



An Exploration of Airline Service Quality Attributes' Role in Affecting Customer Decision-making; Egyptian Market Perspective.

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Abstract

Nowadays, passengers, while making decisions about choosing which airline to fly with, make an evaluation of the quality of the service attributes provided by the airlines. So, this study aims to investigate the effect of Airline Service Quality (ASQ) attributes on the Egyptian decision-making process on airline choices. A quantitative approach was carried out by developing an online questionnaire that included ASQ attributes, and a total of 483 responses were handed out.

The study's results indicated that ASQ has a great role in affecting the Egyptian decision-making process for airline choices. Also, offering attractive prices from the airlines and the airlines capacity to respond to cancelled or delayed flights were ranked as highly impactful. It is recommended for airlines to pay more attention to doing a periodic assessment of their service quality to maintain offerings that accord with customer preferences to keep their growth and profit from the Egyptian market.

1. Introduction

The transportation of paying passengers and cargo by air over regular timetables routes, by using airplanes and helicopters, is referred to as the airline industry. Now, more people and locations can be connected by aircraft than past. So, air travel has become more accessible, allowing a great number of individuals to enjoy the convenience of taking pleasure as well as business flights (Tian, et. al., 2020, Seo, & Park, 2018, Badrillah, et. al., 2021). Hence, recently tourism and aviation are closely related because of the large percentage of foreign passengers travelling for leisure (Shah, et. al., 2020).

On other words, air travel became a vital component of travel and tourism sector and plays a significant role in economic growth (Piccinelli, et. al., 2021, Moro, et. al., 2020). Abbas et. al.,(2021) mentioned that COVID-19 pandemic has had a significant negative impact on travel and tourism industry. In spite of affecting the world's economy and health, this epidemic has made travelers fearful of risks, forcing them to reschedule all of their scheduled travel. Travelers worry about becoming infected with viruses while traveling (Mamirkulova, et. al., 2020). It is well known that travelers may speak well of their favorite airline when they are motivated by a desire to purchase loyalty. This desire developed by the quality of the airline service, the value derived from the experience of flying, and the benefits of the loyalty program attributes (Sandada, & Matibiri, 2016, Pappachan, 2023)

2. Airline services

Surprisingly, airline services are viewed as a true tool for commercial expansion, political and cultural integration, and enhancing the value of destinations as well as globalization (ATAG, 2008, Ejem, et. al., 2017). Also, airlines have been able to attract more passengers, by delivering cutting-edge services and using standardized procedures to meet travelers' standards for service quality. The way businesses run their operations, how consumers behave, and how those customers react to the goods and services provided by the company are greatly impacted by many internet and social media applications that are used. Social and digital marketing can help in reducing costs and improving communication (sharing information and getting feedback to enhance products and the quality of the services), in addition to improving sales and brand recognition (Tian, et. al., 2020, Seo, & Park, 2018, Badrillah, et. al., 2021). Customers can now make informed and data-driven decisions about the airlines they choose and the services they need with the help of these same technologies (Badrillah, et. al., 2021).

Khudhair, et. al., (2019), mentioned that throughout the previous 30 years, there has been a notable expansion in the commercial aviation sector. Currently, more than 270 foreign airlines transport more than 3.8 billion passengers a year. Given that customers have a variety of alternatives; this has significantly impacted the level of competition in this sector.

Therefore, airline businesses must always be looking for new methods to differentiate themselves from their competitors. One of the emerging strategies is the use of generic solutions to assure compliance with industry standards (Rahman, et. al., 2016, Khudhair, et. al., 2019). Serving food and entertainment while in flight are examples of these strategies. But nowadays, airlines industry

are an industry of standards, and they cannot try to avoid these standards as passengers may choose which airline to fly with depending on their own needs and desires (Khudhair, et. al., 2019), this satisfaction is depending on service quality and affects the customers' intentions to repurchase and to repeat their travel experience with the certain airline (Chen, et. al., 2019, Saleem, et. al., 2017, Shen, & Yahya, 2021)

3. Airline Service Quality(ASQ)

Service quality can be known as the general perception that a customer has of the effectiveness of the organization and its provided services (Park, et. al., 2004), or as a chain of services where a number of procedures make up the complete service delivery (Chen, & Chang, 2005). Since most definitions of service quality rely on the context, they often emphasize addressing the needs and expectations of the customer as well as the degree to which the service meets their expectations. Regarding the airline sector, the quality of service is determined by the several contacts that occur between consumers and airlines, with staff attempting to impact customers' impressions and the carriers' image (Gursoy, et. al., 2005, Namukasa, 2013)

For Airline Service Quality (ASQ), it is one of the issues that impeding the developing of the civil aviation services sector. However, it is an essential factor in assessing the quality of the provided service by airline (Li, et. al., 2022). Also, an airline service consists of both tangible and intangible qualities (Byun, et. al., 2014), and in the process of transfer passengers to their destination, airlines provide them with variety of intangible services; such as, punctuality, in-flight amenities, frequent service, and more (DU, et. al., 2012)

Enhancing ASQ requires an objective evaluation of the quality of the provided services by the airline (Li, et. al., 2022). Moreover, for airlines to maintain a customer base, both by bringing in new business and keeping the existing ones, as well as to optimize profitability, they must always deliver high-quality services that satisfy the needs and preferences of their passengers (Baumann, et. al., 2017, Chonsalasin, et. al., 2020, Rahim, 2016, Shukla, 2013, Namukasa, 2013).

In addition, due to the intense competition, airlines should work to improve the quality of their services in order to satisfy passengers' requirements and guarantee that they receive an excellent service as a reward for their money (Badrillah, et. al., 2021). Additionally, culture has a significant impact on how satisfied passengers are with the perceived quality of the services they receive. Besides, Badrillah, et. al., (2021) & Pantouvakis, (2013) brought out issues regarding the disparities in the services that customers of various countries and cultural backgrounds get. For airline industry, Fodness, & Murray, (2007), showed that passengers' expectations towards service quality affected by many dimensions, like; function, diversion, and interaction. One of the essential factors in measuring provided services quality is the airline ability to function in a focusing way on quality from passengers entering to leaving it.

Curtis, et. al., (2012) conducted a study on international flights' services quality impacted on customer satisfaction, and discovered that each passenger had different levels and objects of satisfaction. While some people were worried about the quality of food, others were concerned about the amenities off-board. Moreover, Pantouvakis, (2013) concurred that customers' perceptions

of the services quality they receive are largely influenced by culture, so customers from various cultural backgrounds had varying perceptions of the quality of the services they received, and their contentment will increase by receiving better services.

Badrillah, et. al., (2021) carried out a study on ASEAN airline industry to assess the use of the (AIRQUAL) scale and to look into how customers' decisions on which airline to choose are influenced by service quality (airline and terminal tangible, airline staff, empathy, and airline culture management), then the study mentioned that; customers believe that receiving high-quality service is crucial to assisting them in reaching the right choice. In addition, measuring service quality will be advantageous to the aviation sector, especially to airline operating in the ASEAN area and using AIRQUAL scale can assist management in locating reliable data that will be applied to keep raising the standard of service, thus the airline service may be more effectively evaluated and gain a better understanding of the many characteristics and how they impact service quality and customers' decision-making when choosing and airline by using the AIRQUAL scale.

Also, Namukasa, (2013) mentioned that due to customers' growing sensitivity to quality, providing them with high-quality airline services is therefore crucial to the airline survival.

Furthermore, the study of Yang, (2010), justified that choosing transport operators or service classes, depended on customers' perceptions of service quality; this perception is typically based on an evaluation, which is difficult to measure and quantify. So, it is important to consider the perception of passengers during the process of choosing an airline while traveling.

4. Airline choices

Badrillah, et. al., (2021) investigate the aspects that affect the customers' decision making process when selecting an airline to travel with, and recognize factors including reservations, ticket costs, amenities in the cabin, flight schedule, and ease of use are ranking highly. Due to this circumstance, passengers now evaluate airline attributes while making decisions on which airlines to choose. In other words, the decisions made by passengers to choose a certain airline considered a determine quality of the provided services by this airline (Kim, & Park, 2017).

The following table (1) shows previous studies that have identified multiple elements of airline service quality and influencing airline passenger satisfaction and airline choices.

Table (1): Studies for factors affected passengers' satisfaction and airline choices`

Author	Results
Chen, & Chang, (2005)	Defined airline service attributes of ground service like; convenient flight schedules, service efficiency of reservation staff, convenient ticketing and check-in procedures, and service attributes of in-flight service like; seat comfort, good cabin equipment conditions, cabin crew's ability to handle passenger complaints.
Liou, & Tzeng, (2007)	Determined the following attributes: Staff service, on-board service, safety and reliability, flight availability, schedule, on-time performance, frequent flyer program.

Author	Results
Park, (2007)	Recognized the following attributes: Staff service, on-board service, safety and reliability, flight availability, airport service, ticket price, and airline image.
Nadiri, et. al., (2008)	Proposed that airline service quality influenced by the 44 attributes of the AIRQUAL scale.
Namukasa, (2013)	Observed that passenger contentment varied; some were mainly interested in off board amenities, others in onboard, others in the quality of food while others in having more additional luggage.
Akamavi, et. al., (2015)	Recommended effective assistance employees for providing services have a beneficial impact on service recovery, price and passengers' trust.
Kim, & Park, (2017)	Suggested For full-service airlines; flight schedule, cabin interior and fast check-in processes, while air fare, flight safety, ease of ticket purchase, and additional charges were significant factors for Low-cost carriers.
Ejem, et. al., (2017)	Employ a Gronroos model with 39 attributes to assess airline industry in Nigeria (Arik and Aero airlines as case studies). By the result, the managers of both airlines have recognized the attitudes and opinions of customers on the services they offer, and as a result, they are able to reinforce their areas of weakness and make adjustments to improve customer satisfaction.
Abdel Rady, (2018)	Used AIRQUAL model to evaluate Egypt Air service quality, and determine the quality of air-conditioning in the planes are good, cleanliness of airport facilities, the various offers of non-stop flights, the error-free of reservations and ticketing transactions, discounted prices for children, the good image of the company, the prompt service from cabin crew to passengers
Shah, et. al., (2020)	The study indicated that Pakistan international airline should prioritize on the quality of its services and its on-the-ground and in-flight staff, and concentrate on reliability factors.
Pappachan, (2023)	Submitted that the airlines might concentrate on offering more domestic passengers' loyalty program incentives and more appealing ticket prices for travelers travelling abroad.

5. Methodology

5.1 Research Approach

This study aims to investigate the effect of ASQ attributes on Egyptian decision-making process on airline choices. Thus to help airline industry to get a further understanding of Egyptian market's needs and wants, which will help airlines to keep their growth and profit in this great market. The study was carried out using a quantitative approach by developing an online questionnaire to gather the required information to answer the study questions.

The following were the research questions addressed for this study:

Q1: Can airline service quality affect Egyptian decision-making process for airline choices?

Q2: What are the main services' quality attributes that highly affect Egyptian market for airline choices?

Q3: What are the main services' quality complains that badly-affected Egyptians' previous travels from their perspective?

5.2 Population and Sampling Technique

The questionnaire sample frame included Egyptian travelers who frequently travel by air to determine the effect of ASQ attributes on Egyptian decision-making process on airline choices. Sampling was conducted by administrating an online questionnaire to any Egyptian who have frequently traveling by air and whose demography was different to examine the study variables. The survey was performed over a period of time between October and November 2023. The response rate reached 496. After eliminating the repeated responses, a total of 483 questionnaires were handed out.

5.3 Research Instrument and Measures

The study was heading for Egyptian travelers' market who have frequently traveling by air, to explore the effect of ASQ attributes on Egyptian decision-making process on airline choices. In order to reach this, aim a number of studies was reviewed, as mentioned in table (1). However, the questionnaire conducted from Badrillah, et. al., (2021), Ejem, et. al., (2017), and Byun, et. al., (2014) studies, and it was intended to examine the study variables with ten main sections, as follow; section one demonstrated the demographic information of the sample. Section two displayed the Travel-Based information. Section three illustrated the impact of tangible attributes' of the service quality provided by the airline. Section four discussed the impact of assurance attributes of the service quality provided by the airline. Section five showed the impact of responsiveness attributes of the service quality provided by the airline. Section six detected the impact of reliability attributes of the service quality provided by the airline. Section seven indicated to the impact of empathy attributes of the service quality provided by the airline. Section nine clarified the impact of technical quality attributes of the service quality provided by the airline. Section ten and last one was focused on complaints related to previous Egyptian's travel experiences. Sections from 3 to 9 adopted a five-point scale; to outline the respondent's agreement level on each statement (1 = 'strongly Agree'; 5= 'Strongly Disagree').

The questionnaire was developed online via Google Forms and distributed by sharing the link through social media platforms during October and November 2023.

Data Analysis Technique

The analysis of the questionnaire data adapted the IBM SPSS Statistical program (Version 26) to get answers of the study questions. And to describe respondents' profile, travel Based information, and complaints related to previous Egyptian's travel experiences, the study used the descriptive statistics (frequencies and percentage); furthermore, the study calculated means and standard deviations for all questionnaire sections.

6. Results and Discussion

This study targeted Egyptian travelers who frequently travel by air to determine the effect of ASQ attributes on Egyptian decision-making process on airline choices. A total of 483 questionnaires were handed out after excluding the repeated responses.

Table (2): Demographic Information of respondents

Gender		Freq.	%
1.	Female	385	79.7
2.	Male	98	20.3
Age Range		Freq.	%
1.	Less than 20 years	0	0
2.	20 – less than 30 years	193	40
3.	30 – less than 40 years	251	52
4.	40 – less than 50 years	39	8
	50 years and more	0	0
Marital status		Freq.	%
1.	Single	231	47.8
2.	Married with Children	38	7.9
3.	Married with No children	214	44.3
4.	Not married (divorced-widow)	0	0
Educational Qualifications		Freq.	%
1.	Bachelor Degree	405	83.8
2.	Master Degree	39	8.1
3.	Doctoral Degree	39	8.1
4.	Others	0	0
Job		Freq.	%
1.	Governmental	77	15.9
2.	Private-Sector Business	309	64
3.	Own Business	58	12
4.	None	39	8.1

All percents are based on the total number of respondents (n= 483)

Findings of table (2) clarify the demographic data of the sample, which illustrated that females were the most of the sample with 79.7%. For age range; about 52 % of the sample was from 30 years and less than 40 years. Most of the sample with 47.8 % were single, regarding education qualification, about 83.8 % of the sample had bachelor's degree. 64 % of the sample worked in private-sector businesses.

Table (3): Travel-Based Information

I usually travel.....		Freq.	%
1.	Alone	251	51.9
2.	With family	194	40.2
3.	With friends	38	7.9
The main reason for travel.....			
The main reason for travel.....		Freq.	%
1.	Work	270	55.9
2.	Leisure	174	36
3.	Other reasons	39	8.1
If you are traveling for business purposes, your flight ticket will be booked and paid by			
If you are traveling for business purposes, your flight ticket will be booked and paid by		Freq.	%
1.	Employer	193	40
2.	My own expenses	290	60
I usually travel in class			
I usually travel in class		Freq.	%
1.	Economy	464	96.1
2.	Business	19	3.9
3.	First	0	0
I usually book my ticket through			
I usually book my ticket through		Freq.	%
1.	Travel agency	173	35.8
2.	Airline's website	253	52.4
3.	Booking Apps (Expedia, Booking, Clear trip.... Etc)	57	11.8
I usually travel by air Time(s) per year.			
I usually travel by air Time(s) per year.		Freq.	%
1.	1	194	40.2
2.	2	173	35.8
3.	3	19	3.9
4.	More than 3	97	20.1
**My previous flights were on			
**My previous flights were on		Freq.	%
1.	Air Arabia	270	55.9
2.	Nile Air	39	8.07
3.	Jazeera Airways	58	12
4.	Saudi Airlines	97	20
5.	Flynas	39	8.07
6.	Fly Dubai	232	48
7.	Libyan Airlines	0	0
8.	Turkish Airlines	77	15.9
9.	Egypt Air	251	51.9
10.	Air Cairo	97	20
11.	Al Masria Universal Airlines	39	8.07
12.	Emirates	174	36
13.	Others	135	27.9

Usually, the quality of the provided services on board a flight affects your decision to choose a certain airline over another?		Freq.	%
1.	Yes	271	56.1
2.	Neutral	212	43.9
3.	No	0	0

• All percents are based on the total number of respondents (n= 483)
 ** Multiple-choice questions so the freq. are more than 483 and the percentages are over 100%.

Table (3) illustrates Travel-Based Information. More than 51 % of the sample traveling alone. Regarding the main reason for travel, about 55.9 % of the samples were traveling for working. 60 % of the respondents asserted that their tickets booked on their expenses. Besides, more than 96 % of the sample size traveling in economy class. More than half of the sample (52.4%) booked their flight ticket through airline website. Concerning the times of traveling per year, the analysis of the previous data showed that 40 % of the sample were traveling once a year , followed by 35.8 % of the sample were traveling twice a year. 55.9 % of the sample size confirmed that their previous flight were on Air Arabia Airline, followed by Egypt Air with 51.9 % of the sample, then Fly Dubai with 48 %. More than 56 % of the respondents declares that the quality of the provided services on board a flight affected on their decision to choose a certain airline over another.

Table (4): The impact of tangible attributes' of the service quality provided by the airline.

The impact of tangible attributes' of the service quality provided by the airline.												
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	S	F	%	F	%	F	%	F	%		
Appearance, attitudes and uniforms of employees affect my selection decision.	76	15	117	24.2	174	36	77	15.9	39	8.1	2.764	1.141
The availability of In-flight modern and clean facilities influence my selection decision.	154	31.9	310	64.2	0	0	19	3.9	0	0	1.760	0.648
Variety and quality of In-flight food and beverages affect my selection decision.	58	12	192	39.8	174	36	39	8.1	20	4.1	2.526	0.949
Variety and choices of In-flight entertainment facilities affect my selection decision.	59	12.2	115	23.8	193	40	96	19.9	20	4.1	2.799	1.026
Providing visually appealing equipment influence my selection decision.	19	3.9	175	36.2	191	39.5	78	16.1	20	4.1	2.803	0.899
	Strongly agree		Agree		Neither agree nor		Disagree		Strongly disagree		Mean	SD.

Factors					disagree							
	F	5	F	%	F	%	F	%	F	%		
The seating comfort of the plane seats influence my selection decision.	250	51.8	175	36.2	58	12	0	0	0	0	1.603	0.693
The quality of air-conditioning in the plane influence my selection decision.	193	40	251	52	39	8.1	0	0	0	0	1.681	0.616
The cleanliness of the planes toilets influences my selection decision.	291	60.2	154	31.9	19	3.9	19	3.9	0	0	1.516	0.751

- All percents are based on the total number of respondents (n= 483).
- A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).

Results in table (4) reveal the impact of tangible attributes' of the service quality provided by the airline on the respondents' decision making process. It was notices that the cleanliness of the plane's toilets influences the respondents' decision with a mean 1.516 (\pm SD 0.751), followed by the seating comfort of the plane seats with a mean 1.603, and providing visually appealing equipment influence their selection decision with lowest mean of 2.803 (\pm SD 0.899). This result different from Abdel Rady, H. (2018) study, which evaluated Egypt Air services quality, and determined the quality of air-conditioning in the plane as the first one then the cleanliness of airport facilities.

Table (5): The impact of assurance attributes of the service quality provided by the airline.

The impact of assurance attributes' of the service quality provided by the airline.												
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
Sincerity and patience of employees in resolving passengers 'problems affect my selection decision.	250	51.8	136	28.2	97	20.1	0	0	0	0	1.683	0.787
Probability of flight breakdowns affect my selection decision.	366	75.8	39	8.1	39	8.1	20	4.1	19	3.9	1.524	1.065
Safety performance of airline affects my selection decision.	346	71.6	59	12.2	39	8.1	20	4.1	19	3.9	1.565	1.063
Knowledgeable and skillful provision of services influence my selection decision,	231	47.8	156	32.3	57	11.8	20	4.1	19	3.9	1.841	1.045
Sincere and responsive attitude to passenger complaints affects my selection decision.	346	71.6	98	20.3	39	8.1	0	0	0	0	1.364	0.628

Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	%	F	%	F	%	F	%	F	%		
Employees instill confidence to passengers influence my selection decision.	213	44.1	135	28	77	15.9	58	12	0	0	1.959	1.040
The consistently courteous of the employees affect my selection decision.	272	56.3	192	39.8	19	3.9	0	0	0	0	1.476	0.573
Knowledgeable employees to answer customer question influence my selection decision.	176	36.4	210	43.5	77	15.9	20	4.1	0	0	1.878	0.822

- All percents are based on the total number of respondents (n= 483).
- A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).

Table (5) clarifies the impact of assurance attributes of the service quality provided by the airline. The figures and percentages showed that sincere and responsive attitude to passenger complaints affect the respondent's selection decision with a mean 1.364 (\pm SD 0.628), this result corresponds with Ejem, *et. al.*, (2017) study, followed by the consistently courteous of the employees with an overall mean 1.476 (\pm SD 0.573), while the effect of employees instill confidence to passengers had the lowest mean of 1.959 (\pm SD 1.040). This result matches partly with the result of Akamavi, *et. al.*, (2015) which recommended effective assistance employees for providing services have a beneficial impact on service recovery and passengers' trust.

Table (6): The impact of responsiveness attributes of the service quality provided by the airline.

The impact of responsiveness attributes' of the service quality provided by the airline.												
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	%	F	%	F	%	F	%	F	%		
The capability of responding to emergency situations affects my selection decision.	270	55.9	173	35.8	40	8.3	0	0	0	0	1.524	0.645
The availability of prompt attention to passenger specific needs affects my selection decision.	232	48	173	35.8	58	12	20	4.1	0	0	1.723	0.831
Employees' understanding of the specific needs of passengers affect my selection decision.	155	32.1	251	52	57	11.8	20	4.1	0	0	1.880	0.769
Keeping customers informed about when services will be performed affect my selection decision.	231	47.8	115	23.8	137	28.4	0	0	0	0	1.805	0.852

Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
The availability of prompt respond of airlines' employees to my request or complaint affects my selection decision.	233	48.2	211	43.7	39	8.1	0	0	0	0	1.598	0.635
The Capacity to respond to cancelled or delayed flights affects my selection decision.	366	75.8	98	20.3	19	3.9	0	0	0	0	1.282	0.531

- All percents are based on the total number of respondents (n= 483).
- A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).

Finding of table (6) exposes the impact of responsiveness attributes of the service quality provided by the airline. It showed the Capacity to respond to cancelled or delayed flights from the airline ranked the highest mean of 1.282 (\pm SD 0.531), this result goes along with Ejem, *et. al.*, (2017) study, followed by the capability of responding to emergency situations with an overall mean of 1.524 (\pm SD 0.645), and the lowest mean was noted to the employees' understanding of the specific needs of passengers with a mean of 1.880 (\pm SD 0.769).

Table (7): The impact of reliability attributes of the service quality provided by the airline.

The impact of reliability attributes' of the service quality provided by the airline.												
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
The Speed and the efficiency of the check-in process influence my selection decision.	213	44.1	173	35.8	77	15.9	20	4.1	0	0	1.801	0.853
The availability of transfer service and efficiency at departure airport affects my selection decision.	156	32.3	269	55.7	38	7.9	20	4.1	0	0	1.839	0.736
The On-time performance of scheduled flights (departure & arrival) affects my selection decision.	233	48.2	192	39.8	58	12	0	0	0	0	1.638	0.687
The On-time luggage delivery on arrival affects my selection decision.	232	48	193	40	58	12	0	0	0	0	1.640	0.687
Remedial procedures for delayed or missing baggage influence my selection decision.	270	55.9	194	40.2	19	3.9	0	0	0	0	1.480	0.574

Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
Providing ground/ in-flight service affects my selection decision.	154	31.9	272	56.3	38	7.9	19	3.9	0	0	1.839	0.728
Performing the services right the first time affects my selection decision.	232	48	194	40.2	19	3.9	38	7.9	0	0	1.716	0.869
The Reliability of airline website influence my selection decision.	270	55.9	194	40.2	19	3.9	0	0	0	0	1.480	0.574

- All percents are based on the total number of respondents (n= 483).
- A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).

Table (7) demonstrated the impact of reliability attributes of the service quality provided by the airline, and it was noted that remedial procedures for delayed or missing baggage and the reliability of airline website both had the highest mean of 1.480 (\pm SD 0.574), this result goes along partly with Ejem, *et. al.*, (2017) study, and the availability of transfer service and efficiency at departure airport and Providing ground/ in-flight service both had the lowest mean of 1.839 (\pm SD 0.728).

Table (8): The impact of empathy attributes of the service quality provided by the airline.

The impact of empathy attributes' of the service quality provided by the airline.												
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
The availability of numerous and easy-to-use ticketing channels affect my selection decision.	214	44.3	174	36	95	19.7	0	0	0	0	1.754	0.762
The availability of convenient flight scheduling influence my selection decision.	271	56.1	174	36	38	7.9	0	0	0	0	1.518	0.639
Spontaneous care and concern for passengers' needs affects my selection decision.	212	43.9	175	36.2	96	19.9	0	0	0	0	1.760	0.762
Frequent cabin service rounds by flight attendants affect my selection decision.	153	31.7	196	40.6	114	23.6	20	4.1	0	0	2.002	0.848
Having a sound loyalty program to recognize the passenger as a frequent customer affect my selection decision.	192	39.8	136	28.2	116	24	39	8.1	0	0	2.004	0.981

Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
Having a sound mileage program affects my selection decision.	172	35.6	137	28.4	97	20.1	58	12	19	3.9	2.203	1.163
Having other travel related partners e.g: car rentals, hotels, and travel insurance, affects my selection decision.	117	24.2	133	27.5	136	28.2	78	16.1	19	3.9	2.480	1.138
<ul style="list-style-type: none"> All percents are based on the total number of respondents (n= 483). A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree). 												

The result of table (8) indicates to the impact of empathy attributes of the service quality provided by the airline. The highest mean was recorded to the availability of convenient flight scheduling with a mean of 1.518 (\pm SD 0.639), followed by the availability of numerous and easy-to-use ticketing channels with a mean of 1.754 (\pm SD 0.762), and the airline having other travel related partners e.g: car rentals, hotels, and travel insurance is the lowest mean of 2.480 (\pm SD 1.138).

Table (9): The impact of image attributes of the service quality provided by the airline.

The impact of empathy attributes' of the service quality provided by the airline.												
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.
	F	5	F	%	F	%	F	%	F	%		
The successful image of the company influences my selection decision.	213	44.1	136	28.2	115	23.8	19	3.9	0	0	1.876	0.907
The availability of the superior technology in the airline flight services affects my selection decision.	115	23.8	233	48.2	115	23.8	20	4.1	0	0	2.083	0.798
The good reputation of the airline affects my selection.	271	56.1	155	32.1	38	7.9	19	3.9	0	0	1.596	0.797
The sincere of the airline to the passengers affects my selection.	309	64	155	32.1	19	3.9	0	0	0	0	1.399	0.565
The availability of low cost-price ticket offerings affects my selection.	348	72	78	16.1	57	11.8	0	0	0	0	1.398	0.690
Consistency of ticket prices with given service influence my selection decision.	328	67.9	97	20.1	58	12	0	0	0	0	1.441	0.698
Offering attractive fare affect my selection decision.	406	84.1	58	12	19	3.9	0	0	0	0	1.199	0.488
<ul style="list-style-type: none"> All percents are based on the total number of respondents (n= 483). A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree). 												

Table (9) findings conducted the impact of image attributes of the service quality provided by the airline. It is noted that offering attractive fare from the airline is the highest mean of 1.199 (\pm SD 0.488), and the availability of the superior technology in the airline flight services is the least attribute with the lowest mean of 2.083 (\pm SD 0.798). This result corresponds partly with Pappachan, (2023) which submitted that airlines might concentrate on appealing ticket prices for travelers.

Table (10) The impact of technical quality attributes of the service quality provided by the airline.

The impact of technical quality attributes' of the service quality provided by the airline.													
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.	
	F	5	F	%	F	%	F	%	F	%			
The airline ability to complete the flight successfully.	348	72	116	24	19	3.9	0	0	0	0	1.319	0.544	
The availability of Pilots who have technological knowledge and skills affect my selection decision.	329	68.1	77	15.9	39	8.1	38	7.9	0	0	1.557	0.939	
The reliability of the airline affects my selection decision.	310	64.2	154	31.9	19	3.9	0	0	0	0	1.398	0.565	

- All percents are based on the total number of respondents (n= 483).
- A 5-point scale was used; whereas (1= Strongly agree; 5 = Strongly disagree).

Table (10) clarifies the impact of technical quality attributes of the service quality provided by the airline. The highest mean was recorded for the availability of Pilots who have technological knowledge and skills with a mean of 1.319 (\pm SD 0.544), then the reliability of the airline with a mean of 1.398, while the availability of Pilots who have technological knowledge and skills recorded the lowest mean of 1.557 (\pm SD 0.939).

Table (11) Complaints related to previous Egyptian travel experiences.

Complaint	Freq.	%
Flights cancellation	97	20
Schedule changes	328	67.9
Overpriced tickets	232	48
Failed bookings	39	8.07
Double selling of seats	0	0
Overcharging of baggage	77	15.9
Baggage problems (delayed, damaged, and lost baggage)	174	36
Security check and boarding procedures	116	24
Check-in problems	39	8.07
Unsatisfactory airline service	77	15.9
Unsatisfactory food service	155	32.09

- All percents are based on the total number of respondents (n= 483).
- Multiple-choice questions so the freq. are more than 483 and the percentages are over 100%.

Table (11) provided an overview of the complaints related to the respondents' previous travel experiences. The respondents affirmed schedule changes as the main complaints with 67.9 %, then overpriced tickets with 48 %, whereas no one choose the double selling of seats complaint.

7. Conclusion

According to this study, it is recognizable that airline service quality has a great role in affecting Egyptian decision-making process for airline choices. It is also obvious that Egyptians prefer traveling by air alone for work on economy class using airline websites to book tickets on their own expenses. In addition, Air Arabia then Fly Dubai recorded the most frequent airlines for Egyptian travels. Furthermore, for the main services' quality attributes that highly affect Egyptian travelers' market for airline choices, the study concluded the highly ranked attributes as follows in table (12):

Table (12) the highly ranked airline service quality attributes' that affect Egyptian Customer Decision-making

Ranking	Attribute	Factor	Mean	SD.
1	Image	Offering attractive fare.	1.199	0.488
2	Responsiveness	The Capacity to respond to cancelled or delayed flights.	1.282	0.531
3	Technical quality	The airline ability to complete the flight successfully.	1.319	0.544
4	Assurance	Sincere and responsive attitude to passenger complaints.	1.364	0.628
5	Reliability	- Remedial procedures for delayed or missing baggage. - The Reliability of airline website.	1.480	0.574
6	Tangible	The cleanliness of the planes toilets	1.516	0.751
7	Empathy	The availability of convenient flight scheduling	1.518	0.639

Moreover, for the main services' quality complains that affected badly Egyptians' previous travels from their perspective, The study developed the following figure (1) that shows the ranking of these complaints.

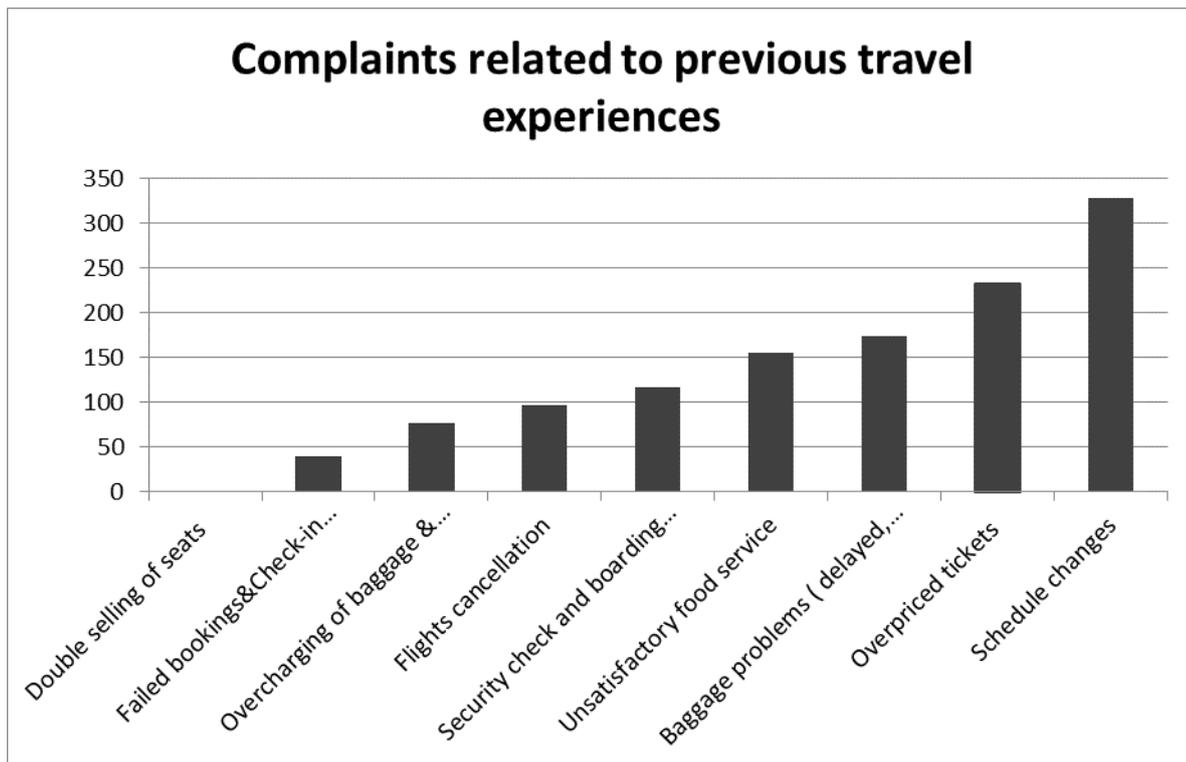


Figure (1) Complaints related to previous travel experiences

Source: researcher

Consequently, it is also recommended for airlines' managers, to pay more attention to do a periodically assessment to the customer's satisfaction and service quality to maintain offerings that accord with customer preferences. Also, they can use the model that used through this study to assess Egyptian travelers' satisfaction on the provided services quality to them, therefore they can put their plans and policies to increase their market share from the Egyptian market. Eventually, airlines managers can create new marketing strategies that focus on the attributes that highly affected Egyptian market. Due to the potential limitations that may affect the generalizability of the previous recommendations, airlines may face a few restrictions related to the cost of doing such an assessment and recurring an experienced team to analyze it to get the intended results. Also, it may have an issue reaching travelers, so they can choose a random sample of their passengers and contact them by direct-email if possible.

It is also recommended for the airline to use the result of this study to improve their current provided services to achieve passenger satisfaction, especially by offering attractive prices for their tickets, responding to their cancelled or delayed flights, and offering more training to their agents and flight attendants to learn how to present more responsiveness to passenger complaints.

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استكشاف دور سمات جودة خدمة شركات الطيران في التأثير على اتخاذ القرار لدى العملاء: من منظور السوق المصري

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الملخص

لقد أصبح الركاب في الوقت الحاضر يقومون بإجراء تقييم لجودة سمات الخدمة التي تقدمها شركات الطيران أثناء عملية صنع و اتخاذ القرار بشأن اختيار شركة الطيران التي يسافرون على متنها. لذا، تهدف هذه الدراسة إلى بحث تأثير سمات جودة خدمة شركات الطيران على عملية صنع واتخاذ القرار بشأن اختيار شركة الطيران من منظور السوق المصري. ولقد تم استخدام المنهج الكمي من خلال القيام بإجراء دراسة استقصائية عبر الإنترنت تتضمن سمات جودة خدمة شركات الطيران، هذا وقد تم الحصول على ٤٨٣ استجابة.

ولقد أشارت نتائج الدراسة إلى أن جودة خدمة شركات الطيران لها دور كبير في التأثير على عملية صنع واتخاذ القرار بشأن اختيار شركة الطيران في السوق المصري. هذا وتوصلت الدراسة إلى أن السمات المرتبطة بتقديم شركة الطيران لأسعار جذابة و قدرة شركة الطيران على الاستجابة للرحلات الملغاة أو التي تم تأخيرها، تأتي في مقدمة السمات ذات التأثير الأكبر. وتوصي الدراسة شركات الطيران بأن تولي مزيدًا من الاهتمام لعملية إجراء تقييم دوري لجودة خدماتها من أجل الحفاظ على تقديم الخدمات التي تتوافق مع تفضيلات العملاء من أجل تحقيق النمو المطلوب للشركة وزيادة أرباحها من السوق المصري.

الكلمات الرئيسية:

جودة خدمة شركات الطيران، سمات خدمة شركات الطيران، اختيار شركة الطيران.