the facilities provided during flight influence total consumer happiness. The combination of these factors affects how passengers view the quality of airline. ⁴

1.3.1 Perceived Service Quality For Pre-Flight Service Attributes

Airport provides passengers with enormous services before they even fly to their final destination, some services are mandatory and the other are auxiliary or for the entertainment of the passengers. However, before getting into airport for traveling, there are certain steps passenger should take into consideration which are going through the Travel Agency to book a flight ticket for the destination heading to, it is an important step (Bellizi et al., 2020, 5; Aksoy et al., 2003, 347; Chen et al., 2005, 83; Tahanisaz and Shokuhyar, 2020, 5,). At airports the services differs one another, passenger goes through particular phases to reach the final step, which is boarding on the plan .

Behind the check-in counters and effectively prevent agents from moving directly to other colleagues along the check-in desks. This arrangement is the alternative standard for check-in facilities (Bellizi et al., 2020, 5). Translation in this phase will appear obviously, the agent working in the desk is required to master

⁴ (References: Bellizi et al., 2020, 5; Aksoy et al., 2003, 347; Chen et al., 2005, 83; Tahanisaz and Shokuhyar, 2020, 5). Transportation Research Part D 97 (2021) 102957

English language regarding that in the airport he would meet people from all over the world, what will make the communication much easier while dealing with these people. Screens on the top of the counter desk display that check-in is in process in both languages English and the national language of the country (Chen et al., 2005, 83; Bellizi et al., 2020, 5). Agent checks for the flight ticket of the passenger, after that a boarding pass presented to the passenger to allow him persuading traveling and entering into the hall. In the airport every service is signified by signposts that lead passenger to the place or to the needed service easily, signposts are also written in English and other language according to the country's language (Chen et al., 2005, 83; Bellizi et al., 2020, 5). Airports provide also other type of services that passengers benefit of such as: Bank, Mobile services, Restaurants, Duty free shop, Prayer rooms. There are plenty of services in the airport, but the common thing between all these services and facilities are tagged with signposts inevitably written in English and the language used in the airport country.

Passengers line up before a desk next to the door that drives to boarding hall inside the airport when it is time for boarding after hearing a announcement of the flight number and the airline related (are mentioned on the boarding pass) on the speakers, this announcement also is uttered and interpreted into at least into two languages, English together with another language according to the country (Bellizi et al., 2020,5).⁵

Flight Booking Services(Bellizi et al.,2020, 5 Aksoy et al., 2003, 347)

The ease and efficiency of flight booking services play a pivotal role in the pre-flight service quality, encompassing various characteristics that influence passengers perceptions. A well-designed flight booking procedure, along with convenient ticketing procedures, is fundamental in ensuring a positive pre-flight experience.

These elements, highlighted by Bellizi et al.(2020), enhance customer satisfaction and are integral in cultivating customer loyalty. Furthermore, the

⁵ Evaluating Translation in Aviation Publically defended on 07 Evaluating Translation in Aviation Services Case of " Air Algeria" Evaluating Translation in Aviation

availability of an online ticket purchase option, complemented by the presence of an accessible and user-friendly airline website, contributes to the overall ease of booking. These findings.

corroborate the findings of Aksoy et al.(2003), underlining the necessity of a smooth booking procedure. Passengers perceive a hassle-free experience through these features.

whereas difficult or confusing booking procedures, on the other hand might have a negative impact on their sense of service quality. Efficient flight schedules, adequate information on the airline's website, and reasonable ticket costs are critical elements in insuring that booking phase coincides with the preferences of passengers and contributes to their pleasures and loyalty.

Reservation staff(Chen et al.,2005, 83; Bellizi et al.,2020, 5)

Reservation crew performance is a factor of pre-flight service quality. Extensive research, including studies by Chen et al.(2005) and Bellizi et al. (2020), emphasizes the significance of specific reservation staff characteristics. Foreign language fluency, prompt response to passengers enquire, and efficient service delivery are all vital attributes that lead to pleasant passengers experiences. In another part, the civility and skill of reservation personnel to swiftly resolve queries and efficiently handle complaints play an important part in improving overall perceived service quality. Passengers value this characteristics, which contribute to greater customer satisfaction and loyalty.

Check-in services (Bellizi et al., 2020, 5)

The quality of check-services plays an important role in the pre-flight services quality.

Bellizi et al. (2020) highlight key attributes of this phase that significantly affect passenger perceptions. The correct preparation of boarding passes. Seat selection procedures, and well-managed luggage embarkation are key components of a seamless check-in experience. When these processes are well-executed, passengers perceive a high level of service quality, enhancing their satisfaction and contributing

to their loyalty to the airline. Airlines that prioritize these aspects are more likely to receive positive reviews and foster customer loyalty.

Check-in staff (Chen et al., 2005, 83; Bellizi et al., 2020, 5)

The pre-flight services is greatly influenced by the performance of the check-in crew. Studies by Chen et al. (2005) and Billizi et al. (2020), in particular, accentuate certain qualities of check-in workers that have substantial impact on passenger perceptions. A successful check-in procedure depends on the staff members physical attractiveness, high credibility, and skill in responding to inquires and speaking other languages. In addition, the high level of response of check-in staff in effectively resolving issues enhances customer happiness and loyalty. These are the qualities that customers value, and when they are met the perceived quality of the service rises, improving the airlines reputation.

Boarding Services (Bellizi et al., 2020,5)

According to Bellizi et al., (2020) a key component of the pre-flight service quality is the caliber of the boarding services. Number of variables have been noted as major determinants of passengers impressions. A short wait time before boarding, coupled with the courteous and competent staff involved in the boarding process, substantially improve the boarding experience. Moreover, a well-designed and maintaining an upbeat opinion of service quality depends on a seamless boarding process for passengers. Airlines that place an emphasis on these aspects are more likely to provide effortlessly and enjoyable boarding processes to passengers, wich will eventually increase consumer satisfaction and loyalty.

Boarding staff (Chen et al., 2005, 83; Bellizi et al., 2020, 5)

Research by Chen et al., (2005) and Billizi et al.(2020) discusses the importance boarding staff's performance in the pre-flight phase for service quality. Key attributes include high credibility, physical appearance, attention, language proficiency, and responsiveness to complaints. These qualities improve passenger perceptions, leading to positive pre-flight experience and customer satisfaction.

1.3.2 Perceived Service Quality For In-Flight Service Attributes

In-Flight Service Quality

In-flight service quality encompasses the range of services and experiences that passengers encounter while onboard an aircraft. This includes interactions with the cabin crew, the level of cabin cleanliness and comfort in in-flight entertainment options, meal services, and customer care during the flight. Furthermore punctuality of departure and ensuring safety and security (Bellizi et al.,2020) are fundamental aspects of the in-flight experience, setting the stage for passenger satisfaction.

Cabin crew (aksoy et al.,2003; Bellizi et al.,2020, 5,Tahanisaz and Shokuhyar,2020,5) is important in creating an atmosphere of comfort on board. The comfort and happiness of passengers are increased by helpful and professional cabin employees. The impression of the quality of the in-flight service is affected by the crew's professionalism and consideration. Seating comfort and in-flight amenities, for instance, have an impact on passengers' experiences.

Cabin cleanliness (Bellizi et al., 2005. 5) cleanliness in the cabin is essential for maintaining excellent in-flight service quality. A clean environment contributes to increase passenger comfort and satisfaction.

Food and beverage Services (Aksoy et al., 2003,347): The quality of food and beverage services contributes significantly to passengers' in-flight experiences. Airlines that offer appealing meal options and efficient service in this regard improve the general impression of the quality of the in-flight services.

In-flight activities (Aksoy et al., 2003,347;Bellizi et. al.,2020,5):providing in-flight entertainment and activities further contributes to passengers' satisfaction. Passengers value enjoyable in-flight activities, such as movies, broadcasts, flight information (altitude, speed etc..) or games, which make their journey more pleasant.

studied findings have various dimensions of airline services quality from the passengers' perspective, most of which investigated passengers' perception of airline service quality in relation to their behavioral intentions, taking into consideration the theory of airline services value, price, feedback, and passenger satisfaction. Since transportation services operate in a chain process, passengers' air travel experiences can

be observed from the standpoint of both airport ground services and in-flight services, including in-flight airline services quality concerning perceived value and passengers recommendations (word of mouth-WOM), as well as passengers perception of airline seat comfort. The quality of airline seats was the first priority for improvement. It has been found that passengers consider the comfort of their seats as an increasingly important service item “Parasuraman and Berry emphasized that passengers’ perceptions of seat comfort and the in-flight experience play a significant role in shaping their overall evaluation of airline services (Parasuraman, and Berry, 1991)”, “In their research, Tahanisaz and Shokuhyar, , found that seat comfort, along with other tangible service elements, significantly influences passengers' satisfaction and can impact their intentions to choose an airline for future travel (Tahanisaz and Shokuhyar,2020,5). These research areas are particularly important for airlines and organizations engaged in the development of aviation services and products. For airlines to improve their market position, they need to improve their competitive advantages, where positive WOM can play an important role. But in order to achieve both, they first need to invest in improving the quality of specific in-flight services in order to improve passengers value perception. Therefore, a multiple conceptual modelling approach was developed, established, and verified based on in-flight airline seats, which prove to be the most influential factor when assessing the perceived value for money. In addition to seat comfort, passengers satisfaction is influenced by various in-flight service aspects, such as punctuality of departure, safety and security measures, and the performance of the cabin crew. Punctuality is ensured by on-time flight departures, emphasizing the importance of adherence to schedules for a positive passenger experience (Bellizi et al.,2020).

Safety measures, including those during take-off, cruise, and landing, are crucial contributors to passengers perception of safety. Furthermore passengers personal safety within the plane is considered high, reflecting the importance of feeling secure during the entire journey.

The cabin crew’s performance is another significant factor in passengers satisfaction. The courtesy, credibility and physical appearance of cabin crew coupled with their close attention, ability to answer questions, responsiveness to complaints

and proficiency in speaking foreign languages, all contribute to passengers positive in-flight experiences (Aksoy et al., 2003; 343-351).

Cabin cleanliness, encompassing the state of the cabin, tables, seats, and toilets also plays an important role in passengers satisfaction with the in-flight experiences (Aksoy et al., 2003; Bellizi et al., 2005. 5).

Food and beverage services further contribute to passengers satisfaction with considerations for the amount and variety of food served, the timeliness of service, and the high quality of food provided. are factors that influence positively passengers (Aksoy et al., 2003, 347). In flight activities such as on board WiFi various music options, films and broadcasts availability of call during the flight, also enhance the passengers satisfaction (Aksoy et al., 2003, 347).

These multifaceted dimensions, base on the comprehensive research models aim to determine the impact of perceived quality of in-flight airline services on perceived value and consequently on passengers airline recommendations, and the relative importance of components of perceived airline seats comfort for passengers.

1.3.3 Perceived Service Quality For Post-Flight Service Attributes

Post-flight Service Quality

Post-flight services quality covers the services provided to customers after they have completed their journey. Airline's post-flight services is important for customer retention and loyalty. By focusing on delivering high-quality services across all three phases pre-in-post flight airline industry can raise the perceived level of service quality overall. A consistent and positive experience throughout the entire journey can foster customer loyalty and strengthen the airline's competitive positions in the air transport industry .

As key aspects in Punctuality of Arrival (Aksoy et al., 2003, 347; Bellizi et al., 2020, 5) when it comes to post-flight passengers pleasure, timely flight arrivals are vital. consistent timeliness is highly valued by passengers because it promotes their impression of the airline and improves the quality of the post-flight experience.

This dimension, combined with efficient baggage handling, issue resolution, and communication, plays a significant role in shaping passenger's loyalty and their future interactions with the airline. Airlines that excel in these areas are more likely to leave passengers with a lasting positive impression, fostering customer loyalty and repeated business.

Landing services being essential, as noted by (Bellizi et al.,2020,5). Among the landing services offered is making sure that the way out of the aircraft has been carefully coordinated to facilitate a smooth and effective passengers disembarkation. Furthermore, there is minimal waiting time for passengers to come out from the aircraft, increasing passengers happiness in the post-flight period. In addition to offer a flawless end to the trip, airlines who succeed in these areas also leave customers with a favorable impression that affects their loyalty and further contacts with the airline. A satisfactory post-flight service quality experience it depends on the provision of efficient landing services.

Luggage delivery services as mentioned by (Aksoy et al.,2003,Bellizi et al., 2020 and Tahanisaz and Shokuhyar2020) includes ensuring that luggage delivery on arrival is on time, minimizing the waiting time for passengers. Additionally the condition of luggage after delivery is an important factor that impacts passengers satisfaction, with passengers valuing luggage being in good condition. In other way the provision of compensatory services for damaged baggage enhances the post-flight services quality experience. Airlines that excel in these aspects, by delivering luggage on time, ensuring its good condition, and offering compensatory services when needed significantly influence passengers satisfaction and their perception of the airline. These luggage delivery services play a serious role in shaping customer loyalty and maintaining a positive image of the airline .

Traditionally, flight crew members have offered additional services that primarily addresses the safety of passengers while landing as well as services that started as soon as passengers entered the arrival hall. First, among the services by the 30 airlines operating worldwide during the landing phase are alerting passengers when the aircraft is ready to land, providing them with instructions, and reminding

passengers of their responsibilities. (Aksoy et al.,2003;Bellizi et al.,2020; Tahanisaz and shokuhyar.,2020) The second set of services is what happens when passengers descend from the aircraft and go to the arrivals hall. There, they have to wait for luggage, which is shipped from the aircraft transported by a luggage handling service to a conveyor belt where passengers wait to pick it up in the baggage reclaim area. If a passenger's luggage is misplaced or damaged, they if passengers are able to successfully retrieve their luggage, they should notify the customs officers of any weapons they may have including firearms, swords, ammunition, explosives, chemicals, and radioactive materials. They should also declare any foreign currency they may have if it exceeds a certain limit. Despite the fact that English is the most.

widely spoken language in the world, translation should be provided in all airport services to prevent confusion by travelers who speak different languages. (Aksoy et al.,2003;Bellizi et al.,2020; Tahanisaz and shokuhyar.,2020).

To conduct a typology of service quality for pre-in-post demonstrated services in the airline industry, we can extract key dimensions and attributes from the provided paragraph:

Pre-flight Service Attributes: These include factors such as consistency in Flight booking procedure , prompt handling of inquiries and requests, professionalism and competence of airline personnel, Seat choosing procedure. Attributes like on-time performance and the and booking ticketing process are particularly crucial in influencing customers' evaluation of service quality during the pre-flight stage.

In-flight Service Attributes: In-flight service attributes encompass cabin crew courtesy, in-flight amenities, Safety, Cleanliness of the cabin, cabin comfort, and overall customer experience during the flight. Factors like cabin crew behavior and in-flight comfort significantly contribute to passengers' overall satisfaction and loyalty.

Post-flight Service Attributes: Post-flight service attributes involve aspects such as baggage handling, responsiveness to customer queries or issues, and overall

customer support after the flight. Passengers' perception of service quality is influenced by factors like the efficiency of baggage handling and the airline's responsiveness to post-flight inquiries or complaints.

By systematically dimensionalizing airline service quality attributes across the pre-flight, in-flight, and post-flight stages, a comprehensive typology of airline service quality attributes can be created. This typology enables a holistic evaluation of service quality throughout the passenger journey, considering various dimensions that collectively shape passengers' perceptions of the quality of airline services, ultimately impacting their satisfaction and loyalty towards the airline.

Based on our provided questionnaire items, here's a comprehensive typology of airline service quality attributes across pre-flight, in-flight, and post-flight stages:

Pre-flight Service Quality Attributes:

Flight Booking Services:

- Convenience and user-friendliness of flight booking procedures.
- Availability of ticket purchase options through various channels.
- Adequacy and clarity of information provided on the airline's website.

Reservation Staff:

- Proficiency in foreign languages and responsiveness to customer inquiries.
- Efficiency and courtesy of reservation staff in handling requests and complaints.

Check-in Services:

- Smoothness and efficiency of check-in procedures.
- Courtesy and credibility of check-in staff.

Boarding Services:

- Timeliness and organization of boarding procedures.

- Courtesy and competence of boarding staff.

During-flight Service Quality Attributes:

Punctuality of Departure:

- On-time departure performance.
- Safety and Security:
- Assurance of safety standards during different phases of the flight.

Cabin Crew:

- Courtesy, credibility, and responsiveness of cabin crew members.
- Comfort and cleanliness of cabin features.

Food and Beverage Services:

- Adequacy and quality of food and beverage offerings.
- Timeliness of service and availability of options.

Post-flight Service Quality Attributes:

- Punctuality of Arrival:
- On-time arrival performance.

Landing Services:

- Efficiency and convenience of disembarking procedures.
- Short waiting times for disembarking.

Luggage Delivery Services:

- Timeliness and condition of luggage delivery.
- Provision of compensatory services for damaged baggage.

By organizing these attributes across pre-flight, in-flight, and post-flight stages, airlines can better understand and address the diverse needs and expectations of passengers throughout their journey. This typology serves as a comprehensive

framework for evaluating and improving airline service quality across various touchpoints.

1.4 Customer Satisfaction

Customer satisfaction refers to the customers' sense of either enjoyment or displeasure, which results from a comparison between function of the product and customer's expectations (Kotler and Caslione, 2009). Customer satisfaction has been a crucial focus area in behavioral studies. This concept is on the basis of the belief that customers should be satisfied so that a business can have both sustainability and profitability (Radovic-Markovic et al., 2017). Sophisticated aspects of human behavior and perception have made the concept of customer satisfaction an interesting research area in a myriad of industries (Izogo and Ogba, 2015; Shabbir et al., 2016). Because of its subjective nature, a comprehensive understanding of customer satisfaction is hard to achieve. Since service organizations are inherently multi-layered and sophisticated, they face serious difficulties to attain and hold customer satisfaction (Han and Ryu, 2012; Li et al., 2017). Multi-dimensional aspects of service quality affect customer satisfaction in airline industry, involving baggage handling, pre-flight, in-flight, in-flight digital, and post-flight services (Archana and Subha, 2012).⁶

The expectations dis-confirmation theory of customer satisfaction predicate that customer satisfaction is determined by the comparison between the perceived performance or function of a product or service and customer's initial expectations (Kotler and Caslione, 2009). This theory serves as a fundamental concept in behavioral studies, emphasizing the importance of meeting or exceeding customer expectation for the sustainability and profitability of a business (Radovic-Markovic et al., 2017). The intricate aspects area across various industries (Izogo and Ogba, 2015; Shabbir et al., 2016).

Due to the subjective nature, achieving a comprehensive understanding of customer satisfaction poses challenges (Qin et AL., 2010). Service organizations,

⁶ Journal of Air Transport Management journal homepage: <http://www.elsevier.com/locate/jairtraman>

particularly in complex industries like the airline sector grapple with the inherent multi-layered and sophisticated nature of customer satisfaction is influenced by multi-dimensional aspects of service quality encompassing baggage handling, pre-flight, in-flight, and post-flight services (Archana and Subha, 2012), the expectations disconfirmation theory highlights the significance of managing and meeting customer expectations at each stage of the service encounter. This theory suggests that exceeding expectations leads to customer satisfaction, while falling short results in dissatisfaction. Therefore, understanding and aligning with customer expectations play an important role in achieving and maintaining satisfaction in service-oriented industries.

1.4.1 Customer Satisfaction at Airline Industry

Airlines can enhance customer satisfaction by delivering superior service quality across the identified service attributes. According to Magesh (2010), satisfaction in the airline industry refers to action of fulfilling customers demands, expectations, desires, and needs. It is the feeling of pleasure experienced by customers when their expectations are met or exceeded. Furthermore, another study by Kotler and Armstrong (2010) found that satisfaction in the airline industry is influenced by the comparison of perceived performance of the airline's services in relation to customers expectations, which directly impacts their overall satisfaction level. In the competitive airline market, organizations can achieve high market share, profitability and a positive reputation by providing high-quality services to their target customers (Karatepe et al., 2011). As a result, it is crucial for airlines to continuously measure the level of customer satisfaction because satisfied customers are considered the most valuable asset for long-term profitability.

Research by Cronin et al (2000) suggests that satisfied customers are more likely to share their positive experiences with others, leading to the creation of new customers through word-of-mouth referrals. Similarly, Oliver (1993) emphasizes that service quality is a key factor in influencing customer satisfaction within the airline industry.

According to Wilson et al.(2008), customer satisfaction is a broader concept, while service quality represents the specific dimensions that contribute to overall satisfaction. Zeithaml(2000) points out that factors such as product quality and price.

Play a crucial role in shaping customer satisfaction, with quality being a necessary element for achieving high satisfaction levels. Considering the demographics of airline customers is essential for building a strong relationship between customer satisfaction and service quality (Sureshchandar et al,2002) .

Airline should tailor their services and offerings to meet the specific needs and preferences of different customer segments to enhance overall fulfillment. In conclusion customer satisfaction in the airline industry by fulfilling customers demands and expectations through high-quality services, which leads to positive experiences and creates loyal customers. Airlines need to continuously monitor and improve their service quality to maintain high levels of customer satisfaction, ultimately leading to increased market share, profitability, and reputation in the competitive market .

1.5 Customer Loyalty

However the customer loyalty refers to their intention to continue using a particular service provider and their willingness to recommend it others. Satisfied customers are more likely to exhibit loyalty toward airline and repurchase its services (Bilgihan et al 2013). The positive impact of the service quality and customer satisfaction on customer loyalty has been well-established in the literature (Wang et al,2016 Liu et al ,2018).

Customer loyalty and Customer life time value : Customer loyalty is essential in the airline sector. Highlighting the importance of this loyalty emphasizes the reality that acquiring and sustaining loyal clients is not only favorable, but also necessary for long-term success. Companies that effectively create loyal client bases profit from the lifetime value of their consumers. It is key to underline that keeping existing clients is more cost-effective than continuously obtaining new ones. Convincing loyal clients to repurchase or even acquire more services is a more effective use of resources than incurring the significant expenses involved with

acquiring new consumers. As a result, building and retaining client loyalty is a critical strategy for airlines like Air Algeria to succeed in a competitive market situation.

“Few companies think of customers as annuities”, says Frederick Reichheld, author of The Loyalty Effect, and a major researcher in this field,1 and that is what a loyal customer can mean to a firm — a consistent source of revenue over a period of many years. How much is a loyal customer then worth in terms of profits? In a classic study, Reichheld and Sasser analyzed the profit per customer in different service businesses categorized by the number of years that a customer had been with the firm. They found that the longer customers remained with a firm in each of these industries, the more profitable they became.“.

1.5.1 Customer Loyalty In Airline Sector

Customer satisfaction encourages loyalty and repeat purchases of the company's service goods from clients (Valerie A. Zeithaml, Bitner, & Gremler, 1997). A loyal customer is one who makes repeated purchases from the same company (Valerie A. Zeithaml et al. 1997) Even when the company's offerings fall short of meeting their needs, almost half of its consumers continue doing business with it (Levesque & McDougall, 2000) Cretu & Brodie (2007), Jiang & Zhang (2016), and L. Chen, Li, & Liu (2019) all cite brand equity as being essential for a service firm to build customer satisfaction, loyalty and trust. In the aviation sector satisfied customers remain loyal to the company for a more extended period of time and similarly unsatisfied customers switch from one provider to other who rarely return to their previous service provider (Archana & Subha, 2012, Faizan, 2015, Gudmundsson & Lechner, 2006).

Airlines should strive to improve its service quality and customer satisfaction levels to foster customer loyalty and gain a competitive advantage.

1.6. Air Algeria : Company Information

Several important factors were addressed while selecting Air Algeria as the main topic of this thesis to ensure alignment with the research goals and optimize the study's relevance and effect. Firstly, Air Algeria's major position in the airline sector, notably in the North African area, makes it an appealing subject for examination. Air Algeria, one of Africa's largest airlines, is a major participant in the aviation business, with an extensive network of both domestic and international flights.

This market setting not only highlights the need of researching Air Algeria, but also gives several chances to investigate various areas of the airline sector, including service quality attributes , customer satisfaction and loyalty . Furthermore, the availability of detailed data and information about Air Algeria, such as customer feedback regarding the service provided during their journey , enables rigorous analysis and empirical study. Furthermore, my personal interest and knowledge with the Algerian market influenced my choice of Air Algeria, which provided insights and views that enriched the study. Overall, by concentrating on Air Algeria, this thesis seeks to bring useful insights and information to the current literature while also addressing relevant research problems in the context of the airline sector."

Air Algerie top 3 in africa

Number three on our list is the national flag carrier of Algeria, Air Algérie, with a current fleet size of 55 aircraft. The airline operates scheduled passenger services to 78 domestic and international destinations in 28 countries. Founded as

Aircraft	Fleet Size
ATR 42/72	15
Airbus A330	8
Boeing 737	32

Compagnie Générale de Transports Aériens (CGTA) in 1946, when Algeria was still a French Overseas Territory, the plan was to offer flights to Europe for the thousands of Europeans who had immigrated to Algeria. Following independence in 1962, the Algerian government controlled the airline, establishing its central hub at Houari Boumediene Airport (ALG) in the nation's capital, Algiers. The airline recently began services to Ethiopia's Addis Ababa (ADD) Airport. The airline only operates a single widebody aircraft type, the Airbus A330-200. Data from Planespotters.net shows that one of the eight A330 aircraft is currently out of service.⁷

The pricing policy of Air Algeria

The company sets its fares according to the instructions of the State through the Ministry of Transport, taking into account numerous charges and air taxes that are distinct from the fare on a plane ticket, associated with several factors:

⁷ The 5 Largest Airlines In Africa, A look at Africa's top five largest airlines by fleet size. BY MARK FINLAY AND DR. OMAR MEMON UPDATED JAN 14, 2024

- **Geographical:** location of airports, countries considered.
- **Legislation:** texts of laws in force, evolution of governments.
- **Geopolitics:** cooperation agreements between countries, wars, conflicts.
- **Economic:** law of supply and demand, purchasing power of populations.
- **Insurance:** calculation of risks according to the age of the fleet, the country of origin of the company, destination served.

These additional charges are found in the heading taxes/charges divided into different codes[Information internal to the company.] specific to country categories, such as:

QW and QX: called the passenger fee, is a tax charged by airports to airlines based on the number of passengers actually boarding. The QW corresponds to domestic flights and the QX to international flights. This tax is different depending on the airport, in the case of a hub, the more important it is in terms of passenger flow, the higher the tax.

YR: surcharges airlines to offset fuel expenses[Company internal information.].

XT: fee collected by the airport for the use of its terminals by the passenger[Information internal to the company.].

In Algeria the GSA is the tax collected by the State to finance the safety and security measures of the environment, such as the control of passengers and luggage, it is returned to the airport managers and it reaches 1.200 DZD on a one way[Company internal information.].

In order to maximize the revenues of the flights Air Algérie has set up from the end of 2006 the practice of «Yield Management» in its pricing system (Information internal to the company). The financial impact of implementing a new configuration after this practice has been relatively positive.

This configuration includes:

First class (first class) F

Business Class C

Economic class Y divided into six subclasses: S, H, B, K, V, W

Normal	Special	Reduced	promotional
The highest rates of the three different classes *First *Economic *Business	Negotiated rates for individual customers such as a human association or during a special event such as Football and the country's qualification to the World Cup, these are usually related to the request for a Charter flight	Commercial discounts granted by type of clientele (Babies, children, students, spouse, family)	Rates adapted by the company during the off-peak period to stimulate traffic and increase revenue as on the occasion of Aid El Fitr or in honor of the women's party

In order to popularize air transport, the Algerian state practices a subsidy on the tariffs of domestic flights especially those departing from the south, a ticket Tamanrasset/ Algiers taken from Tamanrasset is cheaper by almost 2,500 DZD than when taken from Algiers[Company internal information.].

The first source of ancillary revenues (the various fee-based services)[Fabi Serge, "Ten airlines generate nearly \$30 billion in additional revenue", Air Journal, <https://www.air-journal.fr/2018-07-29-dix-compagnies-aeriennes-generate-close-to-30-billion-dollars-of-additional-revenue-5202327.html>, published on July 29, 2018, at 5:00 p.m.] from the company come excess baggage charges, while waiting for a

strong progression of other options such as the possibility of choosing your seat or boarding first.

The distribution policy

The company Air Algérie has set up a first distribution system in the field of services named Casbah[Information internal to the company.], which underwent several changes because intermediary agencies licensed in Algeria and abroad could not have access to it, it was unique to Air Algérie. Then the company adopted another international reservation system named Mercator and which also showed its limits following the technological progress recorded in this field[Information internal to the company.].

Until May 2017 when Air Algérie signed an agreement with the international group Amadeus, specialized in reservation systems and sales of travel services, to install a more efficient integrated passenger management system at the national airline level.

This platform allows automatic management of Air Algérie's ticketing, ticketing, check-in, e-payment, web service and loyalty program, thus automatic management of the company's inventory and revenues and greater collaboration between Air Algérie and authorized intermediaries and travel agencies[Information internal to the company.].

The company's service is distributed through two types of sales as shown :

1/Direct sales: Sales made through direct contact between customers and the company through its own agencies[Information internal to the company.].

2/Indirect sales: carried out by intermediaries such as travel agencies approved by Air Algérie[Company information.].

➤ Air Algeria The past , present and future

Algeria's national airline, Air Algeria, has a history of adaptation, growth, and future ambitions.

The company's History Air Algeria was founded in 1947 with meager resources.

During the country's struggle for independence, the airline was crucial in connecting Algeria with the rest of the world providing a lifeline to the country. It evolved further, expanding its route network and updating its fleet. It has historically served as a symbol of national pride as well as a tool for connectivity, encouraging economic and cultural relationships with other countries.⁸

Today, Air Algeria is a prominent player in the aviation business, linking Algeria to an ever-expanding list of foreign destinations. The airline has embraced modernity, investing in a more modern and efficient fleet while remaining committed to safety and customer service. It now acts as a vital link between Algeria and the rest of the world, providing smooth travel experiences for both domestic and international passengers.

Looking ahead, Air Algeria sees itself playing an even larger role in Algeria's development and worldwide connectivity.

“ The national airline Air Algeria intends to launch a 2021-2025 development plan to strengthen its position on the Algerian market and occupy a prestigious position on the global air market, particularly in Africa, said a statement from the Ministry of Transport.”⁹

“This plan essentially includes strengthening the company's position on the Algerian market, developing domestic routes and renewing Air Algiers's fleet for access to the growing African market, revising the legal and organization texts governing the air transport activity and restructuring them by creating subsidiaries specializing in secondary aviation activities.”¹⁰

It intends to increase its route network in order to promote tourism and enhance commercial ties. Sustainability is an important component of the airline's future

⁸ Air Algérie (1946-1962)[https://www.enpacapmatifou.com/Enpa3/Aero/AEROCOMMERCIALE/Air%20Alg%C3%A9rie%20\(1\).pdf](https://www.enpacapmatifou.com/Enpa3/Aero/AEROCOMMERCIALE/Air%20Alg%C3%A9rie%20(1).pdf)

⁹ Air Algérie: towards the launch of a 2021-2025 development plan

¹⁰ Air Algérie: towards the launch of a 2021-2025 development plan
<https://www.aps.dz/economie/127561-air-algerie-vers-le-lancement-d-un-plan-de-developpement-2021-2025>

vision, as it seeks to lessen its ecological imprint through environmentally friendly activities. Furthermore, as it envoles to meet the changing demands of the global aviation business, the airline is eager to keep up with technology breakthroughs, improve passengers experiences, and create national and worldwide pride. Air Algeria intends to retain and strengthen its position as a symbol of Algerian identity and key role in the global aviation environment in the future.



CHAPTER TWO

A RESEARCH ABOUT PERCEIVED SERVICE QUALITY OF SERVICE ATTRIBUTES, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN AIR TRANSPORT: THE CASE OF AIR ALGERIA

2.1. The Purpose and Importance of the Research

The development opportunity of the major airlines is justified by their passengers traffic potential, and faced with increased competition in the sector, the national airline Air Algeria must in turn take advantage of its strategic position, development and progress towards the standards in force at the international level by marketing strategy to increase customer satisfaction and provide their loyalty. The industry's performance is directly connected to the perceived quality of service. As a result, the primary goal of this research is to ascertain the impact of perceived service quality on customer satisfaction and loyalty in air transport specifically for the case of Air Algeria .

It is in this sense that this will articulate the purpose of the research problem will be under under the following question:

HOW WOULD DIFFERENT DIMENSIONS OF SERVICE QUALITY INCREASE CUSTOMER SATISFACTION, WHICH IN TURN BOOST CUSTOMER LOYALTY ?

In order to shed more light on this question we have identified three secondary questions namely:

What is the relationship between perceived service quality and customer satisfaction in air transport sector, with a particular focus on Air Algeria ?

To what extent does customer satisfaction with Air Algeria depend on factors such as price, convenience, safety, and comfort, and how these relate to service quality ?

How can Air Algeria measure and improve its service quality in order to enhance customer satisfaction and gain a competitive edge in the air transport market?

Transportation is a service sector and customer satisfaction is essential for sustainable success, that's why this study is made to analyze Perceived service quality and customer satisfaction in air transport. Therefore, the effect of service quality on customer satisfaction will be determined.

2.2. Research Model and Research Variables

In this research model, several key variables play a pivotal role in understanding the dynamics of customer satisfaction and loyalty in the context of airline services by focusing on a number of important aspects. "Perceived Service Quality for Pre-flight services attributes, "which includes components related to services provide prior to boarding, "Perceived Service Quality for In-flight service attributes,"Which concentrates on the onboard experience, and for the post-flight service attributes,"Which assesses post-flight services like baggage handling and post-flight communication.

The key outcome variable "customer satisfaction" measures how well the airline's services meet or surpass passengers expectations. Their general satisfaction with the entire airline experience is reflected in it.

Another important factor is "customer loyalty", which refers to how committed and how frequently people use an airline. It represents the possibility that customers will select the same airline for future travel needs and is influenced by customer satisfaction.

Together, these variables create a comprehensive model for analyzing the connections between perceived service quality, customer satisfaction and customer loyalty in the airline industry, illuminating the key elements that influence passengers preferences and behavior in this competitive industry.

Our study approach, which focuses on pre-in-post flight service qualities, is distinctive in its application because it has not before been used in existing research or previous theses to our knowledge. A thorough study of academic databases and thesis archives revealed no evidence of similar research models addressing the unique mix of pre-flight, in-flight, and post-flight service qualities in the airline business. This revolutionary methodology emphasizes the uniqueness and originality

of our research, providing new insights into the overall evaluation of service quality throughout the passenger trip. By pioneering this study paradigm, we want to provide new insights to the current body of information and close a significant gap in the literature on comprehensive service quality evaluation in the airline sector.

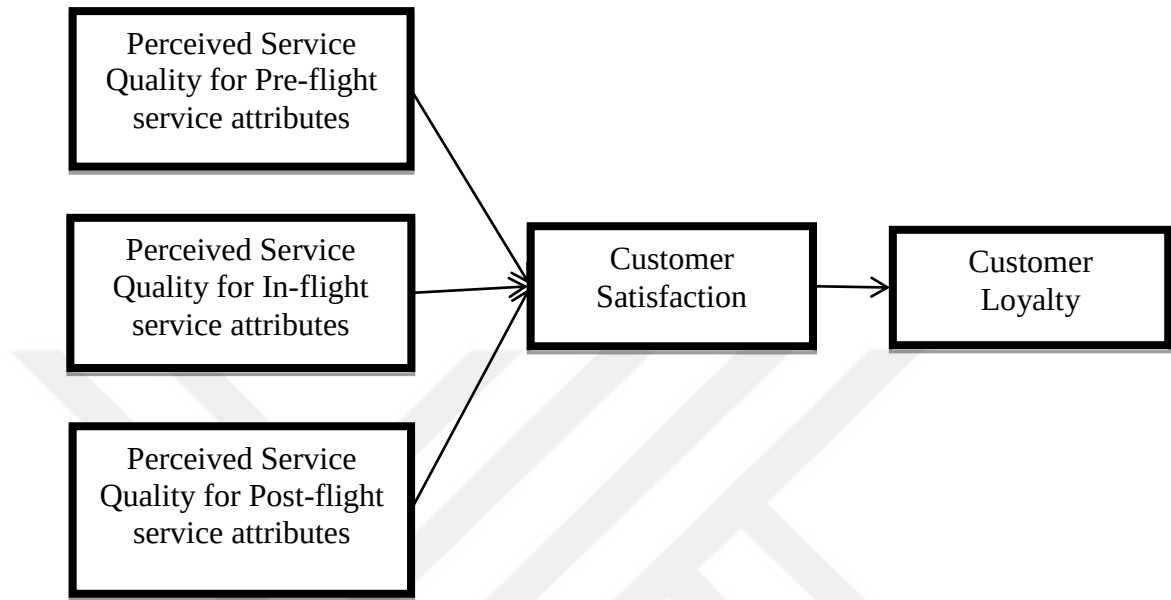


Figure 1. RESEARCH MODEL

2.3. Research Hypotheses

Our research's premise, which is founded on a number of factors, includes the idea that enhancing each aspect of customer service helps the company Air Algeria develop a distinctive brand and raises customer satisfaction levels generally.

The literature reviewed suggests that pre-flight service attributes significantly influence customer satisfaction in the airline industry. Bellizi et al. (2020) and Aksoy et al. (2003) underscore the importance of translation services and signposts in airports, emphasizing their role in guiding passengers effectively. Furthermore, Chen et al. (2005) and Bellizi et al. (2020) highlight the significance of reservation staff characteristics, such as language fluency and prompt service delivery, in shaping pre-flight service quality. These studies indicate that efficient flight booking, reservation, and check-in services, coupled with seamless boarding processes, are critical factors in enhancing passenger satisfaction and fostering loyalty. Building upon this literature, we hypothesize that perceived service quality for pre-flight service attributes significantly influences customer satisfaction.

H1: Perceived Service Quality for Pre-flight service attributes influences customer satisfaction.

The literature research indicates that in-flight services have an important impact on customer satisfaction in the airline business. Studies by Bellizi et al. and Aksoy et al. emphasize the importance of cabin crew professionalism and cleanliness, highlighting their role in creating a comfortable in-flight atmosphere. Additionally, research by Tahanisaz and Shokuhyar identifies seat comfort as a crucial factor influencing passenger satisfaction and future airline choice. Moreover, a conceptual modeling approach developed by Tahanisaz and Shokuhyar underscores the multifaceted dimensions of in-flight service quality and their impact on perceived value and airline recommendations. Building upon this literature, we hypothesize that perceived service quality for in-flight service attributes significantly influences customer satisfaction

H2: Perceived Service Quality for In-flight service attributes influences customer satisfaction.

The literature suggests that post-flight service attributes significantly influence customer satisfaction in the airline industry. Studies by Aksoy et al., Tahanisaz and Shokuhyar, and Bellizi et al. highlight the importance of post-flight service quality in fostering customer loyalty and maintaining competitiveness in the air transport industry. These studies emphasize aspects such as punctuality of arrival, efficient baggage handling, issue resolution, and communication as key factors contributing to a positive post-flight experience. Furthermore, landing services, including careful coordination and minimal waiting time, are identified as crucial elements of satisfactory post-flight service quality. Additionally, flight crew members play a role in providing additional services during the post-flight phase, such as alerting passengers during the landing phase and offering translation services to enhance the overall experience. Building upon this literature, we hypothesize that perceived service quality for post-flight service attributes significantly influences customer satisfaction.

H3: Perceived Service Quality for Post-flight service attributes influences customer satisfaction.

Customer Satisfaction significantly influences customer loyalty in the airline industry. Studies by Kotler and Sureshchandar underscore the importance of service quality in enhancing customer satisfaction, emphasizing the need for airlines to continuously monitor and improve their services to maintain high levels of satisfaction, leading to increased market share, profitability, and a positive reputation. Additionally, research by Valerie A. Zeithaml et al., Archana & Subha, and Levesque & McDougall highlights the role of brand equity in building customer satisfaction, loyalty, and trust in the aviation sector. These studies indicate that a positive customer experience, driven by service quality and brand equity, fosters customer loyalty and long-term relationships with airlines. Building upon this literature, we hypothesize that customer satisfaction significantly influences customer loyalty .

H4: Customer Satisfaction influences customer loyalty.

2.4. Sampling

Convenience sampling will be employed for this study. Customers of Air Algeria who make at least two journeys per year (on domestic and foreign routes) comprise the only demographic for this study. Travelers who have taken flights with the Algerian airline before and are familiar with it will provide the information.

In this research unknown size of population, sample size calculation is a way to determine the sample size for a study. The formula states that :

$$n = \frac{z_{\alpha/2}^2 P(1-P)}{d^2}$$

Where :

n: Sample Size

P: Sample Proportion

Z: Representing the 95% reliability level

d: Margin of error

Sample size should be 397 for 95% confidence level and 5% error.
A total of 397 participants answered the questionnaire.

2.5. Data Collection Method and Research Instrument

The survey method used to collect data, such as a questionnaire.

This is the most common tool, due to the variety of questions that can be asked to increase the collection of the data from respondents and recognition of their experience with the company's service.

The questionnaire is composed of five parts which include:

The first part of the questionnaire helps us to identify Pre-flight service attributes.

The second part allows us to assess service attributes during the flight.

The Third part will let us know the customer's perceptions referring to Post-flight service attributes.

The fourth and the fifth parts analyse customer satisfaction and customer loyalty.

The questionnaire is designed so as to avoid questions that are regarded as sensible, to avoid rejection, and to avoid giving incorrect and avoidable replies to open-ended questions in order to ease questioning, computation, and mathematical analysis.

Therefore, I employed LIKE-RT-rated questions that indicate the intensity of authorization with responses from one extreme view, as well as multi-dichotomous closed-ended questions that allow respondents to select one option from a pre-built list.

2.6. Analysis of the Data

The research will investigate how service quality affects customer satisfaction in Air Algeria using Validity and Reliability Analysis, correlational and regression are tested for each pre-in and post flight service attributes. To sum up findings of the research will be provided as well as implication and suggestion sections.

2.6.1 Validity and Reliability Analysis for Pre-Flight Service Attributes

Validity of the pre-flight service attributes scale was tested through conducting an Exploratory Factor Analysis with principal components method and varimax rotation. Items with factor loadings below 0.5 were suppressed. KMO was 0.970 and Barlett's Test of Sphericity had a significance value of 0.000 which shows these sample size is sufficient .

KMO is a test conducted to examine the strength of the partial correlation between the variables and KMO values closer to 1.0 are considered ideal while values less than 0.5 are unacceptable (analysisinn.com). The KMO values of, 970 shows that there are partial correlations between scale items so that an Exploratory Factor Analysis can be conducted. The Barlett's test of Sphericity is used to test the null hypothesis that the correlation matrix is identity matrix (analysisinn.com). An identity correlation matrix means your variables are unrelated and not ideal for factor analysis so that a significant statistical test (usually less than 0.05) shows that the correlation matrix is indeed not an identity matrix (analysisinn.com).

Table 1. KMO ana Barlett's Test for Pre-Flight Service Attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,970	
Bartlett's Test of Sphericity	Approx. Chi-Square	14300,749
	df	528
	Sig.	,000

A three factor structure was obtained with a total variance explained as 72,56%.

Table 2. Total Variance Explained for Pre-Flight Service Attributes

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	20,814	63,072	63,072	20,814	63,072	63,072	11,155	33,804	33,804
2	1,922	5,825	68,897	1,922	5,825	68,897	6,836	20,716	54,520
3	1,209	3,662	72,560	1,209	3,662	72,560	5,953	18,040	72,560
4	,817	2,476	75,035						
5	,682	2,068	77,104						
6	,614	1,860	78,963						
7	,589	1,786	80,749						
8	,483	1,462	82,212						
9	,446	1,350	83,562						
10	,432	1,309	84,870						
11	,408	1,237	86,108						
12	,380	1,153	87,260						
13	,360	1,090	88,350						
14	,315	,954	89,304						
15	,311	,943	90,248						
16	,263	,798	91,045						
17	,257	,780	91,825						
18	,247	,749	92,574						
19	,238	,721	93,295						
20	,231	,701	93,996						
21	,222	,672	94,668						
22	,200	,605	95,273						
23	,191	,579	95,852						
24	,183	,555	96,407						
25	,177	,537	96,945						
26	,173	,524	97,469						
27	,147	,444	97,913						

28	,137	,416	98,329						
29	,133	,402	98,731						
30	,120	,364	99,095						
31	,110	,334	99,428						
32	,097	,294	99,722						
33	,092	,278	100,000						

Extraction Method: Principal Component Analysis.

Table 3. Rotated Component Matrix for Pre-Flight Service Attributes

Rotated Component Matrix			
	Component		
	1	2	3
PRE_BOARD_STAFF_Q7_Boarding staff's ability to speak foreign languages is high.	,774		
PRE_BOARD_STAFF_Q3_Physical appearance of boarding staff (tidiness etc.) is proper.	,756		
PRE_BOARD_STAFF_Q5_Boarding staff's ability to answer questions is high.	,753		
PRE_CHECK_STAFF_Q2_Physical appearance of check-in staff is proper.	,746		
PRE_BOARD_STAFF_Q2_Boarding staff's credibility is high.	,729		
PRE_CHECK_STAFF_Q7_Check-in staff's ability to speak foreign languages is high.	,723		
PRE_BOARD_STAFF_Q1_Courtesy of the boarding staff is high.	,717		
PRE_BOARD_STAFF_Q4_Close attention by boarding staff is available.	,712		
PRE_CHECK_SERV_Q3_Luggage embarking procedure is well-managed.	,712		
PRE_CHECK_STAFF_Q5_Check-in staff's ability to answer questions is high.	,712		
PRE_CHECK_SERV_Q1_Boarding pass is prepared correctly.	,705		
PRE_BOARD_SERV_Q2_Courtesy and competence of the staff for boarding is sufficient.	,702		
PRE_BOARD_STAFF_Q6_Boarding staff's responsiveness to complaints is high.	,694		
PRE_CHECK_STAFF_Q4_Check-in staff's credibility is high.	,682		
PRE_BOARD_SERV_Q3_Way to get on board is well-designed.	,670		,505
PRE_CHECK_STAFF_Q1_Courtesy of the check-in staff is high.	,653		
PRE_CHECK_STAFF_Q3_Close attention by check-in staff is available.	,635	,574	
PRE_CHECK_STAFF_Q6_Check-in staff's responsiveness to complaints is high.	,625	,545	
PRE_CHECK_SERV_Q2_Seat choosing procedure is well-managed.	,503		

PRE_RES_STAFF_Q2_Reservation staff responds immediately when called.		,838	
PRE_RES_STAFF_Q3_Service efficiency of reservation staff is high.		,771	
PRE_RES_STAFF_Q6_Reservation staff's responsiveness to complaints is high.		,767	
PRE_RES_STAFF_Q4_Courtesy of reservation staff is high.		,730	
PRE_RES_STAFF_Q5_Reservation staff's ability to answer questions is high.		,706	
PRE_RES_STAFF_Q1_Reservation staff ability to speak foreign languages is high .		,542	
PRE_BOOK_Q5_Flight schedules are convenient.			,727
PRE_BOOK_Q3_Ticket purchase opportunity via Internet is available.			,673
PRE_BOOK_Q7_Ticket prices are affordable.			,645
PRE_BOOK_Q1_Flight booking procedure is well designed.			,635
PRE_BOOK_Q6_Adequacy and amount of information on airline's website is sufficient.		,545	,626
PRE_BOOK_Q2_Ticketing procedures are convenient.			,598
PRE_BOARD_SERV_Q1_Waiting in line before boarding takes a short time.	,539		,547
PRE_BOOK_Q4_Airline website is available.			,520

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.a

Rotated component Matrix showed that some items were clustered under two factors. As a result, the analysis was repeated by excluding these items :

PRE_BOARD_SERV_Q3

PRE_CHECK_STAFF_Q3

PRE_CHECK_STAFF_Q6

PRE_BOOK_QL

PRE_BOARD_SERV_Q6

The analysis was repeated. KMO was 0,969 ana Barlett's Test of Sphericity had a significance value of 0,000. A three factor structure was obtained with a total variance explained as 73,16%. These factors are named as :

Factor 1: Staff Related Pre-Flight Service Attributes.

Factor 2: Reservation Staff Related Pre-Flight Service Attributes.

Factor 3: Booking Related Pre-Flight Service Attributes.

These three factors were used when conducting Correlation and Regression Analysis.

Table 4. KMO BARLETT'S Test for Pre-Flight Service Attributes (2)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,969	
Bartlett's Test of Sphericity	Approx. Chi-Square	11677,343
	df	378
	Sig.	,000

Table 5. Totale Variance Explained for Pre-Flight Service Attributes (2)

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17,678	63,134	63,134	17,678	63,134	63,134	9,837	35,131	35,131
2	1,786	6,380	69,514	1,786	6,380	69,514	5,677	20,276	55,407
3	1,023	3,653	73,167	1,023	3,653	73,167	4,973	17,760	73,167
4	,702	2,509	75,676						
5	,670	2,393	78,069						
6	,588	2,098	80,167						
7	,520	1,858	82,026						
8	,440	1,571	83,597						
9	,411	1,468	85,064						
10	,386	1,380	86,445						
11	,362	1,294	87,738						
12	,338	1,209	88,947						
13	,299	1,069	90,016						
14	,269	,962	90,978						
15	,264	,942	91,920						
16	,247	,883	92,803						
17	,237	,845	93,649						
18	,225	,805	94,454						

19	,219	,784	95,238						
20	,188	,670	95,907						
21	,179	,640	96,547						
22	,169	,604	97,151						
23	,163	,582	97,734						
24	,144	,513	98,247						
25	,141	,504	98,751						
26	,131	,469	99,220						
27	,117	,419	99,639						
28	,101	,361	100,000						

Extraction Method: Principal Component Analysis.

Table 6. Rotated component MatrixPre-Flight Service Attributes (2)

Rotated Component Matrixa			
	Component		
	1	2	3
PRE_BOARD_STAFF_Q7_Boarding staff's ability to speak foreign languages is high.	,788		
PRE_BOARD_STAFF_Q3_Physical appearance of boarding staff (tidiness etc.) is proper.	,781		
PRE_BOARD_STAFF_Q5_Boarding staff's ability to answer questions is high.	,761		
PRE_CHECK_STAFF_Q2_Physical appearance of check-in staff is proper.	,758		
PRE_BOARD_STAFF_Q2_Boarding staff's credibility is high.	,743		
PRE_BOARD_STAFF_Q4_Close attention by boarding staff is available.	,736		
PRE_BOARD_STAFF_Q1_Courtesy of the boarding staff is high.	,729		
PRE_CHECK_STAFF_Q7_Check-in staff's ability to speak foreign languages is high.	,726		
PRE_CHECK_SERV_Q1_Boarding pass is prepared correctly.	,718		
PRE_CHECK_STAFF_Q5_Check-in staff's ability to answer questions is high.	,711		
PRE_CHECK_SERV_Q3_Luggage embarking procedure is well-managed.	,711		
PRE_BOARD_STAFF_Q6_Boarding staff's responsiveness to complaints is high.	,702		
PRE_BOARD_SERV_Q2_Courtesy and competence of the staff for boarding is sufficient.	,699		
PRE_CHECK_STAFF_Q4_Check-in staff's credibility is high.	,679		
PRE_CHECK_STAFF_Q1_Courtesy of the check-in	,663		

staff is high.			
PRE_CHECK_SERV_Q2_Seat choosing procedure is well-managed.	,515		
PRE_RES_STAFF_Q2_Reservation staff responds immediately when called.		,857	
PRE_RES_STAFF_Q3_Service efficiency of reservation staff is high.		,785	
PRE_RES_STAFF_Q6_Reservation staff's responsiveness to complaints is high.		,772	
PRE_RES_STAFF_Q4_Courtesy of reservation staff is high.		,735	
PRE_RES_STAFF_Q5_Reservation staff's ability to answer questions is high.		,705	
PRE_RES_STAFF_Q1_Reservation staff ability to speak foreign languages is high .		,549	
PRE_BOOK_Q5_Flight schedules are convenient.			,704
PRE_BOOK_Q1_Flight booking procedure is well designed.			,686
PRE_BOOK_Q3_Ticket purchase opportunity via Internet is available.			,670
PRE_BOOK_Q7_Ticket prices are affordable.			,658
PRE_BOOK_Q2_Ticketing procedures are convenient.			,649
PRE_BOOK_Q4_Airline website is available.			,548
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a a. Rotation converged in 8 iterations.			

Reliability Analysis for three variables were implemented.

Cronbach Alpha values were 0,973; 0,931 and 0,914 for staff related Pre-Flight Service Attributes.

Reservation Staff Related Pre-flight Service Attributes and booking Related Pre-Flight Service Attributes, respectively. The scales are highly reliable.

Table 7. Reliability Statistics Pre-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,973	16

Table 8. Item statistics for Pre-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
PRE_BOARD_STAFF_Q7_Boarding staff's ability to speak foreign languages is high.	3,36	1,175	397
PRE_BOARD_STAFF_Q3_Physical appearance of boarding staff (tidiness etc.) is proper.	3,29	1,137	397
PRE_BOARD_STAFF_Q5_Boarding staff's ability to answer questions is high.	3,22	1,116	397
PRE_CHECK_STAFF_Q2_Physical appearance of check-in staff is proper.	3,33	1,163	397
PRE_BOARD_STAFF_Q2_Boarding staff's credibility is high.	3,19	1,121	397
PRE_BOARD_STAFF_Q4_Close attention by boarding staff is available.	3,10	1,142	397
PRE_BOARD_STAFF_Q1_Courtesy of the boarding staff is high.	3,21	1,131	397
PRE_CHECK_STAFF_Q7_Check-in staff's ability to speak foreign languages is high.	3,27	1,129	397
PRE_CHECK_SERV_Q1_Boarding pass is prepared correctly.	3,49	1,178	397
PRE_CHECK_STAFF_Q5_Check-in staff's ability to answer questions is high.	3,15	1,089	397
PRE_CHECK_SERV_Q3_Luggage embarking procedure is well-managed.	3,34	1,227	397
PRE_BOARD_STAFF_Q6_Boarding staff's responsiveness to complaints is high.	3,06	1,096	397
PRE_BOARD_SERV_Q2_Courtesy and competence of the staff for boarding is sufficient.	3,25	1,169	397
PRE_CHECK_STAFF_Q4_Check-in staff's credibility is high.	3,17	1,105	397
PRE_CHECK_STAFF_Q1_Courtesy of the check-in staff is high.	3,28	1,119	397
PRE_CHECK_SERV_Q2_Seat choosing procedure is well-managed.	3,04	1,151	397

Table 9. Reliability Test Statistics Reservation Staff Related Pre-flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,931	6

Table 10. Item Statistics Reservation Staff Related Pre-flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
PRE_RES_STAFF_Q2_Reservation staff responds immediately when called.	2,62	1,213	397
PRE_RES_STAFF_Q3_Service efficiency of reservation staff is high.	2,86	1,218	397
PRE_RES_STAFF_Q6_Reservation staff's responsiveness to complaints is high.	2,74	1,153	397
PRE_RES_STAFF_Q4_Courtesy of reservation staff is high.	2,95	1,185	397
PRE_RES_STAFF_Q5_Reservation staff's ability to answer questions is high.	2,99	1,148	397
PRE_RES_STAFF_Q1_Reservation staff ability to speak foreign languages is high .	3,12	1,116	397

Table 11. Reliability statistics or Booking Related Pre-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,914	6

Table**12.** Reliability test Item

Statistics for Booking Related Pre-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
PRE_BOOK_Q5_Flight schedules are convenient.	2,97	1,215	397
PRE_BOOK_Q1_Flight booking procedure is well designed.	3,15	1,236	397
PRE_BOOK_Q3_Ticket purchase opportunity via Internet is available.	3,14	1,250	397
PRE_BOOK_Q7_Ticket prices are affordable.	2,70	1,341	397
PRE_BOOK_Q2_Ticketing procedures are convenient.	3,18	1,224	397
PRE_BOOK_Q4_Airline website is available.	3,23	1,212	397

As seen in the Item Statistics tables, customers' perceived service quality for pre-flight service attributes are medium levels.

2.6.2 Validity and Reliability Analysis for In-Flight Service Attributes

Validity of the In-flight service attributes scale was tested through conducting an Exploratory Factor Analysis with principal components method and varimax rotation. Items with factor loadings below 0.50 were suppressed. First Exploratory Factor Analysis was implemented for staff and safety related factors. KMO was 0.956 and Barlett's Test of Sphericity had a significance value of 0.000 which is consistent with rules explained before.

Table 13. KMO and Barlett's Test for Staff and Safety Related In-Flight Service Attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,956	
Bartlett's Test of Sphericity	Approx. Chi-Square	5466,761
	df	55
	Sig.	,000

A two factor structure was obtained with a total variance explained as 84.49%.

Table 14. Totale Variance Explained for Staff and Safety Related In-Flight Service Attributes

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,454	76,852	76,852	8,454	76,852	76,852	4,656	42,324	42,324
2	,841	7,646	84,497	,841	7,646	84,497	4,639	42,174	84,497
3	,320	2,908	87,405						
4	,292	2,655	90,061						
5	,254	2,310	92,371						
6	,216	1,967	94,338						
7	,174	1,582	95,920						
8	,152	1,382	97,302						
9	,130	1,184	98,485						
10	,092	,841	99,326						
11	,074	,674	100,000						
Extraction Method: Principal Component Analysis.									

Table 15. Rotated Component Matrix for Staff and Safety Related In-Flight Service Attributes

Rotated Component Matrix		
	Component	
	1	2
DF_COURT_Q6_Cabin crew's responsiveness to complaints is high.	,860	
DF_COURT_Q4_Close attention by cabin crew is available.	,818	
DF_COURT_Q5_Cabin crew's ability to answer questions is high.	,797	
DF_COURT_Q2_Cabin crew's credibility is high.	,773	
DF_COURT_Q3_Physical appearance of cabin crew (tidiness etc.) is proper.	,722	
DF_COURT_Q1_Courtesy of the cabin crew is high.	,689	
DF_SAFE_Q3_Safety during the landing is high.		,882
DF_SAFE_Q2_Safety during the cruise is high.		,868
DF_SAFE_Q1_Safety during the take-off is high.		,861
DF_SAFE_Q4_Passengers personal safety in the plane is high.		,849
DF_COURT_Q7_Cabin crew's ability to speak foreign languages is high.	,608	,634
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a		
a. Rotation converged in 3 iterations.		

Rotated Component Matrix showed that the item named DF_COURT_Q7 was clustered under two factors. As a result, the analysis was repeated by excluding DF_COURT_Q7 .

When the analysis was repeated. KMO was 0.951 and Barlett's Test of Sphericity had a significance value of 0,000.

Table 16. KMO and Barlett's Test for Staff and Safety Related In-Flight Service Attributes (2)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,951	
Bartlett's Test of Sphericity	Approx. Chi-Square	4927,731
	df	45
	Sig.	,000

A two factor structure was obtained with a total variance explained as 85,46%. These factors are named as :

Factor 1:Staff Related In-Flight Service Attributes.

Factor 2: Safety Related In-Flight Service Attributes.

These two factors were used when conducting Correlation and Regression Analysis .

Table 17. Total Variance Explained for Staff and Safety Related In-Flight Service Attributes (2)

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,705	77,053	77,053	7,705	77,053	77,053	4,313	43,128	43,128
2	,841	8,407	85,460	,841	8,407	85,460	4,233	42,333	85,460
3	,320	3,199	88,659						
4	,258	2,579	91,238						
5	,228	2,278	93,516						
6	,193	1,928	95,444						
7	,152	1,520	96,964						

8	,130	1,302	98,266						
9	,096	,957	99,223						
10	,078	,777	100,000						
Extraction Method: Principal Component Analysis.									

Table 18. Rotated Component Matrix for Staff and Safety Related In-Flight Service Attributes (2)

Rotated Component Matrix		
	Component	
	1	2
DF_COURT_Q6_Cabin crew's responsiveness to complaints is high.	,861	
DF_COURT_Q4_Close attention by cabin crew is available.	,821	
DF_COURT_Q5_Cabin crew's ability to answer questions is high.	,798	
DF_COURT_Q2_Cabin crew's credibility is high.	,776	
DF_COURT_Q3_Physical appearance of cabin crew (tidiness etc.) is proper.	,723	
DF_COURT_Q1_Courtesy of the cabin crew is high.	,691	
DF_SAFE_Q3_Safety during the landing is high.		,880
DF_SAFE_Q2_Safety during the cruise is high.		,871
DF_SAFE_Q1_Safety during the take-off is high.		,861
DF_SAFE_Q4_Passengers personal safety in the plane is high.		,849
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.a		
a. Rotation converged in 3 iterations.		

Reliability Analysis for two variables were implemented. Cronbach Alpha values were 0.950 and 0.970 for Staff Related In-Flight Service Attributes and Safety Related In-Flight Service Attributes, respectively. The scales are highly reliable.

Table 19. Reliability Test Statistics for Staff Related In-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,950	6

Table 20. Reliability Test Items Statistics for Staff Related In-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
DF_COURT_Q6_Cabin crew's responsiveness to complaints is high.	3,15	1,113	397
DF_COURT_Q4_Close attention by cabin crew is available.	3,17	1,156	397
DF_COURT_Q5_Cabin crew's ability to answer questions is high.	3,32	1,115	397
DF_COURT_Q2_Cabin crew's credibility is high.	3,27	1,071	397
DF_COURT_Q3_Physical appearance of cabin crew (tidiness etc.) is proper.	3,34	1,139	397
DF_COURT_Q1_Courtesy of the cabin crew is high.	3,34	1,055	397

Table 21. Reliability Statistics Test for Safety Related In-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,970	4

Table 22. Reliability Test Item Statistics for Safety-Related In-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
DF_SAFE_Q3_Safety during the landing is high.	3,50	1,236	397
DF_SAFE_Q2_Safety during the cruise is high.	3,44	1,220	397
DF_SAFE_Q1_Safety during the take-off is high.	3,45	1,229	397
DF_SAFE_Q4_Passengers personal safety in the plane is high.	3,45	1,227	397

As seen in the Items Statistics Tables , customers perceived services quality for in-flight staff and safety related service attributes are between 3 and 3.5.

Second Exploratory Factor Analysis was implemented for comfort and enjoyment related factors. KMO was 0.924 and Barlett's Test of Sphericity had a significance value of 0.000 which is consistent with rules explained before.

Table 23. KMO and Barlett's Test for Comfort and Enjoyment Related In-Flight Service Attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,924	
Bartlett's Test of Sphericity	Approx. Chi-Square	6110,182
	df	105
	Sig.	,000

A four factor structure was obtained with a total variance explained as 83.88%.

Table. 24. Total Variance Explained for Comfort and Enjoyment Related In-Flight Service Attributes

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	9,197	61,314	61,314	9,197	61,314	61,314	4,191	27,940	27,940
2	1,629	10,862	72,176	1,629	10,862	72,176	2,868	19,119	47,060
3	,981	6,541	78,717	,981	6,541	78,717	2,774	18,493	65,552
4	,775	5,166	83,883	,775	5,166	83,883	2,750	18,330	83,883
5	,480	3,198	87,081						
6	,394	2,625	89,706						
7	,275	1,836	91,542						
8	,257	1,711	93,253						
9	,192	1,279	94,531						
10	,177	1,182	95,713						
11	,156	1,043	96,756						
12	,150	1,000	97,756						
13	,148	,984	98,740						
14	,105	,698	99,438						
15	,084	,562	100,000						
Extraction Method: Principal Component Analysis.									

Table 25. Rotated Component Matrix or Comfort and Enjoyment Related In-Flight Service Attributes

Rotated Component Matrix				
	Component			
	1	2	3	4
DF_ACT_Q2_Various music options during flight is available.	,873			
DF_ACT_Q3_Films and broadcasts during flight are available.	,853			
DF_ACT_Q1_On-board Wi-Fi is available.	,852			
DF_ACT_Q5_Telephone call option during flight is available.	,785			
DF_CLEAN_Q2_Cleanliness of the toilets is sufficient.				
DF_FB_Q2_Variety of food served during flight are sufficient.		,794		
DF_FB_Q1_Amount of the food served during flight are sufficient.		,757		
DF_FB_Q4_Quality of food served is high.		,736		
DF_FB_Q3_Timeliness of food and drink service is proper.		,606		
DF_CAB_Q4_Cabin temperature is			,892	

proper.				
DF_CAB_Q5_Cabin ventilation is proper.			,860	
DF_CLEAN_Q1_Cleanliness of the cabin, tables and seats is sufficient.			,586	
DF_CAB_Q3_Space available between the seats is sufficient.				,803
DF_CAB_Q2_Space available inside the overhead bins is sufficient.				,782
DF_CAB_Q1_Seats are comfortable.				,772
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.a				
a. Rotation converged in 6 iterations.				

Related component Matrix showed that the item named DF_CLEAN_Q2 has a factor loading below 50%. As a results, the analysis was repeated by excluding DF_CLEAN_Q2.

When the analysis was repeated. KMO was 0.921 and Barlett's Test of Sphericity had a significance value of 0.000.

Table 26. KMO and Barlett's Test for Comfort and Enjoyment Related In-Flight Service Attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,921	
Bartlett's Test of Sphericity	Approx. Chi-Square	5540,644
	df	91
	Sig.	,000

A four factor structure was obtained with a total variance explained as 84.62%. These factors are named as:

Factor 1: Activities Related In-Flight Service Attributes

Factor 2: Food & Beverage Related In-Flight Service Attributes

Factor 3: Seat comfort Related In-Flight Service Attributes

Factor 4: Hygiene Related In-Flight Service Attributes

These four factors were used when conducting Correlation and regression Analysis.

Table 27. Total Variance Explained for Comfort and Enjoyment Related In-Flight Service Attributes

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,504	60,745	60,745	8,504	60,745	60,745	3,870	27,639	27,639
2	1,626	11,614	72,359	1,626	11,614	72,359	2,835	20,253	47,892
3	,949	6,776	79,135	,949	6,776	79,135	2,579	18,425	66,317
4	,769	5,492	84,628	,769	5,492	84,628	2,563	18,311	84,628
5	,427	3,051	87,678						
6	,367	2,623	90,301						
7	,267	1,904	92,205						
8	,229	1,639	93,844						
9	,186	1,328	95,172						
10	,176	1,260	96,432						
11	,154	1,098	97,529						
12	,150	1,071	98,600						
13	,111	,795	99,396						
14	,085	,604	100,000						

Extraction Method: Principal Component Analysis.

Table 28. Rotated Component Matrix for Comfort and Enjoyment Related In-Flight Service Attributes

Rotated Component Matrix^a				
	Component			
	1	2	3	4
DF_ACT_Q2_Various music options during flight is available.	,880			
DF_ACT_Q1_On-board Wi-Fi is available.	,856			
DF_ACT_Q3_Films and broadcasts during flight are available.	,856			
DF_ACT_Q5_Telephone call option during flight is available.	,790			
DF_FB_Q2_Variety of food served during flight are sufficient.		,794		
DF_FB_Q1_Amount of the food served during flight are sufficient.		,772		
DF_FB_Q4_Quality of food served is high.		,740		
DF_FB_Q3_Timeliness of food and drink service is proper.		,614		
DF_CAB_Q3_Space available between the seats is sufficient.			,806	
DF_CAB_Q2_Space available inside the overhead bins is sufficient.			,791	
DF_CAB_Q1_Seats are comfortable.			,771	
DF_CAB_Q4_Cabin temperature is proper.				,897
DF_CAB_Q5_Cabin ventilation is proper.				,866
DF_CLEAN_Q1_Cleanliness of the cabin, tables and seats is sufficient.				,574
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization. ^a				
a. Rotation converged in 6 iterations.				

Reliability Analysis for four variables were implemented. Cronbach Alpha values were 0.949; 0.911; 0.921 and 0.863 for Activities Related In-Flight Service Attributes, Food & Beverage Related In-Flight Services Attributes, Seat Comfort Related

In-Flight Service Attributes and Hygiene Related In-Flight Service Attributes, respectively. The scales are highly reliable.

Table 29. Reliability Statistics for Activities Related In-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,949	4

Table 30. Items Statistics for Activities Related In-Flight Service Attribute

Item Statistics			
	Mean	Std. Deviation	N
DF_ACT_Q2_Various music options during flight is available.	2,45	1,301	397
DF_ACT_Q1_On-board Wi-Fi is available.	2,44	1,308	397
DF_ACT_Q3_Films and broadcasts during flight are available.	2,43	1,314	397
DF_ACT_Q5_Telephone call option during flight is available.	2,58	1,258	397

Table 31 Reliability Statistics for Food & Beverage Related In-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,911	4

Table 32. Items Statistics.for Food & Beverage Related In-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
DF_FB_Q2_Variety of food served during flight are sufficient.	2,68	1,168	397
DF_FB_Q1_Amount of the food served during flight are sufficient.	2,78	1,205	397
DF_FB_Q4_Quality of food served is high.	2,65	1,250	397
DF_FB_Q3_Timeliness of food and drink service is proper.	3,10	1,181	397

Table 33 Reliability Statistics for Seat Comfort Related In-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,921	3

Table 34. Items Statistics.for Seat Comfort Related In-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
DF_CAB_Q3_Space available between the seats is sufficient.	2,69	1,233	397
DF_CAB_Q2_Space available inside the overhead bins is sufficient.	2,81	1,157	397
DF_CAB_Q1_Seats are comfortable.	2,79	1,238	397

Table 35 Reliability Statistics for Hygiene Related In-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,863	3

Table 36. Items Statistics for Hygiene Related In-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
DF_CAB_Q4_Cabin temperature is proper.	3,20	1,121	397
DF_CAB_Q5_Cabin ventilation is proper.	3,19	1,115	397
DF_CLEAN_Q1_Cleanliness of the cabin, tables and seats is sufficient.	2,77	1,195	397

As seen in the Item Statistics tables, customers perceived service quality for in-flight activities, food & beverage, seat comfort and hygiene related service attributes vary between 2.43 and 3.20.

2.6.3 Validity and Reliability for Post-Flight Service Attributes

Validity of the post-flight attributes scale was tested through conducting an Exploratory Factor Analysis with principal components method and varimax rotation. Item with factor loading below 0.50 were suppressed. KMO was 0.831 and Barlett's Test of Sphericity had a significance value of 0.000 which is consistent with rules explained before .

Table 37. KMO and Barlett's Test for Post-Flight Service Attributes

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,831	
Bartlett's Test of Sphericity	Approx. Chi-Square	1400,620
	Df	10
	Sig.	,000

A two factor structure was obtained with a total variance explained as 86.04%.

Table 38. Total Variance Explained for Post-Flight Service Attributes

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,658	73,154	73,154	3,658	73,154	73,154	2,157	43,133	43,133
2	,644	12,890	86,044	,644	12,890	86,044	2,146	42,911	86,044
3	,284	5,689	91,733						
4	,223	4,467	96,200						
5	,190	3,800	100,000						

Extraction Method: Principal Component Analysis.

Table 39. Rotated Component Matrix for Post-Flight Service Attributes

Rotated Component Matrix		
	Component	
	1	2
POST_LUG_Q3_Compensatory service for damaged baggage is provided.	,899	
POST_LUG_Q1_Luggage delivery on arrival is on-time.	,852	
POST_LUG_Q2_Luggage conditions are good after delivery.	,650	
POST_LAN_Q1_Way to get off the aircraft is well-designed.		,891
POST_LAN_Q2_Waiting time for getting off the aircraft is short.		,873
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.a		
a. Rotation converged in 3 iterations.		

These factors are named as :

Factor 1: Luggage Related Post-Flight Service Attributes.

Factor 2: Waiting to get off Related Post-Flight Service Attributes.

These two factors were used when conducting Correlation and Regression Analysis.

Reliability Analysis for two variables were implemented. Cronbach Alpha values were 0.889 and 0.874 for Luggage Related Post-Flight services Attributes and Waiting to get Related Post-Flight Service Attributes, respectively. The scales are highly reliable.

Table 40. Reliability Test for Luggage Related Post-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,889	3

Table 41. Reliability Test Item Statistics for Luggage Related Post-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
POST_LUG_Q1_Luggage delivery on arrival is on-time.	2,62	1,224	397
POST_LUG_Q2_Luggage conditions are good after delivery.	2,96	1,192	397
POST_LUG_Q3_Compensatory service for damaged baggage is provided.	2,54	1,270	397

Table 42. Reliability Test Statistics for Waiting to Get off Related Post-Flight Service Attributes

Reliability Statistics	
Cronbach's Alpha	N of Items
,874	2

Table 43. Reliability Test Item Statistics for Waiting to Get off Related Post-Flight Service Attributes

Item Statistics			
	Mean	Std. Deviation	N
POST_LAN_Q1_Way to get off the aircraft is well-designed.	3,20	1,157	397
POST_LAN_Q2_Waiting time for getting off the aircraft is short.	3,03	1,204	397

As seen in the Item Statistics tables, customers perceived service quality for Post-flight luggage and waiting related service attributes are between 2.54 and 3.20.

2.6.4 Validity and Reliability Analysis for Customer Satisfaction Scale

Validity of the satisfaction scale was tested through conducting an Exploratory Factor Analysis with principal components method and varimax rotation. Items with factor loadings below 0.5 were suppressed.

KMO was 0.722 and Barlett's Test of Sphericity had a significance value of 0.000 which is consistent with rules explained before.

Table 44. KMO and Barlett's Test for Customer Satisfaction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,722	
Bartlett's Test of Sphericity	Approx. Chi-Square	875,102
	Df	3
	Sig.	,000

A single factor structure was obtained with a total variance explained as 84.99%.

Table 45. Total Variance Explained for Customer Satisfaction

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,550	84,999	84,999	2,550	84,999	84,999
2	,315	10,491	95,489			
3	,135	4,511	100,000			
Extraction Method: Principal Component Analysis.						

Table 46. Component Matrix for Customer Satisfaction

Component Matrix	
	Component 1
SAT_Q2_The service provided by Air Algeria exceeded my expectations.	,949
SAT_Q3_The service performance of Air Algeria was very close to your ideal .	,929
SAT_Q1_Overall, I am very satisfied with Air Algeria.	,887
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

This factor was used when conducting Correlation and Regression Analysis.

Reliability Analysis for Satisfaction scale was implemented.Cronbach Alpha value was 0.911. the scale is highly reliable.

Table 47 . Reliability Statistics for Customer Satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
,911	3

Table 48 . Reliability Test Item Statistics for Customer Satisfaction

Item Statistics			
	Mean	Std. Deviation	N
SAT_Q1_Overall, I am very satisfied with Air Algeria.	2,87	1,115	397
SAT_Q2_The service provided by Air Algeria exceeded my expectations.	2,59	1,122	397
SAT_Q3_The service performance of Air Algeria was very close to your ideal .	2,55	1,179	397

As seen in the Item Statistics tables, customers satisfaction level is below 3.

2.6.5 Validity and Reliability Analysis for Customer Loyalty Scale

Validity of the customer loyalty scale was tested through conducting an Exploratory Factor Analysis with principal components method and varimax rotation.

Items with factor loadings below 0.50 were suppressed.

KMO was 0.884 and Bartlett's Test Sphericity had a significance value of 0.000 which is consistent with rules explained before.

Table .49 . KMO and Bartlett's Test for Customer Loyalty

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,884	
Bartlett's Test of Sphericity	Approx. Chi-Square	2172,571
	df	10
	Sig.	,000

A single factor structure was obtained with a total variance explained as 85.04%.

Table 50. Total Variance Explained for Customer Loyalty

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,252	85,045	85,045	4,252	85,045	85,045
2	,289	5,776	90,820			
3	,205	4,092	94,912			
4	,143	2,863	97,774			
5	,111	2,226	100,000			

Extraction Method: Principal Component Analysis.

Table 51. Component Matrix for Customer Loyalty

Component Matrix	
	Component 1
CL_Q5_I recommend Air Algeria to someone who seeks my advice	,938
CL_Q2_I encourage friends and others to fly with Air Algeria.	,930

CL_Q4_I will travel more with Air Algeria in the future .	,925
CL_Q3_I consider Air Algeria to be my first choice for future travels .	,912
CL_Q1_I say positive things about Air Algeria to other people.	,906
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

This factor was used when conducting Correlation and Regression Analysis .

Reliability Analysis for loyalty scale was implemented. Cronbach Alpha value was 0.956. The scale highly reliable .

Table 52. Reliability Statistics for Customer Loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
,956	5

Table 53. Reliability Item Statistics for Customer Loyalty

Item Statistics			
	Mean	Std. Deviation	N
CL_Q1_I say positive things about Air Algeria to other people.	2,86	1,100	397
CL_Q2_I encourage friends and others to fly with Air Algeria.	2,84	1,093	397
CL_Q3_I consider Air Algeria to be my first choice for future travels .	2,59	1,164	397
CL_Q4_I will travel more with Air Algeria in the future .	2,72	1,145	397
CL_Q5_I recommend Air Algeria to someone who seeks my advice	2,78	1,117	397

As seen in the Item Statistics tables customers loyalty level is below 3.

2.7. Findings of the Research

2.7.1. Correlation Analysis

a. Correlation Analysis for pre-flight Service

Pearson Correlation Analysis was implemented to see the correlations between variables. As seen in the table, the correlations between the dependent variable of customer satisfaction and independent variables namely staff related Pre-Flight Service Attributes, Reservation Staff Related Pre-Flight Service Attributes and Booking Related Pre-Flight Service Attributes are significant ($p < 0.05$).

Table.54. Correlations analysis for Pre-Flight Service Attributes

Correlations					
		PF_STAFF_RELATED	PRE_RES_STAFF_RELATED	PRE_BOOKING_RELATED	SATISFACTION_TOTAL
PF_STAFF_RELATED	Pearson Correlation	1	,753**	,827**	,577**
	Sig. (2-tailed)		,000	,000	,000
	N	397	397	397	397
PRE_RES_STAFF_RELATED	Pearson Correlation	,753**	1	,765**	,682**
	Sig. (2-tailed)	,000		,000	,000
	N	397	397	397	397
PRE_BOOKING_RELATED	Pearson Correlation	,827**	,765**	1	,612**
	Sig. (2-tailed)	,000	,000		,000
	N	397	397	397	397
SATISFACTION_TOTAL	Pearson Correlation	,577**	,682**	,612**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	397	397	397	397

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

b. Correlation Analysis for In-flight Service

Pearson Correlation Analysis was implemented to see the correlations between customer satisfaction and in-flight service attributes . As seen in the table , the correlations between the dependent variable of customer satisfaction and independent variables namely Staff Related, Safety Related, Activities Related, Food and Beverage Related, Seat comfort Related and Hygiene Related In-Flight Service Attributes ,are significant($p < 0.05$).

Table.55. Correlations analysis for In-Flight Service Attributes

Correlations								
		IN_FLIGHT_STAFF_RELATED	IN_FLIGHT_SAFETY_RELATED	IN_FLIGHT_ACTIVITIES_RELATED	IN_FLIGHT_FOOD_RELATED	IN_FLIGHT_SEAT_COMFORT_RELATED	IN_FLIGHT_HYGIENE_RELATED	SATISFACTION_TOTAL
IN_FLIGHT_STAFF_RELATED	Pearson Correlation	1	,810**	,405*	,558**	,645**	,697*	,578**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	397	397	397	397	397	397	397
IN_FLIGHT_SAFETY_RELATED	Pearson Correlation	,810**	1	,192*	,428**	,550**	,698*	,430**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	397	397	397	397	397	397	397
IN_FLIGHT_ACTIVITIES_RELATED	Pearson Correlation	,405**	,192**	1	,708**	,601**	,529*	,782**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	397	397	397	397	397	397	397
IN_FLIGHT_FOOD_RELATED	Pearson Correlation	,558**	,428**	,708*	1	,711**	,611*	,783**

	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	397	397	397	397	397	397	397
IN_FLIGHT_SERVICE_ATTRIBUTES	Pearson Correlation	,645**	,550**	,601**	,711**	1	,669**	,711**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	397	397	397	397	397	397	397
IN_FLIGHT_WAITING_ATTRIBUTES	Pearson Correlation	,697**	,698**	,529**	,611**	,669**	1	,647**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	397	397	397	397	397	397	397
SATISFACTION_TOTAL	Pearson Correlation	,578**	,430**	,782**	,783**	,711**	,647**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	397	397	397	397	397	397	397

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

c. Correlation Analysis for Post-flight Service

Pearson Correlation Analysis was implemented to see the correlations between customer satisfaction and post-flight service attributes. As seen in the table , the correlations between the dependent variables of customer satisfaction and independent variables namely luggage Related In-Flight Service Attributes and waiting to get off Related In-Flight Service Attributes, are significant ($p < 0.05$).

Additionally customer satisfaction and loyalty are correlated significantly ($p < 0.05$).

Table.56. Correlations analysis for Post-Flight Service Attributes

Correlations					
		POST_FLIGHT_LUG_RELATED	POST_FLIGHT_WAIT_RELATED	SATISFACTION_TOTAL	LOYALTY_TOTAL
POST_FLIGHT_LUG_RELATED	Pearson Correlation	1	,717**	,793**	,795**
	Sig. (2-tailed)		,000	,000	,000
	N	397	397	397	397
POST_FLIGHT_WAIT_RELATED	Pearson Correlation	,717**	1	,603**	,625**
	Sig. (2-tailed)	,000		,000	,000
	N	397	397	397	397
SATISFACTION_TOTAL	Pearson Correlation	,793**	,603**	1	,900**
	Sig. (2-tailed)	,000	,000		,000
	N	397	397	397	397
LOYALTY_TOTAL	Pearson Correlation	,795**	,625**	,900**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	397	397	397	397
**. Correlation is significant at the 0.01 level (2-tailed).					

2.7.2 .Regression analysis

Regression analysis for Pre-flight Service

After finding significant correlations, A Multiple Regression Analysis was conducted to measure the relationship between pre-flight service attributes and customer satisfaction. Stepwise Method used to discriminate independent variables included and excluded from the Regression Model .

The findings showed that adjusted R square value is 0.483 for model 2. Therefore, included independent variables explain 48.3% of changes in the dependent variable customer satisfaction.

Table 57. Anova analysis for Pre-Flight Services

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203,171	1	203,171	344,358	,000b
	Residual	233,050	395	,590		
	Total	436,221	396			
2	Regression	211,698	2	105,849	185,746	,000c
	Residual	224,524	394	,570		
	Total	436,221	396			

a. Dependent Variable: SATISFACTION_TOTAL
b. Predictors: (Constant), PRE_RES_STAFF_RELATED
c. Predictors: (Constant), PRE_RES_STAFF_RELATED, PRE_BOOKING_RELATED

Two independent variables Reservation Staff Related Pre-Flight Service Attributes and Booking Related Pre-Flight Service Attributes were included by Model 2 . On the other hand , Staff Related Pre- Flight Service Attributes were excluded. In other words, Staff related Pre-Flight Service Attributes does not have a significant effect on the customer satisfaction.

Table 58. Variables Entered/Removed for Pre-Flight Service Attributes

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	PRE_RES_STAFF_RELATED	.	Stepwise (Criteria: Probability-of-F- to-enter <= .050, Probability-of-F- to- remove >= .100).

2	PRE_BOOKING_RELATED	.	Stepwise (Criteria: Probability-of-F- to-enter <= .050, Probability-of-F- to- remove >= .100).
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a. Dependent Variable: SATISFACTION_TOTAL

Reservation Staff Related Attributes are the most effective predictive Pre-Flight Service variable on customer satisfaction as seen in the coefficients table of stepwise Regression Analysis (Beta:0.516,p<0.05) . The second pre-flight service variable that was included in the model was booking related Pre-Flight BOOKING RELATED Service Attributes (Beta: 0.217,p<0.05). As a result, H1 was accepted, partially .

Table 59.Coefficients for Pre-Flight Service Attributes

Coefficienta						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,627	,117		5,379	,000
	PRE_RES_STAFF_RELATED	,709	,038	,682	18,557	,000
2	(Constant)	,455	,123		3,706	,000
	PRE_RES_STAFF_RELATED	,536	,058	,516	9,205	,000
	PRE_BOOKING_RELATED	,218	,056	,217	3,868	,000

a. Dependent Variable: SATISFACTION_TOTAL

b.b.Regression analysis for In-flight Service

After findings significant correlations, a multiple regression analysis was conducted to measure the relationship between in-flight service attributes and

customer satisfaction. Stepwise method used to discriminate independent variables included and excluded from the regression model.

The findings showed that adjusted R square value is 0.754 for model 5. Therefore, included independent variables explain 75.4% of changes in the dependent variables customer satisfaction.

Table 60. Anova analysis for In-Flight Service Attributes

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	267,666	1	267,666	627,260	,000b
	Residual	168,555	395	,427		
	Total	436,221	396			
2	Regression	312,767	2	156,384	499,096	,000c
	Residual	123,454	394	,313		
	Total	436,221	396			
3	Regression	324,580	3	108,193	380,863	,000d
	Residual	111,641	393	,284		
	Total	436,221	396			
4	Regression	328,636	4	82,159	299,358	,000e
	Residual	107,585	392	,274		
	Total	436,221	396			
5	Regression	330,419	5	66,084	244,218	,000f
	Residual	105,802	391	,271		
	Total	436,221	396			

a. Dependent Variable: SATISFACTION_TOTAL

b. Predictors: (Constant), IN_FLIGHT_FB_RELATED

c. Predictors: (Constant), IN_FLIGHT_FB_RELATED, IN_FLIGHT_ACTIVITIES_RELATED

d. Predictors: (Constant), IN_FLIGHT_FB_RELATED, IN_FLIGHT_ACTIVITIES_RELATED, IN_FLIGHT_STAFF_RELATED

e. Predictors: (Constant), IN_FLIGHT_FB_RELATED, IN_FLIGHT_ACTIVITIES_RELATED, IN_FLIGHT_STAFF_RELATED, IN_FLIGHT_SEAT_COM_RELATED

f. Predictors: (Constant), IN_FLIGHT_FB_RELATED, IN_FLIGHT_ACTIVITIES_RELATED, IN_FLIGHT_STAFF_RELATED, IN_FLIGHT_SEAT_COM_RELATED, IN_FLIGHT_HYGIENE_RELATED

Five independent variables namely Food & beverage Related, Activities Related, Staff Related, Seat Comfort Related, and Hygiene Related In-Flight Service Attributes were included by model 5. On the other hand, Safety Related In-Flight Service Attributes were excluded. In other words, Safety Related In-Flight Service Attributes does not have a significant effect on the customer satisfaction.

Table 61. Variables Entered/Removed for In-Flight Service Attributes

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	IN_FLIGHT_FB_RELATED	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq$.050, Probability-of-F-to-remove $\geq$.100).
2	IN_FLIGHT_ACTIVITIES_RELATED	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq$.050, Probability-of-F-to-remove $\geq$.100).
3	IN_FLIGHT_STAFF_RELATED	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq$.050, Probability-of-F-to-remove $\geq$.100).
4	IN_FLIGHT_SEAT_COMRELATED	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq$.050, Probability-of-F-to-remove $\geq$.100).
5	IN_FLIGHT_HYGIENE_RELATED	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq$.050, Probability-of-F-to-remove $\geq$.100).
a. Dependent Variable: SATISFACTION_TOTAL			

Activities Related Attributes are the most effective predictive In-Flight Service variables on customer satisfaction as seen in the coefficients table of stepwise

Regression Analysis (Beta: 0.408, $p < 0.05$). The second effective in-flight service variable was Food & Beverage Related In-Flight Service Attributes (Beta: 0.283, $p < 0.05$). Beta values for other predictors can be seen at the table of coefficients.

As a result H2 was accepted except for Safety Related In-Flight Service Attributes .

Table 62. Coefficients for In-Flight Service Attributes

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,508	,092		5,501	,000
	IN_FLIGHT_FB_RELATED	,771	,031	,783	25,045	,000
2	(Constant)	,418	,079		5,256	,000
	IN_FLIGHT_FB_RELATED	,453	,037	,461	12,138	,000
	IN_FLIGHT_ACTIVITIES_RELATED	,396	,033	,455	11,998	,000
3	(Constant)	,039	,096		,406	,685
	IN_FLIGHT_FB_RELATED	,347	,039	,353	8,854	,000
	IN_FLIGHT_ACTIVITIES_RELATED	,393	,031	,452	12,493	,000
	IN_FLIGHT_STAFF_RELATED	,210	,033	,198	6,448	,000
4	(Constant)	,055	,094		,586	,558
	IN_FLIGHT_FB_RELATED	,289	,041	,294	7,000	,000
	IN_FLIGHT_ACTIVITIES_RELATED	,367	,032	,422	11,621	,000
	IN_FLIGHT_STAFF_RELATED	,151	,035	,143	4,266	,000
	IN_FLIGHT_SEAT_COMRELATED	,145	,038	,155	3,844	,000
5	(Constant)	,007	,095		,069	,945
	IN_FLIGHT_FB_RELATED	,279	,041	,283	6,760	,000

D						
IN_FLIGHT_ACTIVITIES _RELATED	,355	,032	,408	11,18 7	,000	
IN_FLIGHT_STAFF_REL ATED	,105	,039	,100	2,669	,008	
IN_FLIGHT_SEAT_COM_ RELATED	,123	,038	,132	3,214	,001	
IN_FLIGHT_HYGIENE_R ELATED	,104	,040	,100	2,567	,011	

a. Dependent Variable: SATISFACTION_TOTAL

c.c.Regression analysis for Post-flight Service

After findings significant correlations, A multiple Regression Analysis was conducted to measure the relationship between Post-Flight Service Attributes and customer satisfaction. Stepwise Method used to discriminate independent variables included and excluded from the Regression Model.

The findings showed that the adjusted R square value is 0.628 for the model. Therefore the included independent variable explains 62.8% of changes in the dependent variable, customer satisfaction.

Table 63. ANOVA for Post-Flight Service Attributes

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274,531	1	274,531	670,666	,000b
	Residual	161,690	395	,409		
	Total	436,221	396			

a. Dependent Variable: SATISFACTION_TOTAL

b. Predictors: (Constant), POST_FLIGHT_LUG_RELATED

One independent variable namely Luggage Related Post-Flight Service Attributes were included by the Model. On the other hand, Waiting to get-off related Post-Flight Service Attributes were excluded. In other words,Waiting to get off related Post Flight Service Attributes does not have a significant effect on the customer satisfaction.

Table 64. Variables Entered/Removed for Post-Flight Service Attributes

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	POST_FLIGHT_LUG_RELATED	.	Stepwise (Criteria: Probability-of-F- to-enter ≤ .050, Probability-of-F- to- remove ≥ .100).

a. Dependent Variable: SATISFACTION_TOTAL

The Beta value for Luggage Related Attributes was 0.793 ($p < 0.05$).

As a result H3 was accepted except for Safety Related In-Flight Service Attributes.

Table 65. Coefficients for Post-Flight Service Attributes

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,641	,085		7,573	,000
	POST_FLIGHT_LUG_RELATED	,749	,029	,793	25,897	,000

a. Dependent Variable: SATISFACTION_TOTAL

d. Regression analysis for Customer Satisfaction and Customer Loyalty

After finding significant correlation A simple Regression Analysis was conducted to measure the relationship between customer satisfaction and customer loyalty.

The findings showed that the adjusted R square value is 0.810 for the model.

Therefore the included independent variable, customer satisfaction, explains 81% of changes in the dependent variable, customer loyalty.

Table 66. ANOVA for Customer Satisfaction and Customer Loyalty

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	353,350	1	353,350	1684,230	,000b
	Residual	82,871	395	,210		
	Total	436,221	396			
a. Dependent Variable: SATISFACTION_TOTAL						
b. Predictors: (Constant), LOYALTY_TOTAL						

The beta value for Customer Satisfaction was 0.900 ($p < 0.05$). In other words, one unit change in customer satisfaction results in 0.90 unit change in customer loyalty.

As result H4 was accepted.

Table 67. Coefficients for Customer Satisfaction and Customer Loyalty

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,155	,065		2,369	,018
	LOYALTY_TOTAL	,912	,022	,900	41,039	,000
a. Dependent Variable: SATISFACTION_TOTAL						

Frequencies for demographic data

Table 68. Age Frequency

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	87	21.9	21.9	21.9
	2	109	27.5	27.5	49.4
	3	99	24.9	24.9	74.3
	4	80	20.2	20.2	94.5
	5	22	5.5	5.5	100.0
	Total	397	100.0	100.0	

The majority of respondents fall into Age group 2(27.5%), followed by Age group 3(24.9%) and Age group 1 (21.9%).

Age group 4 and 5 make up significant portions as well as with 20.2% and 5.5% respectively.

This distribution provides insights into the age composition of the sample, with a focus on the higher frequency age groups. the cumulative percent shows that the first four groups cover 94.5% of the total, indicating a relatively concentrated age distribution in these categories.

Table 69. Gender Frequency

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	167	42.1	42.1	42.1
	1	230	57.9	57.9	100.0
	Total	397	100.0	100.0	

The majority of respondents are categorized as Gender 1 (59.9%) While (42.1%) fall into Gender 0.

The cumulative percent indicates that entire data-set is covered with 100.0%of respondents accounted for the gender distribution.

This distribution provides insights into the gender composition of the sample highlighting the prevalence of Gender 1 comparison to Gender 0.

Table 70. Level Of Education Frequency

LEVEL OF EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	8.6	8.6	8.6
	2	84	21.2	21.2	29.7
	3	116	29.2	29.2	58.9
	4	115	29.0	29.0	87.9
	5	43	10.8	10.8	98.7
	6	5	1.3	1.3	100.0
	Total	397	100.0	100.0	

The majority of respondents fall into LEVEL 3 (29.2%) and LEVEL 4 (29.0%) each contributing significantly to the overall distribution.

Levels 1,2 and 5 also have notable representations. Level 6 has the lowest representation in the data-set.

Table 71. Monthly Income Frequency

MONTHLY INCOME in €uro or USD\$)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	107	27.0	27.0	27.0
	2	79	19.9	19.9	46.9
	3	12	3.0	3.0	49.9
	3	70	17.6	17.6	67.5
	4	38	9.6	9.6	77.1
	5	42	10.6	10.6	87.7
	6	36	9.1	9.1	96.7
	7	8	2.0	2.0	98.7
	8	2	.5	.5	99.2
	9	3	.8	.8	100.0
	Total	397	100.0	100.0	

The majority of respondents fall into Category 1 and Category 2 which represent the higher percentages of monthly income.

Categories 3 to 6 contribute to the distribution, which each representing a significant portion of respondents.

Categories 7 to 9 have lower representations in the data-set.

Understanding the income distribution among the questioned population is made easier by the insights this research offers regarding the distribution of respondents based on their monthly income categories.

2.8. RESEARCH IMPLICATION AND SUGGESTIONS

2.8.1. Theoretical Implications and Suggestions

Finding 1: Pre-flight Service Attributes: According to the pre-flight service attributes regression study the pre-flight service attributes related to reservation staff and the pre-flight service attributes related to booking have a substantial impact on customer satisfaction. Staff related pre-flight service attributes, however had no discernible impact. The results underscore the unique influence of particular pre-flight service components on customer contentment. This emphasizes how important it is for airlines to proactively concentrate on the reservation and booking procedures in order to raise consumer satisfaction levels all around.

Finding 2: In-flight Service Attributes : The results of the multiple regression analysis showed that the following in-flight service qualities strongly affect customer satisfaction activities: staff, food, and beverages related, seat comfort related, and hygiene related.

Notably, there was no discernible impact from safety related in-flight service attributes. These findings offer insightful information on the hierarchical impact of several in-flight service elements on passenger satisfaction. To maximize the in-flight experience, airlines should give priority to activities, food and beverages offerings, staff contacts, comfortable seats, and hygiene.

Finding 3: Post-Flight Service Attributes : The results of the regression study indicated that while waiting to get off-related post flight service characteristics did not substantially affect customer satisfaction, luggage-related post-flight service attributes did. This clarifies the particular post-flight elements that influence total customer satisfaction.

In order to improve consumer satisfaction and the post-flight experience, airlines should prioritize providing effective luggage services.

Theoretical Suggestions

Interpretation and Suggestions 1: Improving Reservation and Booking

Procedures: Airlines should make investments to increase the effectiveness and customer friendliness of reservation and booking systems, considering the considerable influence of Pre-Flight Service Attributes Related to Reservation Staff and Booking. Regression study shows that customer's pleasure may be positively impacted by streamlining these operations.

Interpretation and Suggestions 2: Prioritizing in-flight service

components , based on the regression analysis of in-flight service qualities, airlines should give priority to in-flight activities, food and beverages services, staff interactions, seat comfort, and hygiene. Airlines may match with customer expectations and improve overall happiness by prioritizing these components in their in-flight experience.

Interpretation and Suggestions 3: Enhancing Baggage Services for Post-

Flight Satisfaction: The results of the investigation highlight the importance of post-flight service attributes related to luggage. Airlines should focus on streamlining baggage services and guaranteeing prompt and dependable delivery in order to increase post-flight passenger satisfaction.

Interpretation and Suggestions 4: Emphasizing Customer Satisfaction for

Loyalty : The regression analysis for customer satisfaction and customer loyalty affirms a strong positive relationship. Airlines should prioritize and consistently improve factors contributing to customer satisfaction as they directly influence customer loyalty. This includes addressing concerns identified in pre-in-and post flight services attributes.

2.8.2 Managerial Implications and Suggestions

The study results indicate that Air Algeria's customers perceived service quality for pre-flight services attributes it falls within the medium level, with a majority of participants opting for ratings of 3 on the questionnaire and fewer choosing the higher ratings of 4 and 5. In summarizing these findings, it becomes apparent that there is room for improvement in increasing the satisfaction of participants with pre-in-post flight services.

Finding 1: Pre-Flight Service Attributes

The result of the Principal Component Analysis(PCA) wit Varimax rotation revealed key factors influencing passenger perceptions in service dimensions. Notably, Pre-boarding staff, demonstrated commendable attributes including high proficiency in foreign languages proper physical appearance, and responsiveness to questions and complaints. The check-in staff also exhibited positive traits such as proper physical appearance credibility and language , proficiency. Additionally, the reservation staff showed commendable attributes. factors like language proficiency, as for the pre-boarding and reservation services aspects like efficient procedures and well managed luggaged embarking procedures, and efficient boarding pass preparation contributes positively to passenger perceptions. convenience flight schedules affordable ticket prices, and online ticket purchase opportunities also impacted satisfaction. These findings provide insights for airlines to improve service quality and customer satisfaction.

To increase pre-flight service attributes for Air Algeria, several strategic suggestions can be considered :

- a.** Invest in staff training by implementing comprehensive programs for pre-flight service focusing on language, responsiveness to customer inquires and complaints, also the training should emphasize the importance of proper appearance, credibility and creating a positive professional impression.
- b.** Increase digital booking procedures by improving the design of the flight booking procedures, making them more user and intuitive, in other hand

ensure the convenience of ticketing procedures and promote the availability of flight schedules and ticket purchase opportunities through the airline's website.

c. Optimize luggage embarking procedures to reduce waiting times and increase customer satisfaction by providing clear and concise information to passengers about the luggage embarking process to minimize confusion.

d. Improve communication channels by establishing effective channels between staff and passengers during pre-flight services, ensuring that information is conveyed promptly and accurately, by utilizing multiple channels platforms announcements, to keep passengers informed about any changes or updates.

e. Evaluate website information, regularly assess and update the airline's website to ensure that it provides adequate and accurate information about the services offered, flight schedules, and booking procedures.

Interpretation and suggestions 1:Pre-flight Activities

Increased Level of Client Satisfaction

Increasing the quality of pre-flight services immediately leads to higher client satisfaction. Customer loyalty is fostered by the likelihood that happy customers will select Air Algeria for their next trip.

Advantage of Competition:

Air Algeria gains a competitive advantage in the aviation sector by investing in high-quality services. Satisfactory pre-flight encounters set the airline apart from rivals and draw in additional passengers.

Favorable perception of the brand

Building a favorable brand image is facilitated by improving service qualities. Positive word-of-mouth and evaluations from happy clients help to improve the general impression of Air Algeria.

Enhanced Efficiency in Operations:

Streamlining processes like luggage embarkation and booking boosts operational efficiency, lowers delays, and improves overall service quality in addition to increasing client pleasure.

Global Reach and Inclusivity:

Proficiency in multiple languages and accessible digital services contribute to a more inclusive environment, attracting a diverse range of passengers and expanding Air Algeria's global reach.

Findings 2 . In-Flight Service Attributes

The study's outcomes reveal that customers of air Algeria perceive the in-flight service quality for staff safety-related attributes to fall between 3 and 3.5. Notably the analysis identified an item, DF_CLEAN_Q2 (cleanliness of the cabin), with a factor loading below 50%, leading to its exclusion in a repeated analysis. In terms of specific in-flight service attribute, customer express satisfaction with activities on board, food and beverages services, seat comfort, and hygiene-related aspects, with perceived service quality ranging from 2.43 and 3.20. These findings underscore the significance of addressing cleanliness concerns and highlight opportunities for targeted enhancements to elevate the overall in-flight experience for Air Algeria's customers.

In other hands, the study reveals that air Algeria's in-flight attributes including food & beverage seat comfort an hygiene-related aspects, have a perceived service quality of 2.43 to 3.20 these scales suggest strategic enhancement to ensure a positive in-flight experience.

Interpretation and suggestions 2: In-Flight Activities

Cleanliness of the cabin (DF_CLEAN_Q2)

Suggestion :Implement rigorous cleaning protocols to address cleanliness concerns and maintain a consistently pristine cabin environment.

Why : cleanliness is a critical factor for customer satisfaction and overall comfort during the flight. Enhancing cleanliness will contribute to a positive in-flight experience.

Food and beverage services :

Suggestion: Improve the variety and quality of food and beverage services, considering diverse preferences and dietary needs of passengers.

Why: improving the culinary offerings ensures customer satisfaction, providing a positive and enjoyable aspect of the in-flight experience:

Seat Comfort:

Suggestion: Invest in more comfortable seating options and configurations, considering ergonomic design and ample space for passengers.

Why: Comfortable seating is important for passengers well-being during the flight impacting their satisfaction and the perceptions of the airlines service quality.

Hygiene-Related Aspects :

Suggestion: Maintain high hygiene standards throughout the flight, including lavatories and common areas, to ensure a clean and healthy environment.

Why :Hygiene is important for passenger well-being, and a commitment to cleanliness fosters a positive perceptions of airline and contributes to increase customer satisfaction.

Activities on Board:

Suggestion: Introduce diverse and engaging activities on board, such as entertainment options, to enhance the overall in-flight experience.

Why: increasing the in-flight activities will contribute to passenger satisfaction, making the journey more enjoyable and memorable.

Findings 3 :Post-Flight Service Attributes

The study's findings shed light on Air Algeria's post-flight service attributes, specifically luggage-related and waiting-to-get-off-related aspects, have a perceived service quality of 2.54 to 3.20. Factor 1 (Luggage related pos-flight service attributes) and factor 2 (Waiting to get off related post-flight service attributes) have a high reliability indicating efficient and satisfactory luggage delivery services. The overall satisfaction scale has a high reliability, despite a satisfaction level below3. These insights can help Air Algeria to improve post-flight services, aiming for a more satisfying customer experience.

To increase post-flight staff and safety service attributes, Air Algeria's managers can consider the following suggestions:

Interpretation and suggestions 3 Post-Flight Service Attributes

Efficient luggage delivery services (Factor1-luggage related post-flight service attributes)

Suggestions:Implement streamlined processes to ensure on-time and efficient luggage delivery upon arrival.

Why: Efficient luggage services contribute significantly to customer satisfaction. Timely delivery minimizes waiting time and increase the overall post-flight experience, leaving passengers with a positive impression.

Waiting to gett off services (Factor 2-Waiting to gett off related post-flight service attributes

Suggestion: optimize coordination and communication to facilitate a smooth and quick disembarkation process for passengers.

Why: Minimizing waiting time and ensuring a well coordinated exit process from the aircraft positively impacts passengers happiness in the post-flight period.

Efficient waiting-to-get-off services leave customers with a favorable impression.

Overall Satisfaction Scale :

Suggestion: Despite high reliability, efforts should be made to address aspects leading to satisfaction levels below 3. Identify specific areas for improvement based on customer feedback and prioritize enhancements.

Why: A high-reliability scale indicates consistency, but addressing elements contributing to satisfaction levels below 3 is crucial. Improvement in these areas will directly impact overall customer satisfaction, loyalty and positive word-of-mouth.

Addressing this aspects will not only enhance the specific post-flight service attributes but also contribute in a positive brand image and to broader goals customer satisfaction, loyalty, and favorable market position for Air Algeria.

Findings 4 :Customer Satisfaction

The study's outcomes shows a disconcerting result, indicating that Air Algeria's customers express satisfaction level below 3, satisfying a less-than-ideal experience. This negative findings is underscored by the analysis of specific satisfaction items derived from the rotated component matrix. Notably, despite high factor loadings, items such as SAT_Q2(exceeding expectations), SAT_Q3(closeness to ideal service performance , and SAT_Q1(overall satisfaction) collectively point to a notable misalignment between customer expectations and the airline's actual service delivery.

These findings highlight a critical need for Air Algeria to strategically address and enhance specific elements of their service offerings to bridge the gap between customer expectations and the perceived service quality, ultimately aiming for more satisfactory passengers experience.

Interpretation and suggestions 4 :Customer Satisfaction

To increase Customer Satisfaction, Air Algeria's managers can consider the following suggestions:

Exceeding Expectations (SAT_Q2)

Suggestion: Implement initiatives to consistently exceed customer expectations in various service aspects, such as in-flight services, staff interactions, and overall customer experience.

Why: Exceeding expectations is a key driver of customer satisfaction. By going above and beyond in service delivery, Air Algeria can create positive surprises, fostering a sense of delight among passengers.

Closeness to Ideal Service Performance (SAT_Q3)

Suggestion: Conduct regular evaluations to align service performance with customer ideals. Identify areas where improvements can be made to bring the service closer to ideal.

Why: A closer match between what customers expect and what the airline delivers enhances satisfaction. Strategic adjustments based on customer ideals contribute to a more satisfying experience.

Overall Satisfaction (SAT_Q1):

Suggestion: factors that contribute to general discontent be methodically addressed, taking into account both concrete and intangible parts of the customer journey.

Why: Because total satisfaction is a comprehensive picture of the whole client experience. Enhancing particular service characteristics has a direct effect on how customers see Air Algeria's overall level of service excellence.

Findings 5 : Customer Loyalty

The study conducted before reveals that Air Algeria's customers exhibit a loyalty level below 3, indicating a potential gap between expressed loyalty-related behaviors and overall loyalty level. Examining specific loyalty items, including recommending the airline, encouraging others to fly, intending to travel more in the future, considering Air Algeria as the first choice for the future travels, and speaking positively about the airline, substantial factor loadings highlight customers positive inclinations. However the loyalty level falling below 3 suggests a disconnect between expressed intentions and actual loyalty, presenting an opportunity for Air Algeria to increase certain aspects of their services or engagement initiatives to foster a more robust and enduring sense of customer loyalty.

Interpretation and suggestions 5: Customer Loyalty

Recommendation and Positive word-of-mouth(CL_Q1)

Suggestion: Strengthen initiatives that encourage passengers to recommend Air Algeria to others and speak positively about their experiences.

Why: Positive recommendations and word-of-mouth play a crucial role in building trust and attracting new customers. Enhancing service attributes that contribute to positive experiences will naturally increase customer advocacy.

Encouraging others to fly (CL_Q2)

Suggestion: implement campaigns or programs that actively involve current customers in promoting Air Algeria to potential travelers.

Why: Customer engagement in promoting the airline signifies a deeper connection. By improving service attributes the airline can provide customers with more reasons to actively encourage others to choose Air Algeria.

Future Travel Intentions (CL_Q4 and CL_Q3)

Suggestions: Identify and address specific service attributes that might influence customers intentions to travel more with Air Algeria in the future or consider it as their first choice.

Why: Future travel intentions are closely tied to the overall satisfaction and positive experiences strengthening these aspects will directly impact customers decision to choose Air Algeria repeatedly.

Air Algeria need to improve its service attributes to build consistent and enduring customer loyalty this will provide a competitive edge, ensure sustainable business growth, and enhance customer lifetime value. By focusing on service attributes that contribute to loyalty, Air Algeria can attract and retain customers ensuring a positive experience and maximizing revenue potential.

2.9. Limitation of the Research

Service characteristics scope: In the context of customer satisfaction and loyalty, the study mainly concentrated on pre-in-and post-flight service characteristics. The scope, did not include a thorough analysis of every possible service attributes, therefore it is possible that subtle elements that can affect how customers perceive the service were missed.

Generalizability: Since the results are based on information gathered from a single airline, Air Algeria, they might not apply fully to the larger airline sector. The results may not apply to other airlines with different organizational structures due to Air Algeria's distinct qualities and service offerings.

Exclusion of other Variables: The study focused on the link between customer satisfaction and service qualities, but it did not take into account the impact of other factors like world events, economic situations, or technological improvements. The thorough comprehension of the dynamics driving consumer impressions may be limited if these components are excluded.

Methodological Restrictions : Regression analysis were used in the study to determine the associations between customer satisfaction and service variables .

Although this method offers insightful information, it is based on the assumption that there is a linear relationship, which means that nonlinear patterns in consumer preferences and behavior may be missed.

Measures of consumer perception : The study relied on subjective, potentially unfavorable customer-self-reported measures of loyalty and satisfaction. A more comprehensive knowledge of client responses might be obtained by objective methods, such behaviour observation.

Single Data collection Time-frame: While consumer impressions may change over time as a result of improved airline services or circumstances changing, the data collection was done at a precise moment in time. Trends in customer satisfaction might be viewed more dynamically using a longitudinal research design.

Cultural and Regional Factors:The possible impact of cultural or regional factors on customer satisfaction was not thoroughly investigated in this study. Customers evaluations of airlines services may differ deffer depending on their cultural expectations and geographical preferences, this was not fully discussed.

Implications for Management Strategies : Although the report points out areas that want improvement, it doesn't go into detail on particular plans of action that airlines may take to deal with the shortcomings that are mentioned. Subsequent investigations may examine practical suggestions for supervisors, grounded in the recognized limitations.

Acknowledge: these limitations is crucial for interpreting the study's finding future research endeavors in the field or airline service quality and customer satisfaction.

2.10. Comparison With Other Studies:

Comparison 1

PERCEPTION MAPPING OF TRAVELLERS: CASE OF SIX INDIAN DOMESTIC AIRLINES (Shobhit Agarwal PGDM (Final Year) A. K. Dey Professor Birla Institute of Management Technology Plot No. 5, Knowledge Park II, Greater Noida UP - 201306)

Based on the study "Perception Mapping of Travellers: Case of Six Indian Domestic Airlines," which compares customer satisfaction based on service quality perceived by air travelers among six domestic airlines, several comparisons can be made with your thesis regarding the perception of service quality in the airline industry.

Similarity in Service Quality Dimensions: Both studies recognize the importance of service quality across different stages of the flying experience, including pre-flight, in-flight, and post-flight phases. While our thesis focuses on pre-in-post flight perceived service attributes, the study on Indian domestic airlines identifies six variables, including ease of bookings, check-in efficiency, flight punctuality, in-flight experience, baggage handling, and value for money.

Methodological Approach: Both studies employ a questionnaire-based approach to gather data on customer perceptions of service quality. While our thesis focuses on Air Algeria and uses a Likert scale to measure responses, the study on Indian domestic airlines collects responses from travelers of six different airlines in India, using a Likert scale as well.

Sampling Method: The study on Indian domestic airlines also utilizes a convenient sampling method, similar to our thesis. However, the number of respondents varies between airlines, ranging from 103 to 133, while our thesis may focus exclusively on Air Algeria.

Statistical Analysis: Both studies employ statistical analyses to assess differences in customer perceptions among different airlines. While our thesis may use techniques such as correlation and regression analysis, the study on Indian

domestic airlines utilizes one-way ANOVA and Tukey-Kramer test to identify significant differences between airlines.

Outcome and Implications: Both studies aim to provide insights that can be valuable for airline marketers and service designers to enhance customer satisfaction. While the study on Indian domestic airlines focuses on positioning different airlines based on perceptual maps, our thesis aims to understand the impact of perceived service quality on customer satisfaction and loyalty specifically for Air Algeria.

Overall, both studies share a common goal of understanding customer perceptions of service quality in the airline industry and providing actionable insights for improving the customer experience. While the specific contexts and methodologies may differ, there are parallels in the objectives and approaches of both studies.

Comparison 2

Penelitian Kepuasan Pengguna Jasa Terhadap Pelayanan PT. Lion Air di Bandara Djalaluddin - Gorontalo

The study "Penelitian Kepuasan Pengguna Jasa Terhadap Pelayanan PT. Lion Air di Bandara Djalaluddin - Gorontalo" focuses on the satisfaction of service users of PT. Lion Air at Djalaluddin Airport in Gorontalo. The research aims to assess the level of air transport services provided by PT. Lion Mentari Air across pre-flight, in-flight, and post-flight stages. The sampling involved 200 passengers, and the analysis method employed quadrant analysis to compare passenger satisfaction levels with their expectations.

The study findings indicate areas where PT. Lion Air can improve its service to better meet passenger desires and expectations. Specifically, the attributes requiring enhancement include on-time departure service, speed of baggage claim, and complaint handling for lost or damaged luggage. This suggests that PT. Lion Air may need to focus on operational efficiency and customer service in these areas to enhance overall passenger satisfaction.

Comparing this study with our thesis, both focus on assessing passenger satisfaction with airline services, albeit in different contexts. While our thesis centers on Air Algeria and examines pre-in-post flight perceived service attributes, the study on PT. Lion Air evaluates service satisfaction across pre-flight, in-flight, and post-flight stages. Both studies utilize sampling methods and analysis techniques to assess passenger perceptions and identify areas for improvement. Additionally, both aim to provide insights that can inform strategic decisions aimed at enhancing the overall customer experience and satisfaction within the respective airline contexts.

Comparison 3

AN EMPIRICAL STUDY ON SERVICE QUALITY PERCEPTIONS OF DOMESTIC AIRLINE CONSUMERS IN INDIA *International Journal on Information Sciences and Computing*, Vol.3, No.2, July 2009
Vaishali.C.Mahajan, Dr. S.S.Rau Research Scholar, Sathyabama University
Registrar, Sathyabama University

The empirical study on service quality perceptions of domestic airline consumers in India examines customer satisfaction among travelers of four major domestic airlines: Jet Airways, Indian Airlines, Air Deccan, and Kingfisher. The study aims to understand customer satisfaction levels across pre-flight, in-flight, and post-flight experiences.

India's domestic airline market has witnessed significant growth and competition over the years, with the entry of multiple players. This growth has been attributed to factors such as improved service levels, reduced fares, and increased passenger traffic. However, the high competitive environment poses challenges and opportunities for airlines in terms of customer satisfaction and business sustainability.

The study utilizes a questionnaire-based approach to gather responses from frequent fliers across fourteen variables on a five-point Likert scale. These variables capture different aspects of the flying experience, including pre-flight, in-flight, and post-flight services. By comparing customer satisfaction levels among the four major airlines, the study aims to identify areas of strength and improvement for each airline.

The findings of the study provide insights into the service quality perceptions of domestic airline consumers in India and help airlines understand the factors that influence customer satisfaction. By measuring the expected level of service quality and comparing it with the actual experiences of passengers, the study offers valuable information for airlines to enhance their service offerings and meet customer expectations in a highly competitive market.

2.11. Suggestions for the Future Studies

Travelling does not necessarily mean that the person will opt for the air, unless the place is located on the opposite side of the planet. A major airlines dedicate a significant portion of their messaging to praising their products, brands, and services in an effort to highlight the special qualities of their air travel package. The airline considers a numbers of aspects, including its brand image, innovation strategy, customer relationships, and distribution network, in order to provide improved service marketing and customer happiness.

Every airline has to battle to keep its passengers and attract new ones, but raising customer satisfaction demands improving every dimension of service. this part will discuss how Air Algeria might develop by emphasizing key points that will enable it to rise to the top of global business rankings while preserving its Algerian identity, which will be selling point for luring in new customers and satisfying existing ones long enough to keep them coming back.

improve Airline website functionality:

continuously improve the functionality of the airline's website. Ensure that it is responsive , easy to navigate, and provides all necessary informations. Regularly update the website to reflect the latest services and promotions.Enhance Information Availability on the Website:

Ensure that the airline's website contains comprehensive and up-to-date information. This includes details on services, policies, destinations, and any changes or updates. Implement user-friendly search functions for quick access.

Review Ticket Pricing Strategy :

Conduct regular market analyses to ensure that ticket prices remain competitive. Consider implementing flexible pricing strategies, discounts, or loyalty programs to attract and retain customers .Promote special offers ,package deals to make ticket prices more attractive to be a broader range of customers. Consider building services or collaborating with partners for joint promotions.

EX: 75% discount from 28 September to 1st of October

The cuisine offered on board typically reflects the culture of the nation where the airline is headquartered. These differ significantly between airlines and travelers classifications. They can be anything from a basic drink or snack on short-haul economy trip to a fine dining experience on a long-haul first class aircraft.

We notice a bland and inexpressive service even when the company serves traditional Algerian dishes. Its snacks can be served according to the tea traditions with Algerian sweets .

Air Algeria should plan to improve its in-flight experience by offering on-board Wi-Fi, diversifying entertainment options, incorporating visual flight information, and introducing a telephone call option. These improvements aim to enhance passenger satisfaction , provide a more technologically advanced, and customer-centrism in-flight environment.

If Air Algerie wants to increase passengers pleasure, they could clean the cabin better, This includes keeping the restrooms cleaner and making sure the tables and chairs are spotless. A spotless cabin atmosphere can be archived with regular cleaning schedules , efficient cleaning supplies, to provide amenity kit and routine inspections. This dedications to cleanliness not only enhances the traveler experience but also shows how serious the airline is about offering a clean and safe environment for passengers to fly.

CONCLUSION AND RECOMMENDATIONS

An airline's reputation suffers when customers are not satisfied, but the worst situation for them is when they believe their complaints are not being addressed.

The aviation industry has made a strong quality standard prerequisite for the long-term viability of its brand.

Air Algeria is required to provide a quality service that fits into the competitive environment because quality has become a survival imperative for airlines. It is critical for her to close the gap between the quality that her customer experience and what they expect, as this will help her build trust and win their loyalty.

By conducting this study with Air Algeria's customers, i was able to gauge their level of happiness along several aspects. While this airline offers excellent security for passengers during flights, it makes hesitant ,if not insufficient, efforts to retain a difficult-to-satisfy customer base given the abundance of options in offers abroad.

However, the hypothesis i developed for my work has proven to be accurate here. As a result, it is clear that Air Algeria needs to improve the quality of its services in order to satisfy its clients and maintain its unique identity in the global marketplace.

Since increasing customer happiness is a potent differentiation tool, and since it needs to be the focus of a written action plan in order to be successful, the business remains at the stage of intention. Its requires significant marketing efforts .

The quality service is essential in today's competitive market . The objective was also to find out customer satisfaction on with respect to service quality service attributes. From the findings, the research objectives were achieved by identifying the determinants for pre-in-and post-flight service attributes .

Within the Algeria's service qualities, this thesis offers insightful information on the complex dynamics of customer satisfaction and loyalty. By carefully

examining pre-flight, in-flight, and post-flight services, the study reveals complex connections between certain characteristics and client perceptions. The results show how important pre-flight services from reservation personnel, various in-flight service components, and post-flight services connected to luggage are in determining total customer happiness. Notably, the study admits certain limitations, such as its limited emphasis on a single airline and the possibility that unobserved variables may have an impact.

These results highlight the critical role that focused changes in service qualities have in improving the customer experience and have practical consequences for airline management. Although the study offers a thorough basis, more research for might examine other aspects, such the influence of cultural quirks and outside factors, to deepen in comprehension of consumer preferences. Essentially, this thesis adds to the current conversation about airline service quality by providing a framework for more research and strategic improvements that can improve consumer happiness and loyalty throughout the aviation sector.

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APPENDIXES

As part of my MBA research thesis at Gelişim University İstanbul , I am conducting a survey that investigates Attitudes of the customers towards Air transport in the Algerian sector : the case of Air Algerie ”I will appreciate if you could complete the following table. Any information obtained in connection with this study that can be identified with you will remain confidential.

Strongly Disagree (1)	Disagree (2)	Neither agree or disagree (3)	Agree (4)		Strongly Agree (5)		
	section (A) Pre-flight service attributes:		(1)	(2)	(3)	(4)	(5)
Flight booking services :							
1.	Flight booking procedure is well designed.						
2.	Ticketing procedures are convenient.						
3.	Ticket purchase opportunity via Internet is available.						
4.	Airline website is available.						
5.	Flight schedules are convenient.						
6.	Adequacy and amount of information on airline's website is sufficient.						
7.	Ticket prices are affordable.						
Reservation staff :							
8.	Reservation staff ability to speak foreign languages is high .						
9.	Reservation staff responds immediately when called.						
10.	Service efficiency of reservation staff is high.						
11.	Courtesy of reservation staff is high.						
12.	Reservation staff's ability to answer questions is high.						
13.	Reservation staff's responsiveness to complaints is high.						
Check-in services :							
14.	Boarding pass is prepared correctly.						
15.	Seat choosing procedure is well-managed.						
16.	Luggage embarking procedure is well-managed.						

	Check-in staff :					
17.	Courtesy of the check-in staff is high.					
18.	Physical appearance of check-in staff is proper .					
19.	Close attention by check-in staff is available.					
20.	Check-in staff's credibility is high					
21.	Check-in staff's ability to answer questions is high.					
22.	Check-in staff's responsiveness to complaints is high.					
23.	Check-in staff's ability to speak foreign languages is high.					
	Boarding services :					
24.	Waiting in line before boarding takes a short time.					
25.	Courtesy and competence of the staff for boarding is sufficient.					
26.	Way to get on board is well-designed.					
	Boarding staff :					
27.	Courtesy of the boarding staff is high.					
28.	Boarding staff's credibility is high.					
29.	Physical appearance of boarding staff (tidiness etc.) is proper.					
30.	Close attention by boarding staff is available.					
31.	Boarding staff's ability to answer questions is high.					
32.	Boarding staff's responsiveness to complaints is high.					
33.	Boarding staff's ability to speak foreign languages is high.					
	Section(B) During-flight service attributes :					
	Punctuality of departure:					
34.	Flight departure is on time.					
	Safety and security :					
35.	Safety during the take-off is high.					
36.	Safety during the cruise is high.					
37.	Safety during the landing is high.					
38.	Passangers' personal safety in the plane is high.					
	Cabin Crew :					
39.	Courtesy of the cabin crew is high.					
40.	Cabin crew's credibility is high.					
41.	Physical appearance of cabin crew (tidiness etc.) is proper.					
42.	Close attention by cabin crew is available.					
43.	Cabin crew's ability to answer questions is high.					

44.	Cabin crew's responsiveness to complaints is high.					
45.	Cabin crew's ability to speak foreign languages is high.					
	Cabin features :					
46.	Seats are comfortable.					
47.	Space available inside the overhead bins is sufficient.					
48.	Space available between the seats is sufficient.					
49.	Cabin temperature is proper.					
50.	Cabin ventilation is proper.					
51.	Acoustic comfort during take-of, cruise and landing phases is high.					
52.	Pillows and blankets are available.					
	Cabin cleanliness :					
53.	Cleanliness of the cabin, tables and seats is sufficient.					
54.	Cleanliness of the toilets is sufficient.					
	Food and beverage services :					
55.	Amount of the food served during flight are sufficient.					
56.	Variety of food served during flight are sufficient.					
57.	Timeliness of food and drink service is proper.					
58.	Quality of food served is high.					
59.	Free alcoholic drinks are available.					
	In-flight activities :					
60.	On-board Wi-Fi is available.					
61.	Various music options during flight is available.					
62.	Films and broadcasts during flight are available.					
63.	Visual flight information in the cabin (speed, altitude etc.) is available.					
64.	Telephone call option during flight is available.					
	section (c) Post-flight service attributes					
	Punctuality of arrival					
65.	Flight arrival is on time.					
	Landing services					
66.	Way to get off the aircraft is well-designed.					
67.	Waiting time for getting off the aircraft is short.					
	Luggage delivery services					
68.	Luggage delivery on arrival is on-time.					
69.	Luggage conditions are good after delivery.					
70.	Compensatory service for damaged baggage is provided.					

	Section (D) Customer Satisfaction:					
71.	Overall, I'm very satisfied with Air Algeria.					
72.	The service provided by Air Algeria exceeded my expectations.					
73.	The service performance of Air Algeria was very close to your ideal .					
74.	I feel bad about my decision concerning the traveling with Air Algeria .					
75.	I think that I did the right thing when I decided to travel with Air Algeria .					
	Section (E) Customer Loyalty					
76.	I say positive things about Air Algeria to other people.					
77.	Even the company price is increased, I will still travel with Air Algeria.					
78.	I encourage friends and others to fly with Air Algeria .					
79.	I consider Air Algeria to be my first choice for future travels .					
80.	I will travel more with Air Algeria in the future .					