Research Article

Air passenger satisfaction and airport service quality

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2022, Vol. 14 (3) pp 60-73

Submit date: 25th September 2022
Accept date: 23rd November 2022
Publish date: 30th December 2022

Manoj Kumar
Krishan Kant Meena*
Faculty of Management Studies, Maharshi Dayanand Saraswati University, Ajmer
meetkkm@gmail.com

Proposed citation:
Kumar, M. & Meena, K.K. (2022). A study on air travellers' satisfaction and Airport service quality. *Journal of Tourism, Hospitality & Culinary Arts*, 14(3), 60-73.

Abstract
Airports have always been concerned with increasing business and aviation traffic. People can travel safely through airports, thus in order to increase traffic and growth at the airport, managers at the airport must be aware of what passengers expect from airport services. This study intends to investigate and analyse several aspects of airport service quality connected to the satisfaction and discontent of air travellers in the context of the airport in Rajasthan, India. Primary data were collected from two airports (one international Airport, and 2 domestic airports). Four hundred passengers were included in the study's sample size and were given a standardised questionnaire evaluating the quality of services at airports. Five key aspects of airport service quality were created using exploratory factor analysis to examine the significant factors. Additional confirmatory factor analysis (CFA) was carried out to evaluate the validity and reliability of the identified variable of airport service quality. Analyze the significance of the relationship between the dependent variable (air travellers' pleasure) and the independent variable (airport amenities and services) using structural equation modelling techniques (airport service). The study's results showed the constructs' high internal consistency. The study's findings indicated a significant positive relationship between passenger satisfaction and the quality of airport services. The study revealed how considerably each component of the quality of airport services differs from passenger satisfaction.

Keywords:
Air travellers Satisfaction, Airport Service Quality (ASQ), airport facilities

1 Introduction

The aviation industry has gone through enormous change. Rapid technological advances and passenger comfort have raised expectations for the airport experience. The modern air traveller is exposed to a variety of service characteristics that enable them to assess the level of service provided by their chosen airport service providers. Airports are under increasing pressure to stand out from the competition by providing excellent service to travellers. (Adisasmita, 2012). Passenger satisfaction is influenced by airport environment, information convenience, efficient security and check-in procedures, signage, and direction at airport. (Chen & Chang, 2005). Measuring one of the most essential factors of passenger satisfaction at an airport is the overall quality of service, which incorporates total service time,

total walking distance, and two direction index components. (Correia, Wirasinghe, & De Barros, 2008). Airport Council International acknowledges universal features associated with high-quality airport services. Passenger satisfaction is an essential factor for airport services. The Airport Council International identified major satisfiers and dissatisfiers as key performance indicators. (ACI ASQ Brochure, 2021) (ACI's Airport Service Quality, 2020). Overall satisfaction is the perception that is widely measured for airport users around the world, via the airport benchmarking survey, specifically the ASQ benchmarking survey, which was developed by the Airport Council International (ACI). Airport Council International Airport management has realised the need of measuring passenger satisfaction with airport services. The tourist sector will benefit from the findings of this study on airport ground service. (Graham, Wattanacharoensil, & Schuckert, 2017). Highlighted that there exist inconsistencies in the application of theory and service quality concepts for the airport industry. This study accordingly attempted to fill this gap by examining the relationship between the thirty-three ASQ service elements and overall satisfaction. This study examined whether the widely used service quality elements from the ASQ benchmarking survey are relevant and can be considered as valid measurements in determining the service quality dimensions for passengers. This study also investigated the best predictor towards predicting the variance of the overall satisfaction of passengers.

2 Literature Review

2.1 Airports facility and Passenger satisfaction

In the aviation industry, the ASQ parameters link academic study and descriptive research dimensions. The study's authors believe it will be useful for future research on gauging passenger happiness and airport service quality. (Carman, 1990). The quality of the service has become a crucial component of customer happiness. Researchers have demonstrated that the level of happiness of air travellers is directly related to service quality. To gauge customer satisfaction, air service quality measures such as security, check-in, airport amenities, and custom inspection can be employed. (Cronin & Taylor, 1992) When an airport's facilities satisfy passengers' expectations, passengers are delighted. The airport value chain is likely to suffer when a service attribute fails. Absence of any one of the specific service traits has a detrimental influence on an airport's ability to promote itself. (Halpern & Graham, 2017) (Halpern & Mwesiumo, 2020). The airport has encouraged societies to expand economically by increasing the capacity for transport and tourism, resulting in considerable advantages. (Haywood & Farmer, 1988). Customer satisfaction is vital for firms due to its relation to loyalty and intention to purchase (Farooq et al., 2018). However, this finding is inconclusive for the aviation industry. For airlines, although the link between service quality and customer satisfaction exists, it does not lead to better financial performance of the airline which is the main goal for a firm (Rhoades, 2018). As for airport, much research emphasises on airport experience, which is linked to passenger satisfaction and its importance to airport non aeronautical performance, as discussed by Wattanacharoensil et al. (2015). A strong relationship between service quality and customer satisfaction is concluded by many types of research, and this has also been proven valid for the air transportation industry (Fodness & Murray, 2007) (Bazerra & Gomes, 2016).

The mainstream airport benchmarking surveys such as the ASQ and Skytrax measures service quality areas or key performance indicators for airports globally. The ASQ airport ranking is based on the overall satisfaction score, which is part of the thirty-four service elements in the ASQ survey. Minimal research has been published related to the use of secondary data from the ASQ survey, despite the extensive use of the survey. There is also limited research available on airport service quality that applies quantitative methodology. Moreover, among the limited few, (Eboli & Mazzulla, 2009). Highlighted that there is a low correlation between airport service aspects and overall satisfaction. This indicates that it is worth to analyse the measures for the service quality elements as well as the relationship between these elements and overall satisfaction.

Measuring service quality is becoming an important topic as researchers investigate how airport service quality influences consumer pleasure. (Bellizzi, Eboli, & Mazzull, 2020). Traveller's satisfaction is directly related to service. Service quality is defined as the totality of explicit and implicit aspects upon which passengers' expectations are completely satisfied. (Eboli & Mazzulla, 2009). How well a corporation meets the individual requirements of its customers is indicated by the level of satisfaction expressed by its passengers. A customer's evaluation of a service's quality is affected by characteristics including ease of use, safety, and efficiency. (Haywood & Farmer, 1988). Passengers' expectations of service providers' performance differ from their appraisals of the services they received. As a result, the gap between what was expected and what was completed is commonly used to assess service quality. (Jones, Mothersbaugh, & Beatty, 2002).

Overall satisfaction Jones and Suh (2000) discussed that overall satisfaction is a function of all transaction-specific satisfaction and a summation of general experiences with the firm. However, their findings concluded that overall satisfaction is a better predictor to repurchase intention compared to transaction-specific satisfaction. Past research suggested that satisfaction affects loyalty and post-purchase behaviours and therefore are essential to many service providers (Oliver, 1980); (Cronin & Taylor, 1992) (Jones, Mothersbaugh, & Beatty, 2002). As cited in Bodet (2008), the works of both Jones and Suh (2000) and Parasuraman et al. (1994) confirmed that transaction-specific construct influences the overall satisfaction. There have been many debates on how overall satisfaction is measured. A few studies concluded that satisfaction is measured by a single item or a single-item construct (Bezerra & Gomes, 2016).

2.2 Service quality

Service quality is an essential aspect of the business, especially for service providers. Many firms have taken this issue seriously and paid attention to long term focus on service quality as this affects their relationship with their customers (Duggal & Verma, 2013). This topic has been widely researched primarily in the areas of marketing. (Parasuraman, Zeithmal, & Berry, 1988). Pioneered the gap model, which derived the widely used SERVQUAL measurement for service quality. The measurement was then criticised and supported by many other researchers who then provided for an alternative framework which is known as the SERVPERF by (Cronin & Taylor, 1992). The significant difference was that the SERVQUAL

approach was based on the concept that service quality is measured using the gap between perception and expectation of the service quality while SERVPERF measures the perception directly. The five dimensions measuring service quality by the two concepts are tangibility (the appearance of physical facilities, equipment and personnel), reliability (the ability to perform the promised service dependably and accurately), responsiveness (the willingness to help customers and provide prompt service), assurance (the knowledge courtesy of employees and their ability to inspire trust and confidence) as well as empathy (the level of caring and individualised attention the firm provides to its customers) (Parasuraman, Zeithmal, & Berry, 1988). Many researchers agreed that service quality should be customised based on the specific nature of each industry and cannot be generalised as universal measurements (Ladhari, 2009). It is also acknowledged that measuring and conceptualising service quality is complex as compared to a physical product due to the intangibility of services delivery.

Although SERVQUAL is generally preferred (Ladhari, 2009), SERVPERF is widely used by industry due to its simplicity as well as reliability (EKIZ, HUSSAIN, & BAVIK, 2006). Service quality has a positive relationship with customer satisfaction, although there are mixed findings in terms of the relationship. Some studies indicated service quality as the outcome of satisfaction while other studies concluded that it is the antecedent (Culiberg & Rojsek, 2010). Which dimension has the most substantial effect remains pertinent? Duggal and Verma (2013) argued that despite the popularity of SERVQUAL, service quality dramatically differs depending on the nature of services offered. Hence no 'one size fits all' approach. (Duggal & Verma, 2013).

2.3 Research gap

It is interesting to note that the aviation or specifically the airport industry rarely adopt neither the SERVQUAL nor SERVPERF dimensions, although there are some similarities, as seen in Table 1. Reliability from SERVQUAL dimension is similar to the function dimension by Fodness and Murray (2007), while tangibility is similar to physical comfort, amenities and visitor facilities by Du Plessis et al. (2014). Literature from Fodness and Murray (2007) described the service quality from the service marketing and management perspectives.

Table 1: Dimensions of Airport Service Quality compared to SERVQUAL

SERVQUAL (Parasuraman, Zeithmal, & Berry, 1988)	(Yeh & Kuo, 2002)	(Du, Saayman, & Potgietez, 2014)	(Fodness & Murray, 2007)
Tangibility Reliability Responsiveness Assurance Empathy	Comfort Processing Time Convenience Courtesy of staff Information Visibility Security	Physical Comfort Amenities Visitor facilities Passenger services Accessibility	Effectiveness Efficiency Interaction Diversion Productivity Decor Maintenance

However, there are also works of literature related to airports (Bogicevic et al., 2013; Bezerra and Gomes, 2015) that used service quality dimensions similar to the ones used by the industry namely ACI and Skytrax. The comparison shown in Figure 2 are examples of a few pieces of literature on airport service quality that shows the similarity between the service quality dimensions used between the industry and academic. However, the dimensions are mainly based on passengers' perspectives and not based on objective measurements. Based on Tables 1 and figure 2, it can be concluded that most studies agree that service quality is multi-dimensional. There are two school of thoughts, one that categorises the constructs based on the dimensions similar to SERVQUAL/SERVPERF, and another is based on the facilities and processes that passengers go through at the airport.

Table 2: Industry and recent literature-based constructs of Airport Service Quality

INDUSTRY-BASED COMPONENTS		v/s	LITERATURE-BASED COMPONENTS	
ASQ Elements ((Aci), 2019)	Skytrax		Bezerra and Gomez (2015)	Bogicevic et al. (2013)
Access - Public transport - Car Park - Trolleys	Ground transport		Not Applicable	Accessibility Parking
Check-In - Waiting Time - courtesy of staff	Not Applicable		Check-In	Check-In
Passport Control - Waiting time - Courtesy of staf	Security & Immigration services		-	-
Security - Waiting time - Courtesy of staff - Feeling of safe and secure	Website Design		Security	Security Check
Finding Your Way - Flight connection - Flight Information - Walking distance	Terminal comfort & terminal facilities Shopping, food and beverage		Mobility	Signage
Airport Facilities - Shopping - Food & Beverage - Wifi - Lounge - Availability & cleanliness of toilets - Courtesy of staff			Basic Facilities Convenience Prices	Staff Baggage Luggage Adequate Seating Shopping
Airport Environment - Cleanliness - Ambienc			Ambience	-
Arrival Services - Passport - Baggage Reclaim - Customs	Passenger arrivals, departure & transit		-	-

Source: adopted from (Mohd Isa, Ghaus, Hamid, & Tan, 2020) Key drivers of passengers' overall satisfaction at klia2 terminal

3 Need for the study

In a phenomenal and competitive world, passengers' expectations towards airport service quality are increasing globally (Fodness & Murray, 2007) (Kamarudin, 2015) (Bazerra & Gomes, 2016). However, the changes in satisfaction level and passenger intention regarding airport service quality are situational. Hence, it is of significance to identify the exact features that the passenger expects in a particular service. Past studies on airport service quality have focused on air travellers' expectations of the airport services they received at the time of arrival and departure. (Gupta & Venkaiah, 2015) (Bitner, 1992). Several studies are available

in the context of evaluating the factors which include perceived service quality related to airports and air travellers, namely security, check-in, airport facility, passport id control, etc. This research examines the factors that affect satisfaction with Maharana Partap Airport's service quality (India).

4 Objective of Study

The purpose of the present study is to identify and explore major factors which affect passenger satisfaction towards Maharana partap airport, Udaipur. The study also aims to find out the role of demographic factors affecting passenger satisfaction towards airport service dimensions.

Proposed Hypotheses:

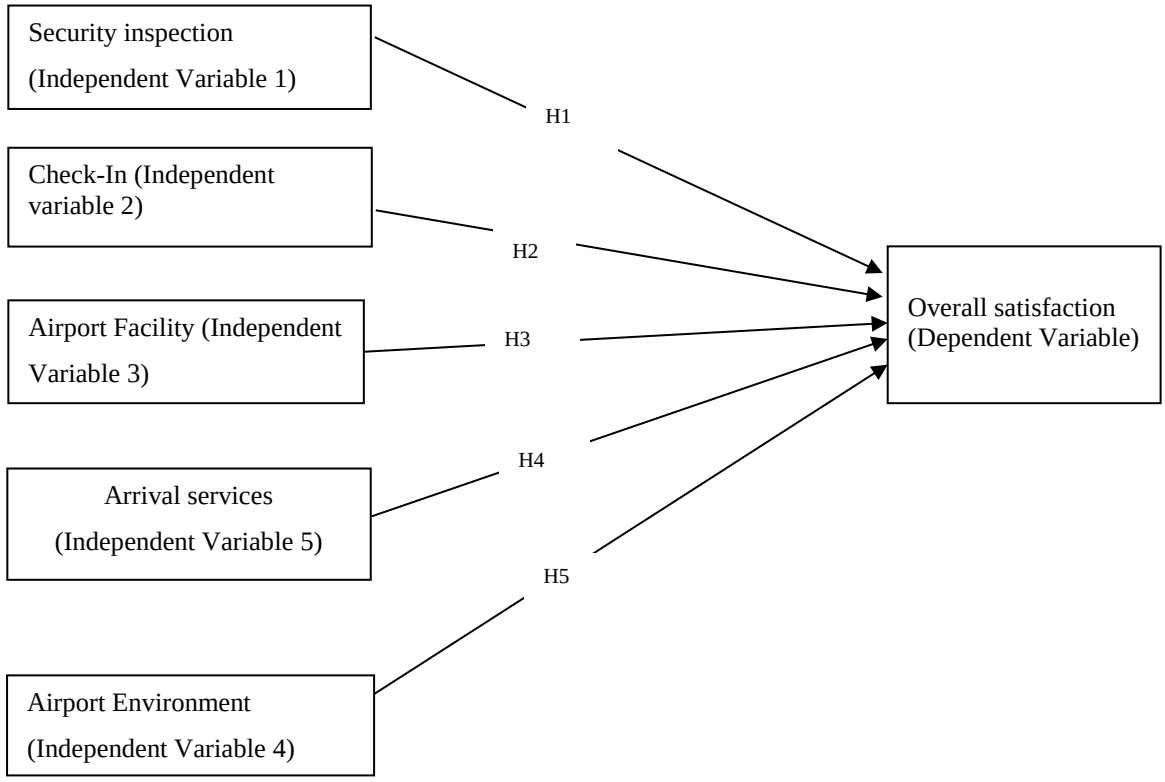

Figure. 1. Research Framework (Adopted from ACI ASQ Survey framework)

Therefore, the following hypotheses are proposed for the present study:

H1: Security inspection has positive and significant effects on air passenger satisfaction

H2: Check -In has positive and significant effects on air passenger satisfaction

H3: Airport Facility has positive and significant effects on air passenger satisfaction

H4: Airport Environment has positive and significant effects on air passenger satisfaction

H5: Arrival services has positive and significant effects on air passenger satisfaction

5 Research Methodology

The current study is descriptive in character, and the analysis is supported by data from self-administrative questionnaires and convenience sampling. To determine how airport service quality influences travellers' satisfaction, a seven-point Likert scale was used in the study, ranging from 1 for strongly dissatisfied to 7 for strongly satisfied. The study's analysis unit consists of passengers who checked in for flights at the airport in Rajasthan, India. 360 of the 400 surveys that were distributed were returned, yielding a 90% response rate.

Statistical Package for Social Science (SPSS) version 26 was used to analyse the descriptive data of respondents' profiles using the frequency technique. In AMOS Version 26, models and hypotheses were built using confirmatory factor analysis (CFA) and structural equation modelling (SEM). CFA was created to create a measuring model. More than.90 for the Trucker Lewis Index (TLI), more than.95 for the Comparative Fit Index (CFI), more than.95 for the Normative Fit Index (NFI), more than.95 for the Goodness of Fit Index (GFI), more than.95 for the Adjusted Goodness of Fit Index (AGFI), and more than.95 for the Root Mean Square Error of Approximation (RMSEA). These metrics are all acceptable.. (Hair Jr., Sarstedt, Ringle, & Gudergan, 2017) utilised to guarantee a good match between the data and the model. Average Variance Extracted (AVE) >.50, Construct Reliability (CR) >.70, and Standardized Loading >.70 all hold true. (Hair Jr., Sarstedt, Ringle, & Gudergan, 2017).

A heterotrait-monotrait (HTMT) value of less than 0.85 was required, and they were used to ensure the concept's discriminant validity and to assess the convergent construct validity of the model (Hair Jr., Sarstedt, Ringle, & Gudergan, 2017) (Henseler, Ringle, & Sarstedt, 2015). SEM was used to create the model and test the hypotheses once it was determined that the CFA-based measurement model had the best match. We looked at common methods for bias in the data. This study employed exploratory factor analysis and Harman's single factor testing (EFA). Comment: There would be method bias if the results of a single variable made up more than 50% of the total variance. (Saut & song, 2003). However, the result from the data of the current research shows a variance of 39.94%, ensuring the absence of common method bias.

6 Data Analysis

Three stages are involved in data analysis: Stage 1 started with a preliminary examination of the scale using Exploratory Factor Examination with Maximum Likelihood and Varimax Rotation in SPSS. The EFA-generated factor structure was handed on to the CFA in the second stage, which entailed further verifying it using SPSS AMOS. Third stage required using SPSS AMOS to assess the structural model and test the hypothesis.

6.1 Exploratory Factor Analysis

The factor structure and association between the scale's items are examined using an exploratory factor analysis that employs the maximum likelihood approach with Varimax rotation.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	8871.048
	df	455
	Sig.	.000

Source: SPSS version 26

The KMO score is over 0.50, indicating that the sampling adequacy criteria have been satisfied. Our correlation matrix is statistically distinct from an identity matrix as desired, as shown by the statistical significance of the Bartlett test of sphericity (P<.05). The table 3 contain the results of the rotated factor matrix shows that the solution is based on 5 factors, as expected, and that all items are loading on their respective factors, with the exception of just two items having cross-loadings (AF2 & AE6). The five-factor answer accounts for 65.3% of the overall variance. The exploratory factor analysis results reveal that our factors have a high level of validity.

We employed confirmatory factor analysis (CFA) for additional confirmation, which is explained further below.

Table 4: Reliability and Convergent Validity

Variables/ Constructs	Items	Standardized Factor Loadings	Cronbach Alpha	Composite Reliability	Average Variance Extracted	Maximum Shared Variance
Security Inspection	SE1	.642	.910	.911	.632	.168
	SE2	.856				
	SE3	.771				
	SE4	.768				
	SE5	.844				
	SE6	.865				
Check-In	CH1	.729	.772	.774	.534	.128
	CH2	.781				
	CH3	.678				
Airport Environment	AE1	.815	.947	.947	.693	.356
	AE2	.875				
	AE3	.893				
	AE4	.912				
	AE5	.866				
	AE6	.777				
	AE7	.721				

	AE8	.780				
Airport Facility	AF1	.712	.915	.917	.615	.356
	AF2	.844				
	AF3	.888				
	AF4	.781				
	AF5	.827				
	AF6	.671				
	AF7	.746				
Arrival services	AS1	.740	.937	.938	.683	.168
	AS2	.860				
	AS3	.829				
	AS4	.859				
	AS5	.823				
	AS6	.824				
	AS7	.846				
Model Fitness: X2=1270.52, df=424, X2/df= 2.99, RMSEA=.074, RMR=.034, GFI=.813, CFI=.904						

Table 4 of the CFA results demonstrates that the model had good fit statistics such as x2/df=2.99, RMSEA of 0.074, RMR of 0.034, and CFI of.904 among others. Based on the recommendations of Hu and Bentler and Browne and Cudeck (RMSEA.08, RMR.05, CFI>.90), the suggested values are shown in the bracket. (Hu & Bentler, 1999) (Browne & Cudeck, 1992). All items standardized factor loading was above 0.60 and AVE is also above 0.50 (Range from 0.534 to 0.693) so it is an indication of suitable convergent validity (Hair Jr., Sarstedt, Ringle, & Gudergan, 2017). Table 3 show that as a measure of internal consistency, Composite Reliability value range from 0.774 to 0.947 calculated as C.R. = $\frac{\Sigma\lambda^{\Lambda}2}{\Sigma\lambda^{\Lambda}2+\varepsilon}$. Another evidence of convergent validity is that Maximum Shared Variance is less than respective Average Variance Extracted for all variables. The Cronbach alpha and composite reliability for all variables are above 0.70 so it shows that our variables had good reliability.

6.2 Hypotheses Testing (Structural Model)

To examine the relationship between security inspection, Check-in, Airport facility, airport environment, arrival services and overall passenger satisfaction. we used the structural equation modelling using the AMOS path analysis by imputing the Factor Score from CFA using AMOS. As part of hypotheses testing, we tested the 5-airport services quality dimension and passengers' satisfaction. Following is the graphical representation of structural model followed by results.

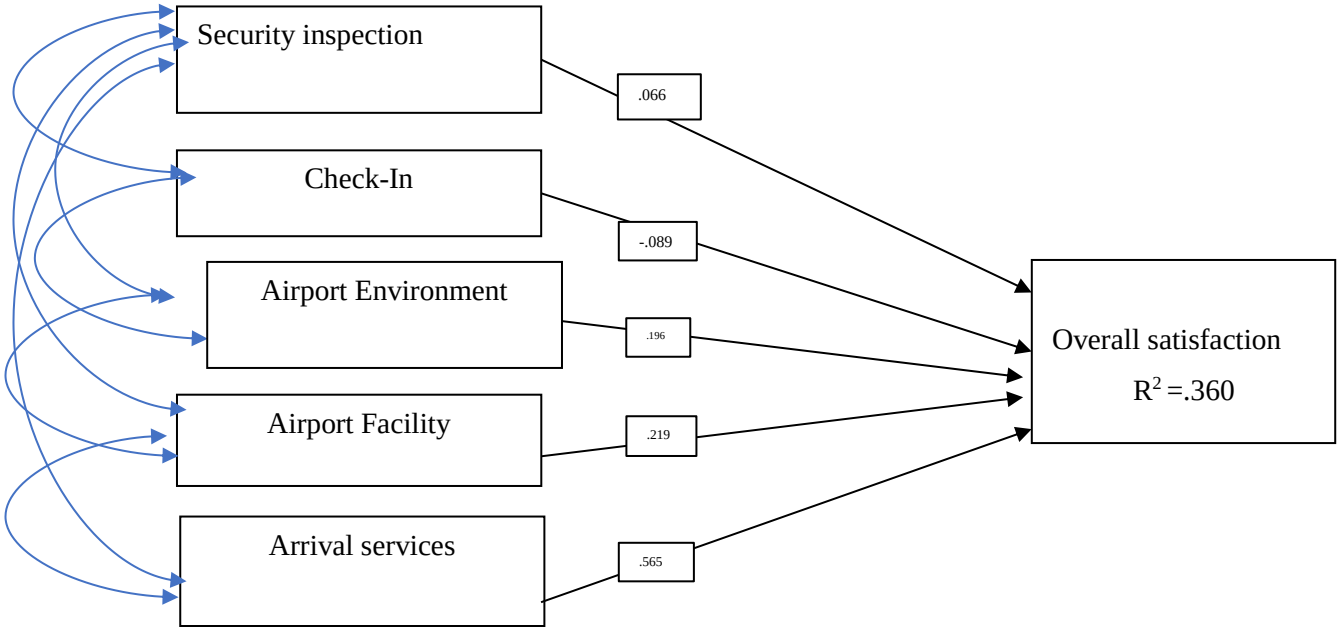

Figure 1: Proposed Structural Model for Hypotheses Testing

Table 5: Regression Weights

H. No.	Paths	Estimate	S.E.	C.R.	P	Remarks
H1	Security inspection > air passenger satisfaction	.066	.034	1.962	.050*	H1 Supported
H2	Check-In > air passenger satisfaction	-.089	.042	-2.101	.036	H2 Not Supported
H3	Airport Facility> air passenger satisfaction	.196	.038	5.102	***	H3 Supported
H4	Airport Environment> air passenger satisfaction	.219	.051	4.336	***	H4 Supported
H5	Arrival Services > air passenger satisfaction	.565	.042	13.456	***	H5 Supported
	air passenger satisfaction > overall passenger satisfaction	.066	.036	1.822	.068	
Model Fitness: X2=29.69, df=1, X2/df= 29.69, RMSEA=.281, RMR=.027, GFI=.970, CFI=.936						
***<.05, **<.01, *<.001						

Results indicated a good fit for the model presented including RMR (Root mean square residual) of 0.027, GFI (Goodness of Fit) of .970, and CFI (Comparative Fit) of .936. The RMSEA (Root mean square error of approximation) failed to achieve the desired values as RMSEA should be less than 0.08 for model fitness to achieve.

Hypotheses resulting based on path analysis shows that security inspection is positively and significantly associated with passengers' satisfaction (β=.066, P<.05). check-in is negatively and significantly associated with passengers' satisfaction (β=-.089, P<.05).

airport Facility is positively and significantly associated with passengers' satisfaction (β=.196, P<.05). Airport Environment is positively and significantly associated with passengers' satisfaction (β=.219, P<.05). Arrival services is positively and significantly associated with passengers' satisfaction (β=.565, P<.05). passenger satisfaction with arrival is positively but insignificantly associated with overall passengers' satisfaction (β=.066, P>.05). Based on these results, we accept the H1, H3, H4, and H5. We rejected H2 since p-value is significant, but the nature of relationship is negative which is contrary to our hypothesized nature of relationship.

7 Discussion

According to the results of this research, passenger satisfaction at airports is a multidimensional phenomenon that depends on several interconnected variables. Research conducted on the topic of tourist satisfaction in Crete identified five main aspects. It was clear from analysing these variables that different aspects of the airport service quality connected to the airport play a major role in determining how satisfied passengers are. This could imply that travellers' satisfaction levels are affected not just by the service quality of the airport itself but also by other aspects of its behaviour, such as security inspection staff, staff courtesy, and employee attitudes.

In assessing travellers' satisfaction, the structural equation modelling (SEM) method was employed in this study to identify airport service quality aspects that influence passenger satisfaction levels. The findings of this study suggest that there are four quickly recognisable indicators of traveller satisfaction with airport services. According to the studies, environmental factors and airport infrastructure offer services that greatly satisfy incoming travellers. The high number of travellers who reported having nice interactions serves as evidence of this. Even though they have low check-in scores compared to other services, they have been shown to be the best ones. Analysis of the concerns of the "lower-satisfied" service is essential if the objective is to implement specific activities to address the causes of their lower contentment. The variables assessing the demographic aspects (nationality, education, age group, reason of trip, section of the aircraft, and mode of check-in) as well as the service variables also affected and related to passenger satisfaction. Characteristics such as gender, marital status, and contingency coefficients suggest comparatively low correlations. On the other hand, it was discovered that there was a substantial relationship between the four factors and the satisfaction of the passengers.

However, the outcome of the study showed that most passengers who had a favourable experience were regular users of the service. The results showed that the airport environment and the arrival services received the highest levels of satisfaction from survey respondents. Additionally, the airport facility received the highest satisfaction ratings. The efforts made at the airport ought to put more of an emphasis on the hospitality and safety of the travellers. But compared to other parts of the airport experience, people were less happy with how easy it was to get to check-in services.

8 Conclusion

The conclusion of the study is that determining the service components of airport service based on the responses of travellers may bring airports closer to the evaluation of traveller satisfaction and may assist airports in the design and development of their future

service implementations. However, true advancement in airport research is dependent on gaining a deeper understanding of the components that contribute to the mentioned satisfactions. For instance, there has only been a small number of comparative studies done in the past, so it is unclear whether passengers' levels of satisfaction vary from airport to airport. As a result, it may be advantageous to expand this research by conducting surveys at several airports to establish whether differences and similarities exist, which could lead to the claim that airports share some traits. Because of this element, it will be feasible to provide recommendations about the service implications for a specific airport. In a similar manner, it is important to highlight the fact that the individual services offered at each airport are distinct.

Travelers who are content at one airport might not have the same sentiments as those who are content at another airport. As a direct consequence of this, the results of this research cannot be extrapolated to any other airports. In the end, this study was done with people who were travelling through Udaipur's Maharana Partap airport.

9 Limitations

In this study due to the constraints in resources and approachability to respondent, the study was carried out on only one airport of Rajasthan. The result of the study cannot be generalized. future due to some difficulties, the study has been limited to studying the passenger satisfaction only. This study is limited to the subject evaluation of airport facilities and services. Parameters related to technical and managerial issues have not been considered, although they are likely contributing factors to individual satisfaction therefore may be included for further research.

10 Implications for future research

This study only covered four constructs that might relate with tourist satisfaction. However, the researcher might ignore certain significant factors that play an important role in determining the satisfaction level towards the quality of service delivered by Jaipur International Airport. Check in service, security, airport facility and finding your way in airport are often emphasized by passengers. Thus, these four factors should be examined in future research to obtain in-depth understanding on passengers' satisfaction level in the operation of Jaipur International Airport and other similar Airports. Moreover, the relationship between service quality and tourist satisfaction in services of airports requires research efforts, especially as the sector has not been covered in this work and other studies so far reviewed. Also, in this study, Airport council international (ACI) service quality model is used for tourist on domestic routes. This study has service quality and passenger satisfaction consequences.

Therefore, service quality, check-in relationships need more investigation. The study leaves the scope for future research, where other airport services could be studied in the airport service quality area. The study could further be extended to the other areas of the country for more generalizability of the results. Services marketers who emphasize waiting time and queueing concerns may be interested in more specific and systematic research into how the check -in supports or frustrates customers' activity goals (productivity, maintenance, and leisure). Considering that existing academic research in airport service quality is limited

and focuses on service performance measure methodologies, gap theory could be applied to analyse service quality. Air tourist satisfaction and airport service quality/performance measures need more study and the comparative significance of service quality in the decision-making process that travellers go through to select an airport is a topic of discussion, requiring more empirical investigation and precision. There is a need for future investigations in the connected field of the impact that the preferences of airport passengers have on airport services.

11 References

Aci, A. C. (2019). *ASQ survey methodology*. Retrieved from www.aci.aero: http://www.aci.aero/Customer-Experience-ASQ/ASQ-Services/ASQ-Survey/Methodology

ACI ASQ Brochure. (2021). Retrieved from www.airport-suppliers.com.

ACI's Airport Service Quality. (2020, July 14). *ACI World 2021.* Retrieved from Airports Council International: https://aci.aero/2020/07/14/aci-introduces-new-airport-service-quality-questions-related-to-covid-19/

Adisasmita, S. A. (2012). Passenger Perception on Airport Terminal Facilities Performance. Case Study: Soekarno-Hatta International Airport, Indonesia. *International Journal of Engineering & Technology IJET-IJENS, 12*(2).

Bazerra, G. L., & Gomes, C. F. (2016). Measuring airport service quality: A multidimensional approach. *Journal of Air Transport Management, 53*.

Bellizzi, M., Eboli, L., & Mazzull. (2020). Air Transport Service Quality Factors: a Systematic Literature Review. *Transportation Research Procedia, 45*, 218-225. doi:doi:10.1016/j.trpro.2020.03.010

Bezerra, G. C., & Gomes, C. F. (2016). Measuring airport service quality: A multidimensional approach. *Journal of Air Transport Management*, 85-93.

Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *journal of marketing, 56*(2), 57-71. doi:https://doi.org/10.1177/002224299205600205

Browne, M. W., & Cudeck, R. (1992). Alternative Ways of Assessing Model Fit. *Sociological Methods & Research, 21*(2), 230-258. doi:https://doi.org/10.1177/0049124192021002005

Carman, J. M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal of Retailing, 60*(1), 35-55.

Chen, F. Y., & Chang, Y. H. (2005). ''Examining airline service quality from a process perspective''. *Journal of Air Transport Management, 11*(2), 79-87.

Correia, A. R., Wirasinghe, S., & De Barros, A. G. (2008). ''Overall level of service measures for airport passenger terminals''. *Transportation Research Part A: Policy and Practice, 42*(2), 330-346.

Cronin, J. J., & Taylor , S. (1992). Measuring Service Quality: A Reexamination and Extension.

Culiberg, B., & Rojsek, I. (2010). Identifying service quality dimensions as antecedents to customer satisfaction in retail banking. *Economics business review, 12*(3), 151-166.

Du, P. L., Saayman, M., & Potgietez, M. (2014). Service elements influencing the emotions of vistors to an international airport. *African Journal of Hospitality*, 1-16.

Duggal, E., & Verma, H. V. (2013). SERVICE QUALITY: CONSTRUCT COMPREHENSION AND EVOLUTION OVER TIME. *Journal of Services Research, 13*(1).

Eboli , L., & Mazzulla, G. (2009). A New Customer Satisfaction Index for Evaluating Transit Service Quality. *Journal of Public Transportation,, 3*, 21-37.

Ekiz, E. H., Hussain, K., & Bavik, A. (2006). Perceptions Of Service Quality In North Cyprus National Airline. *Creating Customer Value In Tourism And Hospitality Industry*, 778-790.

Fodness, D., & Murray, B. (2007). Passengers' Expectations of Airport Service Quality, 21(7), . *Journal of Services Marketing*, 492 – 506.

Graham, A., Wattanacharoensil, W., & Schuckert, M. (2017). An analysis of the airport experience from an air traveler. *Journal of Hospitality and Tourism Management, 32*, 124-135.

Gupta, R., & Venkaiah, V. (2015). Airport passengers: Their needs and satisfaction. *SCMS Journal of Indian Management, 12*(3), 46.

Hair Jr., J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Hair Jr., J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). Advanced Issues in Partial Least Squares Structural Equation Modeling.* Sage Publications.

Halpern, & Graham, A. (2017). Performance and prospects of smaller UK regional airports. *Journal of Airport Management, 11*(2), 180-201.

Halpern, N., & Graham, A. (2013). Airport Marketing. *In Encyclopedia of Tourism Management and Marketing*.

Halpern, N., & Mwesiumo, D. (2020). Airport service quality and passenger satisfaction: The impact of service failure on the likelihood of promoting an airport online. *Research in Transportation Business and Management*, 48.

Haywood, & Farmer. (1988). A conceptual model of service quality. *International JournalofOperations & Production Management*, 19-29.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science, 43*(1), 115-135.

Hu, L. T., & Bentler, P. M. (1999). Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria versus New Alternatives. *Structural Equation Modeling: A Multidisciplinary Journal, 6*, 1-55. Retrieved from http://dx.doi.org/10.1080/10705519909540118

Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2002). Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *J Bus Res*, 441-450.

Kamarudin, R. F. (2015). *Managing Customer Expectation for Passenger Service at Airport.* Malaysia: Malaysia Airports Holdings Berhad.

Ladhari, R. (2009). "A review of twenty years of SERVQUAL research". *International Journal of Quality and Service Sciences, 1*(2), 172-198. doi:https://doi.org/10.1108/17566690910971445

Mohd Isa, N., Ghaus, H., Hamid, N. A., & Tan, P.-L. (2020). Key drivers of passengers' overall satisfaction at klia2 terminal. *Journal of Air Transport Management*, 4.

Novelli, M., Gussing Burgess, L., Jones, A., & Rit. (2018). 'No Ebola…still doomed' – The Ebola-induced tourism crisis. *Annals of Tourism Research*, 76–87.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *A cognitive model of Journal of marketing research,, 17*(4), 460-469.

Parasuraman, A., Zeithmal, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 12-40.

Saut, M., & song, V. (2003). Influences of airport service quality, satisfaction, and image on behavioral intention towards destinatio. *Journal of Applied Psychology, 80*(5), 879-903. doi:DOI: 10.1037/0021-9101.88.5.879

Yeh, C. H., & Kuo, Y. L. (2002). Evaluating passenger services of Asia-Pacific international airports. *Journal Transportation Research Part E: Logistics and Transportation Review*, 39-48.