

INTERNATIONAL TRAVELERS PERCEPTION AND
EXPERIENCE TOWARD AIRLINE SERVICE QUALITY

BY

BOEY ZU QI

A final year project submitted in partial fulfillment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2019

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Copyright @ 2019

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

DECLARATION

We hereby declare that:

- (1) This undergraduate FYP is the result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
- (4) The word count of this research report is 14,508.

Name of Student:	Student ID:	Signature:
Boey Zu Qi	17UKB03454	

Date: 10 April 2019

ACKNOWLEDGEMENT

I would like to take this opportunity to express our gratitude and appreciation to those who have contributed in the research project. The research project would not be so successful without the contribution of them in giving advices, suggestions and guidance.

Firstly, we would like to acknowledge the help of Universiti Tunku Abdul Rahman (UTAR) for giving us an opportunity to carry out the research project. This research project has helped us to gain so much knowledge and meaningful experience before we end our degree studies.

Secondly, I would like to express our most heartfelt thankfulness to our supervisor, Mr. Alexander Tay Guan Meng. I truly appreciate his guidance and assistance throughout the progress of the research project so that the research can be completed in a timely and professional manner. His valuable advices and suggestions have made us to improve so much upon the completion of the research.

Next, I would like to express our sincerest appreciation to our second examiner, Ms. Lee who has shared her own experience in airline service and given advices on how to further improve our research. Her suggestions have made us to study more in depth into the research topic.

Furthermore, I would like to extent my gratitude to Miss Fitriya Binti Abdul Rahim, the research coordinator for providing us guidelines and directions on how to conduct a research project in a professional manner within the given time frame.

Last but not least, I would like to thank all the respondents who have participated in our research and contributed their thoughtful opinions and comments in our research. Their time spent in doing the research is truly appreciated.

TABLE OF CONTENTS

List of Tables	i-ii
List of Figures	iii
List of Appendix	iv
Preface.....	v
Abstract.....	vi
CHAPTER 1: RESEARCH OVERVIEW	1
1.0 Introduction	1
1.1 Research Background.....	2-3
1.2 Problem Statement	3-4
1.3 Research Objectives	4
1.3.1 General Objective	4
1.3.2 Specific Objectives	4-5
1.4 Research Questions	5
1.5 Significant of Study.....	6
CHAPTER 2: LITERATURE REVIEW	7
2.0 Introduction	7
2.1 Review of Literature.....	8
2.1.1 Customer Experience.....	8-9
2.1.2 Value Perception.....	9
2.1.3 Service Quality Perception	10
2.1.4 Satisfaction	11
2.1.5 Loyalty.....	12
2.2 Theoretical Framework	13-14

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

2.3 Conceptual Research Framework.....	15
2.3.1 Hypotheses Development.....	16
2.3.1.1 The Relationship between Customer Experience with Value Perception.....	16
2.3.1.2 The Relationship between Customer Experience with Service Quality Perception	17
2.3.1.3 The Relationship between Value Perception with Satisfaction	18
2.3.1.4 The Relationship between Service Quality Perception with Satisfaction.....	19
2.3.1.5 The Relationship between Customer Experience with Satisfaction	20
2.3.1.6 The Value Perception and Service Quality Perception Mediate the Relationship between Customer Experience and Satisfaction	21
2.3.1.7 The Relationship between Satisfaction and Loyalty.....	22
CHAPTER 3: METHODOLOGY	23
3.0 Introduction	23
3.1 Research Design.....	24
3.2 Data Collection Methods.....	24
3.2.1 Primary Data.....	25
3.2.2 Secondary Data.....	25
3.3 Sampling Design	25
3.3.1 Target Population	25
3.3.2 Sampling Frame.....	26
3.3.3 Sampling Elements	26
3.3.4 Sampling Technique	26
3.3.5 Sampling Size	26
3.4 Research Instrument.....	27
3.5 Construct Measurement.....	28

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

3.5.1 Origin and Measure of the Construct	28-31
3.5.2 Scale Measurement.....	32-33
3.6 Data Processing	33
3.6.1 Questionnaire Checking	33
3.6.2 Data Editing	33-34
3.6.3 Data Coding	34
3.6.4 Data Transcribing	34
3.6.5 Data Cleaning	34
3.7 Data Analysis	34-35
3.7.1 Descriptive analysis	35
3.7.1.1 Reliability	35
3.7.2 Inferential Analysis.....	35
3.7.2.1 Pearson Correlation Coefficient	36
3.7.2.2 Linear Regression	36
3.7.2.3 Mediation Analysis	36-38
3.8 Conclusion.....	38
CHAPTER 4: DATA ANALYSIS	39
4.0 Introduction	39
4.1 Descriptive Analysis	40-47
4.2 Central Tendencies Measurement of Constructs.....	47-50
4.3 Scale Measurement	50
4.3.1 Reliability Test	50-52
4.4 Inferential Analysis	53
4.4.1 Pearson Correlation Coefficient Analysis	53-54
4.4.2 Linear Regression	55-62
4.4.3 Mediation Analysis.....	62-66

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

4.5 Conclusion.....	67
CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS.....	68
5.0 Introduction	68
5.1 Summary of the Statistical Analysis	69
5.1.1 Descriptive Analysis.....	69
5.1.2 Scale Measurement.....	70
5.1.3 Inferential Analysis.....	70-72
5.2 Discussion of the Major Findings	72-73
5.2.1 Customer Experience toward Value Perception	73
5.2.2 Customer Experience toward Service Quality Perception	74
5.2.3 Value Perception toward Satisfaction.....	74-75
5.2.4 Service Quality Perception toward Satisfaction	75
5.2.5 Customer Experience toward Satisfaction.....	76
5.2.6 Satisfaction toward Loyalty	76-77
5.2.7 Mediation Role of Value Perception and Service Quality Perception in Between Customer Experience and Satisfaction	77
5.3 Implications of Study	78
5.3.1 Managerial Implications	78-79
5.4 Limitations of Study.....	79-80
5.5 Recommendations for Future Research	80
5.6 Conclusion.....	81
References.....	82-96
Appendix.....	97-102

LIST OF TABLES

		Page
4.1.1	Gender	40
4.1.2	Age	41
4.1.3	Race	42
4.1.4	Highest Education Level	43
4.1.5	Purpose of Air Travel	44
4.1.6	Frequency of International Air Travel Last 3 Years	45
4.1.7	Income Level per Month	46
4.2.1	Measurement of Customer Experience	47
4.2.2	Measurement of Value Perception	48
4.2.3	Measurement of Service Quality Perception	49
4.2.4	Measurement of Satisfaction	49
4.2.5	Measurement of Loyalty	50
4.3.1	Scale Measurement	51-52
4.4.1	Pearson Correlation Analysis	54
4.4.2.1.1	Coefficient	55
4.4.2.1.2	Model Summary	55
4.4.2.1.3	ANOVA	56
4.4.2.2.1	Coefficient	56
4.4.2.2.2	Model Summary	57
4.4.2.2.3	ANOVA	57
4.4.2.3.1	Coefficient	57
4.4.2.3.2	Model Summary	58

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

4.4.2.3.3	ANOVA	58
4.4.2.4.1	Coefficient	59
4.4.2.4.2	Model Summary	59
4.4.2.4.3	ANOVA	59
4.4.2.5.1	Coefficient	60
4.4.2.5.2	Model Summary	60
4.4.2.5.3	ANOVA	61
4.4.2.6.1	Coefficient	61
4.4.2.6.2	Model Summary	62
4.4.2.6.3	ANOVA	62
4.4.3.4	Model Summary	63
4.4.3.5	ANOVA	63
4.4.3.6	Coefficient	63
4.4.3.8	Model Summary	65
4.4.3.9	ANOVA	65
4.4.3.10	Coefficient	65

LIST OF FIGURES

	Page	
3.5.2.1	Gender	32
3.5.2.2	Education Level	32
3.7.1.1	Reliability	35
3.7.2.1	Strength of Pearson Correlation Coefficient	36
3.7.2.3.1	The mediation effect of value perception between customer experience and satisfaction	38
3.7.2.3.2	The mediation effect of service quality perception between customer experience and satisfaction	38
4.1.1	Gender	40
4.1.2	Age	41
4.1.3	Race	42
4.1.4	Highest Education Level	43
4.1.5	Purpose of Air Travel	44
4.1.6	Frequency of International Air Travel Last 3 Years	45
4.1.7	Income Level per Month	46

LIST OF APPENDICES

		Page
1.0	Survey Questionnaire	97-102

PREFACE

Nowadays, technology and innovation are rapidly changed. People tend to have more choices and options in their life. Consumer can base on the judgement, evaluation, feedback of others to determine the decision making. In this research, customer perception is concern to study in the airline service. To understand deeper, international travelers are our target respondents to understand how emotionally the customer perception will influence their satisfaction level through the value and service quality perception in return for loyalty. Based on previous researches, experience has been studied for years but it is still relatively new area for future research as organizations are still ambiguous about the actual measurements or factors of customer experience. To get the data, survey questionnaire is distributed to various respondents and results are processed and carefully presented in our research project. Finally, managerial implication of the research project is provided to describe how the variables are significant respond to their organization profit, following with the conclusion. Therefore, airline industry could use this research to better understand their how customer experience will affect their profitability.

ABSTRACT

The objective of this research is to investigate the international travelers experience and perception toward airline service quality. This is utmost important for organizations in this industry to better know how customer experience and perception will emotionally affect customer perception toward the value, service quality, satisfaction and loyalty of the airline service. The reason that I choose this topic is to understand how emotionally the customer experience affect the performance of the firms as we know that consumers nowadays are more concern on engaging experience than knowing the brand and stay loyal to existing brand. To develop a stronger understanding the customer experience and how the other variables affect the airline industry, journals, studies, surveys are used in the research. Software Package for Social Sciences (SPSS) is used in this research to analyze the questionnaire data and illustrated it in bar charts, summaries, and central measures of tendencies. Finally, identification of critical areas for future research is stated.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research intends to investigate how the customer experience, value perception and service quality perception influence the satisfaction and loyalty of customer toward the airline service. Chapter 1 of this research project is the research background, problem of the airline industry, questions for the research, objectives of this study and justification or significant of the research.

1.1 Research Background

Nowadays, the airline industry has boost with hyper competition and capital intensive. The demand for air passengers is steadily growing and expected to maintain the growth rates (IATA, 2015). Therefore, the airline industry is facing high competition since there are many substitutes which lead them to create value and quality services in customer mind to compete.

Besides, there is presence of price discrimination in airline markets. Price discrimination is explaining that different types of airline with different categories need to pay different prices. It means that price will be different if they are choosing different days, different times, and different categories of cabin seats. The fare prices can be different all day long. Nevertheless, people are more sensitive in price based on worthy and affordability (Spicer, 2018).

In construct, to be outstanding in the market, the airline needs to set goals to compete with others which are satisfying what customer needs and wants, maximize shareholders and stakeholders' profit, achieve the organization objectives and be outstanding through product differentiation.

However, the passenger perception toward the airline services is influenced by their expectation (Patricio et al., 2004). Passenger judge the attributes or experiences to rate their satisfaction in return loyalty (Abou-Zeid et al., 2012). The changes of environment and technologies able airline to create brand equity and extension which allow them to grow their market and profits (Spicer, 2018), thus, passengers are benefiting from different combination of choices based on accessibility and affordability. Therefore, airline need to be innovative, reduce the price and deliver choices and value to consumers by providing more option, flights, services and affordable travel (Spicer, 2018).

The key strategy of customer experience is to achieve the differentiation with other competitors and to improve the customer satisfaction, generate loyalty and sustain profitability (Hogan et al., 2011). Customer experience in airline industry are involving at the departure, in the airplane and at the arrival (Crosby and Johnson, 2007) such as the check in service through website or through mobile devices to provide customers the opportunity to

select seats, buy upgrades and register luggage. The traveler will have feeling and emotion toward the whole trip such as feeling pleased, disappointed, frustrated, or infuriated (Berry and Lampo, 2004). Throughout the improvement of airline services and technologies, the customer will have more benefit and able to direct or indirectly evaluate the airline service quality (Gronroos, 2000).

Meanwhile, the understanding toward the factor or measurement of customer experience such as the achievement of customer expectation toward the product or service has connection to their satisfaction and loyalty (Klaus and Maklan, 2012). The customer experience approach is to know and understand both customer cognition and emotion (Juttner, Schaffner, Windler and Maklan, 2013) which also linked to the customer willingness to repurchase, stay loyal to the product or service and would like to recommend to others (Temkin et al., 2009). Lastly, provide or create a dominant customer experience is must to the organization in today business to grab more market share. Therefore, airlines need to seek for the best strategies to provide branded experience to create value and quality perception in consumer mindset (Prayag, 2007).

1.2 Problem Statement

Current airline sector competition has boost into next level. Airline industry are struggling to maintain customer loyalty toward the specific airline because new marketplace and good or service are not the main priorities for companies to gain competitive advantage (Pralhalad and Ramaswamy, 2004).

Airlines industry is facing hyper competition due to the low switching cost. Consumers are price sensitive; they are seeking for the greatest benefits and result to non-loyalty. There are lots of substitute in the industry which are competing the price.

Besides, the airlines measure customer perceptions wrongly with unclear understanding toward the customer perception and expectation (Abdlla, Mohamed and Mekawy, 2007). The passengers select according to their characteristics, how different or unique they are compared to other, the location and quality (Wen & Yeh, 2010; Prayag, 2007). However,

there are lack of understanding toward passenger's evaluation and perception (Waguespack, Rhoades and Tiernan, 2007) due to limited past researchers studied the concept of customer perceptions (Barsky and Nash, 2002). Therefore, the airlines cannot satisfy the customers need and want.

In addition, there is lack of professionalism in the airline service with different stages. The interaction and performance among the professionals and the passengers directly or indirectly affect the overall service quality (Parast and Fini, 2010; Babbar and Koufterous, 2008). Passenger will switch their decision to another airline if the service does not achieve their expectation (Archana and Subha, 2012). Those professionals are the image of the airline and will cause bad image of the airline which will affect their customer experience and emotion.

Lastly, the expectation level of the passengers will influence the experience. Different frequency of travel will have different kind of perception. The passengers who lack of travelling experience expected to value the interaction of the airline service with their assurance and empathy; passengers who fly frequently expected the service quality dimensions with the reliability and empathy (Pham and Simpson, 2006).

1.3 Research Objectives

1.3.1 Main Objective

The fundamental objective is to study the Malaysia international traveler perception and experience toward the airline service quality.

1.3.2 Specific Objectives

- To examine the impact of customer experience toward the value perception in airline.

- To examine the impact of customer experience toward the service quality perception in airline.
- To examine the value perception toward the customer satisfaction in airline.
- To examine the service quality perception toward the customer satisfaction in airline.
- To examine the customer experience toward the customer satisfaction in airline.
- To examine the satisfaction toward loyalty in airline.

1.4 Research Questions

The research questions include:

- Does the customer experience will affect their value perception?
- Does the customer experience will affect their service quality perception?
- Does value perception will affect their satisfaction?
- Does service quality perception will affect their satisfaction?
- Does customer experience will affect their satisfaction?
- Does satisfaction will affect their loyalty?

Hypothesis Development

H1: There is a significant relationship between customer experience and value perception

H2: There is a significant relationship between customer experience and service quality

H3: There is a significant relationship between value perception and satisfaction

H4: There is a significant relationship between service quality and satisfaction

H5: There is a direct relationship between customer experience and satisfaction

H6: Value perception mediates through the relationship between customer experience and satisfaction

H7: Service quality mediates through the relationship between customer experience and satisfaction

H8: There is a significant relationship between satisfaction and loyalty

1.5 Significant of Study

The reason to study this research is to understand international travelers' perception and experience toward the airline service quality.

Based on theory, valid and reliable information are used to help us to conduct customer perception which will affect their satisfaction level and decision to stay with existing airline. However, there are limited past studies provided in this sector. Therefore, this study is trying to improve the measurement and understand how the emotion affects the customers perception toward the airline service.

Based on practical perspectives, this study will let us know more about how the customer perception affects the organization profit and growth. This research will not only understand the customer perception toward the airline but also can understand how the value and service quality perception affected by the customer experience toward the satisfaction in return for the loyalty.

After the research taken, the marketers are confidence to deal with the right decision to improve the airline service and provide more useful information for the airline to understand the passenger's perception deeply.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

To discuss how the customer experience has impact on the loyalty of customer through value perception, service quality perception and satisfaction. Published or unpublished articles and journals are used to study and evaluate. There are 8 hypotheses in this research.

2.1 Review of Literature

2.1.1 Customer Experience

Customer experience is defined as the engagement between a provider and a receiver in way that the customer identifies the value of the product or service and the experimental memories. Based on past research, the number one ranking for the executives is to improve customer experience and take it as their top priorities (Forrester, 2015). To understand and manage customer experience, accurate measurement of customer attitudes and perceptions is important. Therefore, Schmitt come out with five types of customer experience which included (1) senses, (2) emotions, (3) intellect, (4) actions and (5) connections.

Customer experience also defined as a multi-dimensional construct which based on emotion regulation. Different situation will have different kind of emotion but basically focus on effective, cognitive and social outcome where situation will affect their emotion (Verhoef et al., 2009). Therefore, we can conclude that customer experience is involving with different behavior and experience (Keiningham et al., 2015; Saprikis, Chouliara and Vlachopoulou, 2010). There are 2 type of emotion which are positive, or negative but negative emotions do not lead to negative evaluation through the whole process. Therefore, customer experience is a way to the improve performance of a company's ability (Manscarenhas et al, 2006).

Besides, Gnoth (2002) introduced 3 categories of experience which are functional, the basis aspect of a product or service; experiential, a physical aspect of an experience; symbolic, the motivation of customer who interrupt in the service. Gnoth (2002) also said that functional level is easily to imitate so businesses should be more focus on the experiential and symbolic level.

Nowadays, customer experience quality (EXQ) is recommended (Klaus and Maklan, 2011). EXQ model allowed to track both customer experience and the characteristics over time. EXQ contain 4 dimensions:

- Product experience: customers have the choices and ability to compare the offer
- Outcome focus: the correlation to reduce customers transaction cost

- Moment of truth: the flexibility of service
- Peace of mind: the customer judgement toward the whole experience

2.1.2 Value Perception

Value perception, the consumer overall evaluation or judgement of the experience based on what is provided and what is experienced (Lovelock, 2000; Zeithaml, 1988). Nowadays, value creation has been widely discussed and is the mission for firm to achieve (Sweeney and Soutar, 2001). The benefit received exceed the cost is the utmost important aim for every organization.

The key driver for organization is to provide experiential value and understand consumer perception (Dann, 2008). Traditionally, the value perception was considered as economic attitude and result for cost-benefit analysis (Holbrook, 2006; Zeithaml, 1988). Customer value has been separated into seven categories included efficiency, optic demand, entertainment value, restraint, underlying happiness, economic value, and perfection (Mathwick, Malhotra and Rigdon, 2001).

Furthermore, the value allows the marketers and practitioners to find out individual feeling and expression toward the services. Besides, value perception lead to the result such as customer delight and behavioral intentions behavior in healthcare (Zainuddin et al., 2013). Therefore, organization should come out with a mission to build value among customers, service providers, and investors.

Lastly, quality and price are parking under functional value as we know that customers are concerning on the quality given and how they charge the product or service (Sweeney and Soutar, 2001). Value also been categories into three types which are esteem as is it a want in your living, exchange as is it worth for the price given and utility as is it the extra need in your living (Kaufman, 1998).

2.1.3 Service Quality Perception

Service quality, the result of the service had achieved consumers' expectations and the perceptions of the service attained. Quality can act as communication and factor to compete and outflow the knowledge of the product or services to consumer (Edvardsson et al., 2000). Matzler et al. (2006) concluded that if the quality perception exceeds cost perception, competitive advantages exist. Service quality can be categories in 5 dimensions:

- Tangibles: the products or services can be touch in real.
- Reliability: the ability to do what had promised on time.
- Responsiveness: the eagerness to help customers to solve problems immediately.
- Assurance: the workers use knowledge and ability to let consumer feel safe and trustable.
- Empathy: the caring that spoil customers.

Service quality is influencing customer satisfaction level to develop and maintain loyalty (Jabnoun and Al-Tamimi, 2003; Cronin and Taylor, 1992). Customer perception toward the service quality provided is the most important factor (Chakrabarty, Whitten and Green, 2007). Therefore, to promote perceived quality, business needs to provide service experiences which including hedonic, interactive, novelty, comfort, safety, and stimulation services to customer to sustain business profitability.

Besides, service quality measurement tools SERVQUAL is generally used (Ladhari, 2009; Atilgan, Akinici and Aksoy, 2003). SERVQUAL is recommended as service-quality measurement model (Butt and Run, 2010; Ladhari, 2009; Atilgan et al., 2003). Scholars proposed that airline industry is fit to use 7 dimensions structure of the service quality which consists of reliability, assurance, responsive, employee, customization, facilities and flight patterns (Rahim, 2015).

2.1.4 Satisfaction

Satisfaction, the positive affective response to surprise product characteristics or service encounter and express emotional response after experienced the service with what had expected and how the actual performance act (Berman, 2005; Oliver, 1997). Customer satisfaction and quality of the service will affect the intention to measure loyalty (Bennett and Rundle-Thiele, 2004; Oliver, 1980).

Customer delight, part of the satisfaction is providing positive emotional reaction after they received products or services, experience it and provide exceed value (Berman, 2005). The key driver of customer delight are the characteristics that directly influence the customer overall satisfaction and affect their purchase intention. Customer delight is more tied with spreading positive feedback and sustains sustainability (Kline and Torres Sheryl, 2006).

Besides, consumers emotion is divided into positive and negative dimension, positive emotions have outcome to positive word-of-mouth attitude, but negative side have the outcome of judge attitude. Wong (2004) stated that negative emotions have stronger effect than positive emotions when satisfaction sticks with the quality because it will be remembered. Based on the previous studies, satisfaction will affect customer reservation which can gain more profits for the companies and affect the customers' intention to repurchase (Ko et al., 2009). Therefore, customer satisfaction is providing direct and positive effect toward the organizations (Kline and Sheryl, 2006).

2.1.5 Loyalty

Loyalty is defined as the action taken by consumer to continue buy or re-patronize a product or service they preferred continuously (Oliver, 1999) and contain the behaviors such as promote through spreading to others (Godin and Gladwell, 2001). Past literature has identified that quality, value and satisfaction have linked to behavior intention (Cronin et al., 2000; Payne et al., 2000). Although several studies have found that customer experience, value perception, service quality perception, satisfaction and other variables have significant effect on loyalty, but these variables only provide limited awareness into framing loyalty (Cronin et al., 2000; Dube and Renaghan, 2000). Briefly, loyalty is to examine the relationship among the behaviors, choices, commitment and resolute which included the features of how long they purchase once, duration and amount of cross buying (Soderlund, 2006).

Therefore, businesses are aiming for achieving customer's loyalty to minimize the switching from one product or service to others, grab stronger market share and achieve positive outcome and words of mouth (Babin, Lee, Kim and Griffin, 2005). This is a key strategy that tourism sector adopted to overcome extremely competitive challenges and to sustain long term relationship and build customer loyalty (Irish Tourist Industry Confederation, 2006). Nowadays, people are living in the age of experience; firms should be more focus on delivering consumers a branded experience. The service and continuation of the behavior is the driver to successfully attain the organization goals.

2.2 Theoretical Framework

This study stated that customer perception toward service quality has directly influence their satisfaction and value perception, service quality perception also reflects the customer expectation and actual performance (Caruana, 2002; Petrick and Bachmann, 2002; Baker and Crompton, 2000). This research studies used to examine whether the quality of the service, satisfaction level of customer, value received through the service and intention to continue the purchase decision are having relationship with the customer perception (Petrick and Bachmann, 2002; Baker and Crompton, 2000; Cronin et al, 2000; Zeithaml et al., 1996; Rust and Oliver, 1994). Therefore, this study is going to understand how the air passengers were affected by the relationship of quality provided, value received and intention to continue purchase.

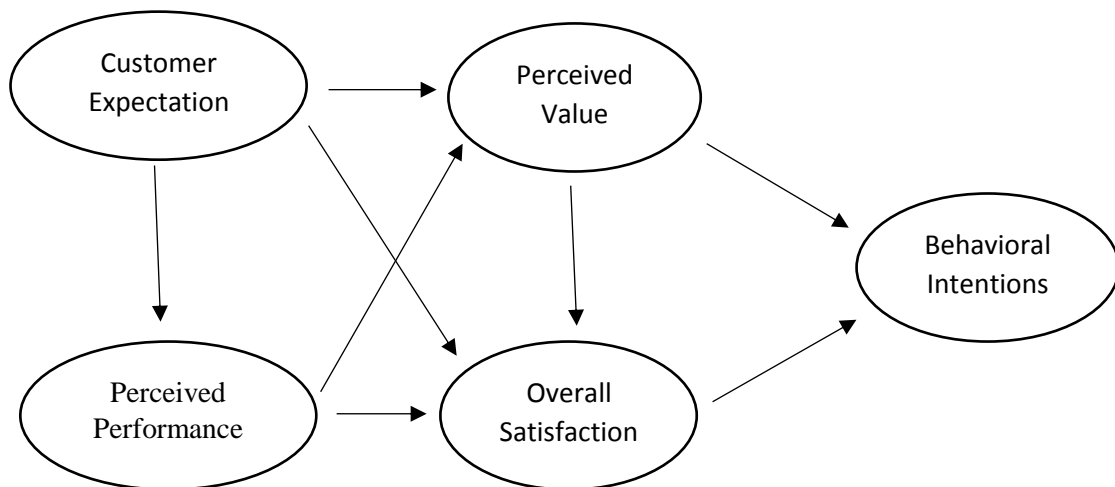


Figure 2.1 Proposed Hypothetical Model

Source: Chen CF (2008)

Besides, the other study about the tourism industry is growing fast and receives global attention, understand the value and related prior aspects in the local tourism context is critical. The literature review shows that service quality and value are linking to each other directly while customer experience clues is having relationship with value and quality to identify customer satisfaction. Thus, the study is focusing on the moderation effect of value and quality in between experience and satisfaction. In tourism industry, they are focusing to bring ‘special and outright holiday experience’. Therefore, the study concluded that the relationship among each other with building customer loyalty is investigated through mediating with the other major determinants.

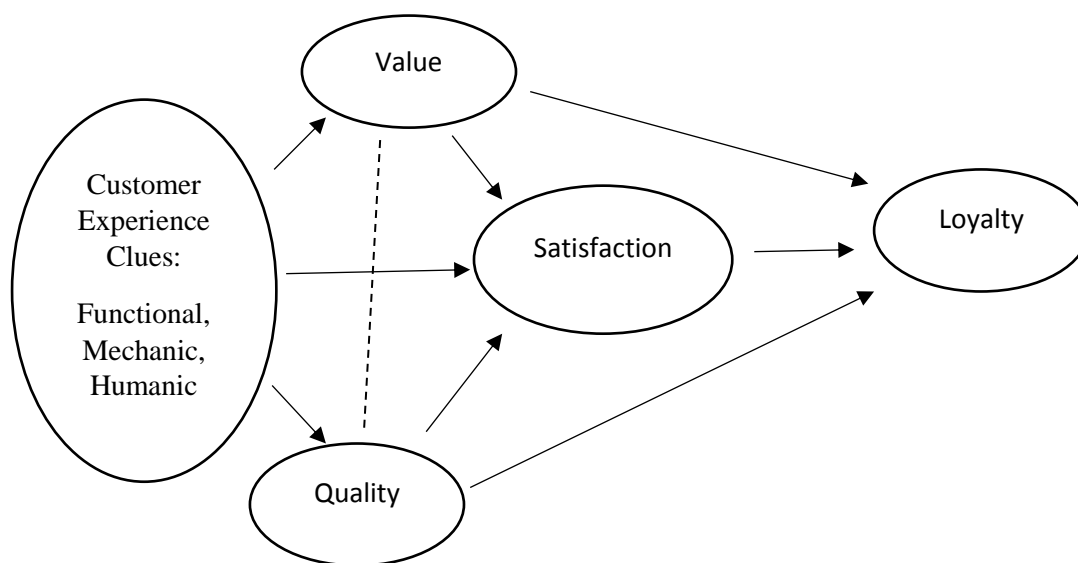
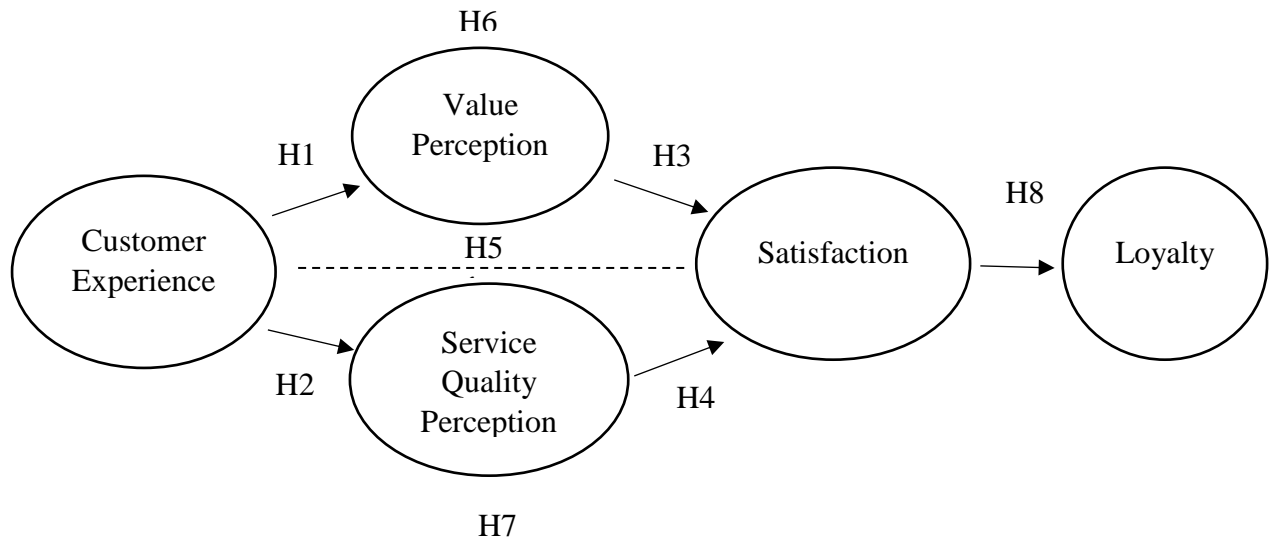


Figure 2.2 The Customer Experience Loyalty Model

Source: Donnelly M. (2009)

2.3 Conceptual Research Framework



For this study, we going to investigate how the customer experience affect the satisfaction through the mediation effect of value perception and service quality perception variables, and how the satisfaction going to affect the customer loyalty.

2.3.1 Hypotheses Development

2.3.1.1 The Relationship between Customer Experience with Value Perception

Carbone (2004) stated that create value for customer through the total memorable experienced had increased in business strategy. Customer experience concept is widely understood and utilize in business. The customer experience had become market leader to obtain value and competitive advantage to compete with others (Carbone, 2004). Pine and Gilmore (1998) acknowledged that although the experience that you experienced will disappear, but the value that you received after the experience which called as experiential value will rarely hard to forget.

To manage the leader position in the market, businesses must provide creative or innovative to consumer and catch new customers eyeball and create value, thus, the promotion of repurchase activity among its existing consumers will exists. Alben (1996) found that evoked feelings will be significantly related to consumer perceptions on product quality and values.

From a customer view, value is created through the service received, the experience they experienced and the outcomes or result of the service they experienced which included the benefits they get from it (Lusch, Vargo and O'Brien, 2007; Carbone, 2004; Edvardsson and Olsson, 1996). The experience and value are achieved purely from individual customer point of view and exist or keep in the customer's mind (Vargo and Lusch, 2004). Smith and Wheeler (2002) stated that customer experience and customer value perception are having relationship.

H1: There is significant relationship between customer experience and value perception.

2.3.1.2 The Relationship between Customer Experience with Service Quality Perception

The experience concept also used to evaluate the service quality toward consumer services in telecommunications services, educational services and hotel Airlines. The customer experience is focusing on service quality factors which included reliability and assurance and build positive customer experiences. Although the service experiences are favorable or unfavorable, both are mainly to keep or store into customer mind.

Nowadays, the organizations are more concern on creating customer experiences to engage, to create and differentiate the product or service with others (Voss, Spangenberg and Grohmann, 2003). The business not only emphasize on creating product with high end quality, it also creates customer experience-based quality. There are some clues for the customer experiences included functional, mechanic and humanic which affect service quality perception (Berry, Wall and Carbone, 2006).

The level of experience is effective toward consumer perceptions on the product or service of service quality. Service quality is significant with value, the service quality is highly presented when the value is derived through the experience. Consumers are mostly price sensitive, business must focus on giving quality product or service to customer during their experience to overcome it. Therefore, the higher the quality of service with low priced service, the higher the expectation of the value derived from experience.

Therefore, the quality of service received throughout the whole feeling of customers during the services provided. Therefore, customer experience is influencing the customer perception toward quality.

H2: There is a significant relationship between customer experience and service quality.

2.3.1.3 Relationship between Value Perception with Satisfaction

Value is a judgement of the service experience and evaluation for the result of the total functional and emotional experience (Vargo and Lusch, 2004). Customer value perception and purchasing intention are significantly influenced by evoked feelings, perceived experiential quality and experiential perception and influence the satisfaction and the choices to reuse the product or service (Day and Crask, 2000; Bolton and Lemon, 1999).

Besides, the value explanation is different and have another effect on their decision to continue with the existing behavior (Dagger and O'Brien, 2010). Based on past studies in social marketing market, they identified that functional and emotional value are the main factors of consumer satisfaction (Zainuddin, Previte and Russell-Bennett, 2011).

Thus, consumer value perceptions influence customer satisfaction level and influence the decision making to use or stop using the service again (Day and Crask, 2000; Bolton and Lemon, 1999). These corporations occur in a commercial marketing context and business-to-business background (Eggert and Ulaga, 2002). Most of the past researches emphasized that value has a direct relationship with satisfaction and affect the behavioral intention in future to stay with existing brand (Cronin et al., 2000; Fornell et al., 1996). Although previous literature indicate that value not only mediated by satisfaction but also have direct relationship (Cronin et al., 1992). Customer value perception toward their satisfaction on product or service is positively linked together (Patterson and Spreng, 1997).

H3: There is a significant relationship between value perception and satisfaction.

2.3.1.4 The Relationship between Service Quality Perception with Satisfaction

Customer quality perception on service has been existed to affect customer satisfaction (Jabnoun and Al-Tamimi, 2003; Cronin and Taylor, 1992). Service quality and satisfaction often replaceable due to the evaluation variables relating to consumer perception with the product or services.

Those emotions (positive and negative) are concern in building customer satisfaction although negative side anger have impact on perceived service quality strongly (Wong, 2004). The effect of customer experience toward their perceptions on service quality will affect their satisfaction level in return for loyalty to the service (Dagger and O'Brien, 2010; Dagger, Sweeney and Johnson, 2007).

Nowadays, organizations are seeking to develop long run and provide them opportunities to ship higher customer value beyond the main service (Zineldin, 2006). Quality is an antecedent of passenger's satisfaction to predict their behavioral intention as measurement of loyalty (Petrick, 2004). If the quality meet customer need and want, they will be satisfied and stay to the existing brand. Many of the studies confidently confirm that service quality perception and satisfaction level of customers are linked to each other (Rahim, 2015; Oliver, 1997) and supported by Jamali (2007) and Iglesias and Guillen (2004).

H4: There is a significant relationship between service quality and satisfaction.

2.3.1.5 Relationship between Customer Experience with Satisfaction

Customer satisfaction, the outcome of the experience that customer experienced (Meyer and Schwager, 2007). It is the connection or bridge to maintain customer encouragement and intention behavior (Seiders, Voss, Grewal and Godfrey, 2005). Smith and Wheeler (2002) stated that nowadays provide branded customer experience to customer is utmost important.

There are two key outcomes of customer experience which are satisfaction and loyalty (Grewal, Levy and Kumar, 2009; Verhoef et al., 2009; Meyer and Schwager, 2007; Burns and Neisner, 2006). Throughout the superior customer experience, most of the managers acknowledge that customer satisfaction, loyalty, and organization profit will be affected (Kumar, Pozza and Ganesh, 2013).

Furthermore, branded experience is being known as true to sustain differentiator and successfully to drive the business to create a stronger capacity. The experience will have substantial effect to frame customer satisfaction with satisfied or dissatisfied (Berry and Carbone, 2007; Dube and Renaghan, 2000). Marketers also realized that satisfaction is strongly influenced by customer value perception, service quality perception and indeed of customer experience (Dahlsten, 2003; Cronin et al., 2000; Rowley, 1999).

Literature also suggested that relationship between customer experience and loyalty exist (Carbone, 2004). However, quality and value are the factors which influencing the relationship of customer experience and loyalty through mediation effect (Berry and Carbone, 2006). Therefore, we can conclude that customer experience can be the direct or indirect to mediate the relationship with satisfaction (Rowley, 1999).

H5: There is a direct relationship between customer experience and satisfaction.

2.3.1.6 The value perception and service quality perception mediate the relationship between customer experience and satisfaction

Based on previous studies, the quality of service used can be found to influence customer perception on satisfaction on intention to continue through direct or indirect influence between customer experience and satisfaction with mediating or moderating effect (Falk, Hammer Schmidt, and Schepers, 2010). The mediation effect between the independent variable and dependent variable can be test whether it is having direct or indirect effect by Sobel test and SEM. Boshoff and Gray (2004) have established that service quality is an prior to achieve customer loyalty through the mediator.

Jiang and Wang (2006) suggested that service quality perception has the mediation or moderation effect in customer satisfaction under different conditions and dimensions. Besides, the relationship between customer experience and loyalty is investigated with the other mediating or moderating effect which included quality perception, value perception and customer satisfaction (Berry, Carbone and Haeckel, 2002). In conclude, value service quality perception has mediation effect in between customer experience and satisfaction (Malik, 2012).

H6; H7: The value perception/ service quality mediates through the relationship between customer experience and satisfaction.

2.3.1.7 The Relationship between Satisfaction and Loyalty

Customer satisfaction has significant effect on building loyalty on customer (Cronin et al., 2000; Cronin and Taylor, 1992; Oliver, 1980). Once the customer is satisfied with the brand, they will have the action like repurchase, spread positive word of mouth and remain loyal to the existing product or service. Most of the literature stated that the customer satisfaction is key driver and influence loyalty of customer positively (Hoisington and Nauman, 2003; Cronin et al., 2000; Gronholdt et al., 2000; Anderson et al., 1994).

The two key outcomes of customer experience are satisfaction and loyalty (Verhoef et al., 2009; Grewal, Levy and Kumar, 2009; Meyer and Schwager, 2007; Burns and Neisner, 2006; Sivadas and Baker-Prewitt, 2000). Therefore, through creating preferable customer experience is important for those managers in service industry to enhance long term relationship between the service provider and customer (Kumar et al., 2013). Thus, studies concluded that satisfaction level of customer is influencing their decision to stay to the existing or swift to others (Mittal and Kamakura, 2001) which mean the customer will rebuy and stay to the existing firm products or services (Li, Sun and Wilcox, 2005).

However, Bennet and Rhundle-Thiele (2004) stated high satisfaction level of customer does not appear to be loyal because customer also will be affected by others factor to maintain loyal such as the price, the technology innovation and others. In brief, satisfaction has direct relationship and impact on building loyalty (Hoisington and Nauman, 2003; Cronin et al., 2000; Gronholdt et al., 2000).

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

CHAPTER 3: METHODOLOGY

3.0 Introduction

Methodology is an action to gather statistics and information of respondents who are targeted for the research. We are focusing on the way we are collecting the data, who we targeted, the sampling design, the process and how to analyze the statistical models through the instrument used in the research.

3.1 Research Design

Research design is important to collect information from relevant parties to investigate the problems happened and find ways to solve it. Therefore, descriptive research and casual research are used.

Descriptive research is defined as the respondents who participated in the research characteristics or attributes. In this research, the descriptions are abstract from the internet and journals to range the statement with their perception toward the airline service by using Likert scale method (Zikmund, 2010).

Casual research is defined as testing whether one event will cause another. This research is seeking clarifications of the nature of specific connection. This research design is used to understand what cause the problem and how the effect related to the airline relationship (Zikmund, 2010).

3.2 Data Collection Methods

Data collection is used to gather, analyze and interpret the data to calculate the result of the data received. There are two main sources of data. The primary source included survey questionnaires and the secondary sources are included published or unpublishes articles, journals and electronic database.

3.2.1 Primary Data

Ahmad (2010) stated that primary data is the data which is new, and you are the first one who received it. The information received is not available by other and before. Therefore, it is more trustable than the secondary data. In this research, the primary data by conducting a survey questionnaire are required. Survey questionnaires were distributed and collected after 2 weeks.

3.2.2 Secondary Data

This resource is called the information and data which collected through previous researchers. It can be used in simple and save cost way compare to primary data as the data can be seek from internet, library or journal articles. However, some of the information may not be qualify or match with the current research as the information collected are outdated. The secondary data are from internet, journals, eBooks and textbooks, website and information which offered by UTAR library.

3.3 Sampling Design

3.3.1 Target Population

Target population is called as people who involved in the research by providing information (Hair et al., 2003). The target population in this research are categories in several types which are Malaysian who work overseas, travelling, study abroad or mix. Total 252 sets of questionnaire survey and questionnaires are collected for this research.

3.3.2 Sampling Frame

The population of the respondents who involved in this research is called as the sampling frame (Zikmund, 2010). Those international travelers with different demographics are been targeted.

3.3.3 Sampling Elements

This study is targeting who are the international travelers with different purpose such as workers who need to fly overseas, students who study abroad, travelers who fly abroad. The respondents can choose more than one options.

3.3.4 Sampling Technique

The techniques used to calculate data are differentiated into 2 categories. Probability sampling also called as non-zero probability which every element has chances to be choose among others; non-probability sampling is the elements being choose is unpredictable and individual assessment which are judgment and evaluation involved. This research is using cluster sampling to list out the useful result and systematic sampling method to calculate.

3.3.5 Sampling Size

Creswell (2005) stated that there are minimum 30 of sample size is recommended to calculate the data. However, the minimum sample size is 200 to conduct the research (Flora and Curran, 2004). Therefore, the sample size of 200 will be use in this research. Besides, the research also uses pilot test to test the reliability and accuracy of the questions, 20 sets of survey questionnaire had been used.

3.4 Research Instrument

The use of survey questionnaire to conduct research is more save cost, more efficient and effective purpose. Those questionnaires send through internet and fixed answers allow the respondents to answer easily no matter where they are by using smartphone to save time and cost. Therefore, it allows respondents to respond efficiently and effectively.

The survey questionnaire is separated into 2 parts. The part A is demographic questions included gender, age, occupation, income level and period of travelling; Part B is questions which are related to dependent and independent variables in the research (customer experience, value perception, service quality, satisfaction and loyalty).

Besides, pilot test had been used on by choosing few respondents to investigate the error that may happen before distributing to those targeted respondents. This research is targeting to take a minimum of 200 questionnaires from the target respondents and it take around 2 weeks to conduct the questionnaires.

3.5 Construct Measurement

3.5.1 Origin and Measure of the Construct

Customer Experience

Peace of Mind:	Klaus & Maklan (2011)
I am confident in the airline expertise	
The whole process with the airline was easy	
I stay with the airline because of my past dealings with airline	
I have dealt with the airline before so getting what I needed was easy	
Moment of Truth:	
The airline was flexible in dealing with me and looked out for my needs	
The airline keeps me up to date	
The airline is a safe and reputable company	
The people at the airline have good people skills	
Outcome Focus:	
Staying with the airline makes the process much easier	
The airline gives me what I need swiftly	
I prefer the airline over an alternative provider	
The people at the airline can relate to my situation	
Product Experience:	
I need to choose between different options at airline	
I need to consider offers from more than just an airline	
I need to compare different options from the airline	
I have one designated contact at the airline	

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Value Perception

Functional Value:	Chi & Kilduff (2011), Yang & Jolly (2009)
The airline services have an acceptance standard of quality	
The airline flights arrive and leave punctually	
The airline services fulfill my needs well	
Social Value:	
Using the airline services make a good impression on other people	
Using the airline services give me social approval	
Using the airline services improve the way I am perceived by others	
Monetary Value:	
The airline services are good for the price paid	
The airline services are reasonably priced	
The price of the airline services has economic value	
Emotional Value:	
Using the airline services is enjoyable	
Using the airline services give me pleasure	
Using the airline services is interesting	

Service Quality Perception

Tangible:	Hwang and Ok (2013), Bougoure and Neu (2010), Stevens et al., (1995), Parasuraman et al., (1988), Hwang and Zhao (2010)
The airline employees are well dressed and neat appearing	
The airline's materials associated with the service are visually appealing	
The airline company provides good quality of foods and beverages	

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Reliability:	Hwang and Ok (2013), Bougoure and Neu (2010), Stevens et al., (1995), Parasuraman et al., (1988)
The airline performs the service right the first time	
The airline provides its services at the time it promises to do so	
The airline insists on error free records	

Responsiveness:	Hwang and Ok (2013), Bougoure and Neu (2010), Stevens et al., (1995), Parasuraman et al., (1988), Kaur (2013)
The airline employees are willing to help me as per my request	
The airline employees provide prompt service	
The airline employees have patience when taking my order	

Assurance:	Bougoure and Neu (2010), Kaur (2013), Andaleeb and Conway (2006)
The airline employees have adequate knowledge to answer my questions	
The airline employees are consistently courteous with me	
The airline employees attitude instills confidence in me	

Empathy:	Kaur (2013), Bougoure and Neu (2010), Hwang and Ok (2013)
The airline employees understand my specific needs	
The airline has convenient operating hours to all customers	
The airline gives me individual attention	

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Satisfaction:

Overall, I am satisfied with this airline and service provided	Canny (2013), Ryu, Lee and Kim (2012), Yang and Chang (2011), Chow, Dickson, Tham and Wong (2013), Forgas, Moliner, Sanchez, & Palau (2010), Kim & Lee (2011), Park, Robertson, & Wu (2004), Dagger et al., (2007)
I am pleased to experience this airline service again	
I think I did the right thing when I decided to use the airline	
The airline company always fulfill my expectations	

Loyalty:

I would recommend the airline to my friends	Leverin & Liljander (2006), Butcher et al. (2001)
I would continue to experience the airline	Harris & Goode (2004)
Consider the airline as the first choice to buy	Zeithaml et al. (1996), Rarasuraman et al. (2005)

3.5.2 Scale Measurement

This method is conducted to measure variables through 4 types of scale which are nominal, ordinal, interval and ratio (Gill and Johnson, 1997). This research is using nominal, ordinal and Likert scale. The first question is select your gender.

Please choose the bullet for your answer.

Gender: <input type="radio"/> Male <input type="radio"/> Female

Figure 3.5.2.1 Gender

Besides, ordinal scale used to order. The ordinal scale is used in the concept of non-numeric measurement. In this research, it used to category different educational level and income level.

Please choose the bullet for your answer.

Educational level: <ul style="list-style-type: none"> - High School Certificate - Diploma - Bachelor's Degree - Master - PhD (Doctorate)
--

Figure 3.5.2.2 Education level

Part B is using 5 points Likert scale to identify the respondent perception toward the statement. This part is to investigate respondent agree or not agree toward the statement and to balance option by using how is your perception toward the question.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Variables	Likert Scale
<u>Dependent Variables</u>	Strongly Disagree
Customer Experience	Disagree
<u>Independent Variables</u>	Neutral
Value Perception	Agree
Service Quality Perception	Strongly Agree
Satisfaction	
Loyalty	

3.6 Data Processing

Data processing is providing a guideline for researchers to manage incomplete, inconsistent, illegible, ambiguous, or unsatisfactory data. There are 5 steps involved which are data checking, data editing, data coding, data transcribing, and data cleaning.

3.6.1 Questionnaire Checking

Questionnaire checking involves defeat incomplete questionnaire sets. Questionnaire checking help the researchers to defeat and list out the unacceptable set of questionnaires which the respondents are unclear to confirm the questionnaires are returned physically complete, respondents are clear and understand with the questions asked and determine whether the respondents are qualified for the research.

3.6.2 Data Editing

Next is data editing to reconstruct those incomplete questionnaires. Data editing is to examine the failure and modify it to boost the overall quality of the study. Researchers

compose immediate edit the insufficient on question which is no right or wrong and edit the of range answer.

3.6.3 Data Coding

Data coding is converting the answers into numbers with various categories. For this step, the questionnaires answer is assigning into codes before composing the questionnaire. The data is using Statistical Package for the Social Sciences (SPSS) to run the data into result.

3.6.4 Data Transcribing

The forth step is data transcription which involving close observation of data. Researchers transcribe all questionnaires into code such as 1 to 5 through the system (Malhotra and Peterson, 2006). After the data is being scanned, the data will be transfer into transcribed data.

3.6.5 Data Cleaning

Last step is data cleaning. The objectives of data cleaning are to determine the outcome of measures and the acceptable error rate by outlying the missing part and impute the missing data or remain outliers which will affects the decisions.

3.7 Data Analysis

Data analysis is used to analyze the appropriate and accurate result to avoid mislead (Shepard, 2002). This research is going to use Statistical Package for Social Science (SPSS) to examine the result by test the reliability, significant of data, descriptive analysis and inferential analysis.

3.7.1 Descriptive analysis

Descriptive analysis is used to describe variables (Saunders, Lewis and Thornhill, 2010). This analysis is interpreting into charts and tables to analyze the data collected in percentages and frequency. This part is going to summarize the respondent's demographics in Part A.

3.7.1.1 Reliability

Reliability test is to measure the internal consistency which mean that the questionnaires are related and can be used to analyze the variables (Zikmund, 2010). The correlation and reliable between the variables are positively affect each other. Therefore, the internal stability has impact toward the correlation of the variables (Sekaran and Bougie, 2009).

Cronbach Alpha	Correlation
0.0-0.4	Low
0.5-0.7	Moderate
Above 0.7	Strong

Figure 3.7.1.1 Reliability

3.7.2 Inferential Analysis

Inferential analysis is to assume or predict the significant or insignificant between the variables (Burns and Bush, 2006). Pearson Correlation, Linear Regression Analysis and Mediation Analysis effect are used.

3.7.2.1 Pearson Correlation Coefficient

Pearson's Correlation Coefficient is used to investigate the concentration of relationships between the IV and DV whether they are having negative, positive or no relationship. The results are within the range of ± 1 (Auka, Bosire & Matern, 2013).

Correlation	Value
Negative Correlation	-1
No correlation	0
Positive Correlation	+1

3.7.2.1 Strength of Pearson Correlation Coefficient

3.7.2.2 Linear Regression

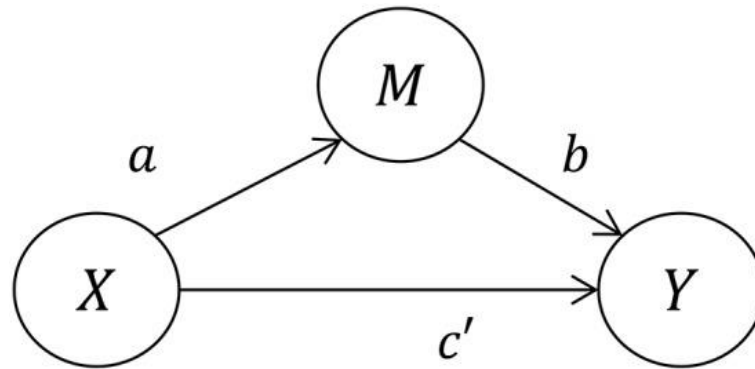
Linear regression is a technique used to identify the relationship between 2 variables whether independent variable is influencing or not influencing the dependent variable (Hair et al., 2003). Linear regression only valid if the relationship is continuous. The regression also can be shows with regression line which can let us predict the value of Y from X. Here is the equation:

$Y = a + b \times X$, where

- Y: intersect of line
- B: slope

3.7.2.3 Mediation Analysis

Mediation analysis is used to examine the processes through which a predictor influences an outcome through mediation effect. Mediation analysis has become attractive for the researchers to use in applied research (Kenny, 2018).



Total effect = Direct effect + Indirect effect

- Direct effect: the IV is directly influence the DV without mediator
- Indirect effect: the IV is indirectly influence DV through mediator

There 4 steps necessary to test mediation whether the mediator is direct or indirect effect (Baron and Kenny's, 1986).

- Step 1: Examine whether IV (X) is significantly interact with DV (Y)
- Step 2: Examine whether IV (X) is significantly interact with the mediator (M). The mediator is essentially treated as if it was an outcome variable
- Step 3: Show that the mediator (M) is significantly affects the DV (Y)
- Step 4: Show that if the mediator completely or partially mediates the relationship between the variable (X) and variables (Y), the effect of X on Y with the mediator should be of non-significance.

If the relationship between X and Y remains significant, the mediator is denoted as a partial mediator and called as indirect effect. If the X and Y is insignificant when the mediator is added in, the mediation effect is fully mediating the relationship and called as direct effect.

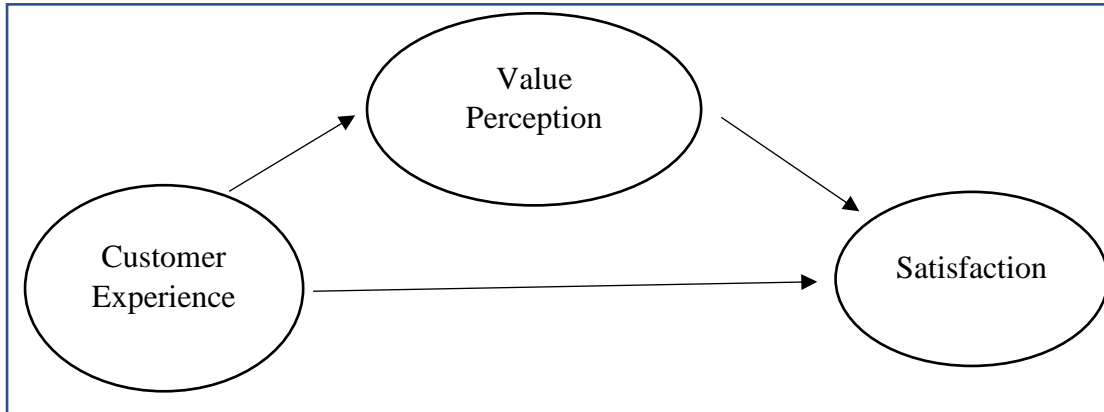


Figure 3.7.2.3.1 The mediation effect of value perception between customer experience and satisfaction.

Customer experience → Value Perception → Satisfaction

- Value Perception is playing the mediation role

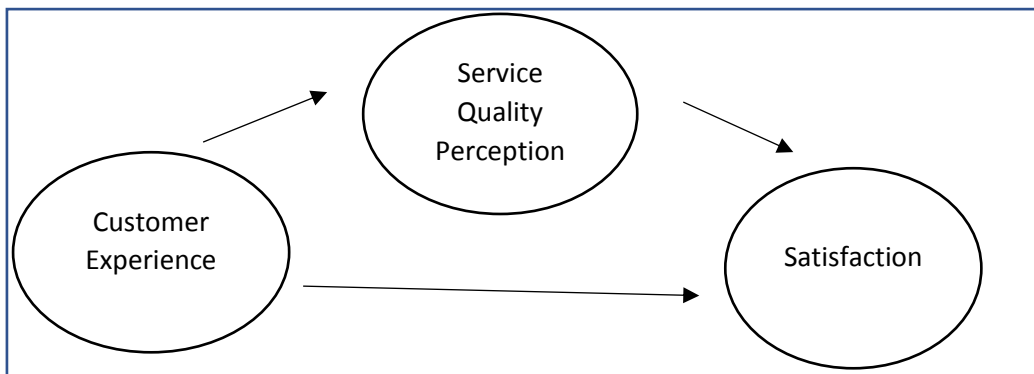


Figure 3.7.2.3.2 The mediation effect of service quality perception between customer experience and satisfaction.

Customer Experience → Service Quality Perception → Satisfaction

- Service Quality Perception is playing the mediation role

3.8 Conclusion

Chapter 3 has provided what method had been used to identify ‘who, what, how, where and when’ to collect data and result through methodology. SPSS software was used to analyze the data collected.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter 4 will discuss the result of the data collected whether they are significant or insignificant. There are 252 of respondents had answered and involved in the survey questionnaires. This chapter will analyze the result and present into tables with interpretation through SPSS.

4.1 Descriptive Analysis

The result of questionnaire is collected through google form and total of 252 respondents responded. Demographic of respondents was analyzed through descriptive analysis with tables and graphs.

Table 4.1.1 Gender

Category	Frequency, N	Percentage (%)
Male	114	45.2
Female	138	54.8
Total	252	100

Source: Developed for the research

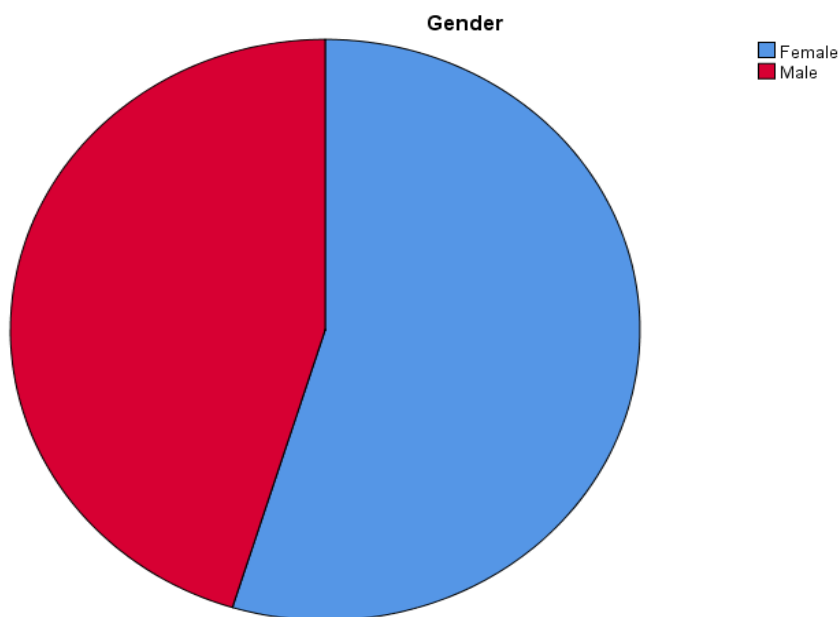


Figure 4.1.1 Gender

Table 4.1.1 stated frequency of the respondents involved. The male respondents are 114 out of 252 and the percentage is 45.2%, female respondents are 138 out of 252 with 54.8%.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.1.2 Age Group

Age Group	Frequency, N	Percentage (%)
19-29	212	84.1
30-39	7	2.8
40-49	17	6.7
Above 50	15	6.0
Total	252	100

Source: Developed for the research

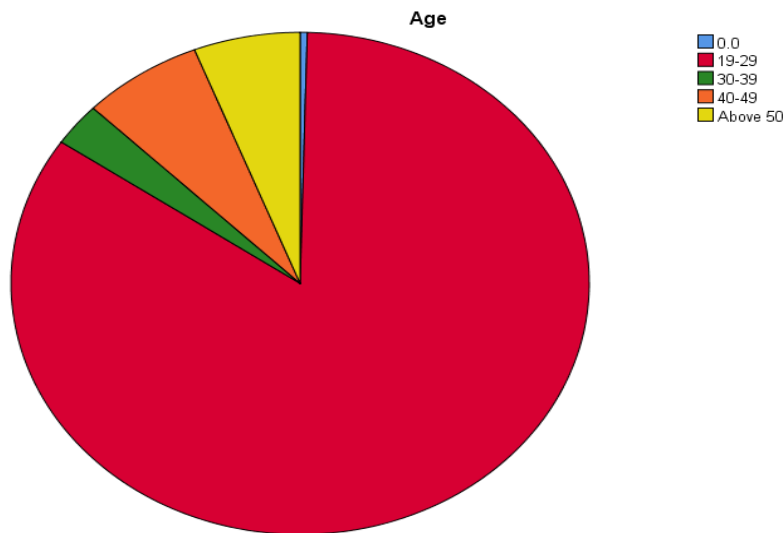


Figure 4.1.2 Age Group

Table 4.1.2 stated frequency of the respondents involved. The respondents joined are between 19-29 years old with 212 respondents with 84.1%, 40-49 years old which is 17 respondents with 6.7%, above 50 years which is 15 respondents with 6% and 30-39 years which is 7 respondents with 2.8%.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.1.3 Race

Race	Frequency, N	Percentage (%)
Chinese	242	96.0
Malay	3	1.2
Indian	4	1.6
Others	2	0.8
Total	252	100

Source: Developed for the research

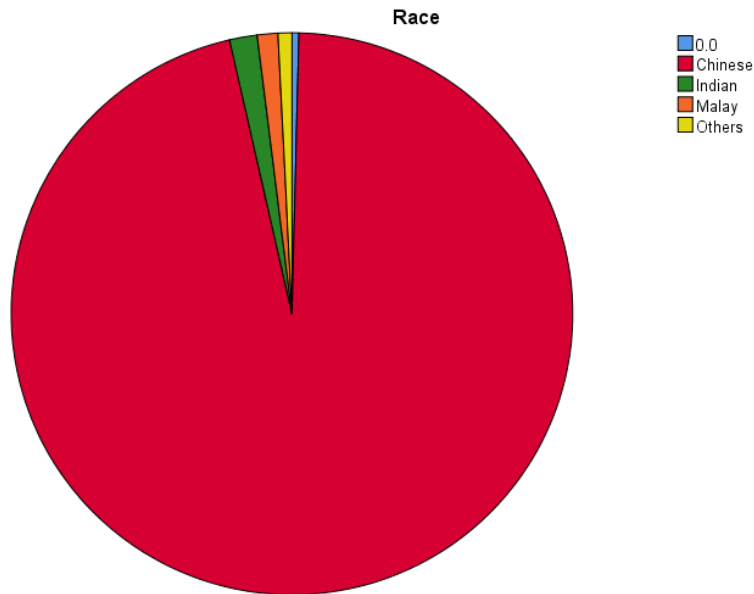


Figure 4.1.3 Race

Table 4.1.3 stated frequency of respondents is Chinese with 242 respondents (96%), Indian with 4 respondents (1.6%), Malay with 3 respondents (1.2%) and others with 2 respondents (0.8%).

**INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY**

Table 4.1.4 Highest Education Level

Highest Education Level	Frequency, N	Percentage (%)
High School Certificate	20	7.9
Diploma	24	9.5
Bachelor's Degree	153	60.7
Master	43	17.1
PhD (Doctorate)	6	2.4
Others	4	1.6
Total	252	100

Source: Developed for the research

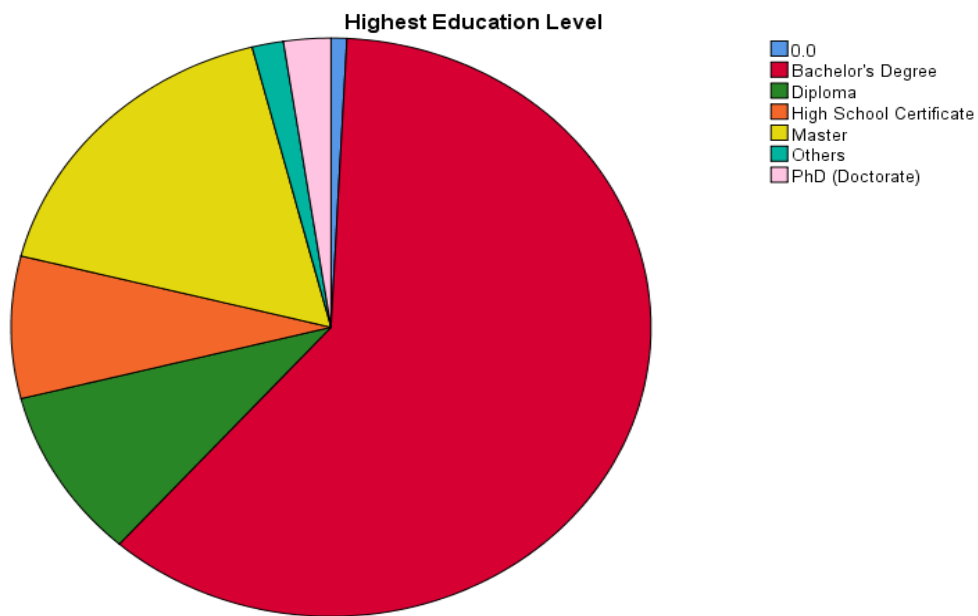


Figure 4.1.4 Highest Education Level

Table 4.1.4 stated the highest education level of respondents is categorized into 6 categories. The frequency is bachelor's degree with 153 respondents (60.7%), master with 43 respondents (17.2%), diploma with 24 respondents (9.5%), high school certificate with 20 respondents (7.9%), PhD with 6 respondents (2.4%) and others with 4 respondents (1.6%).

**INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY**

Table 4.1.5 Purpose of Air Travel

Purpose of Air Travel	Frequency, N	Percentage (%)
Business	3	1.2
Business, Leisure	8	3.2
Business, Leisure, Others	1	0.4
Business, Leisure, Study	1	0.4
Business, Leisure, Study, Other	1	0.4
Business, Others	1	0.4
Leisure	177	70.2
Leisure, Others	2	0.8
Leisure, Study	19	7.5
Others	19	7.5
Study	20	7.9
Total	252	100

Source: Developed for the research

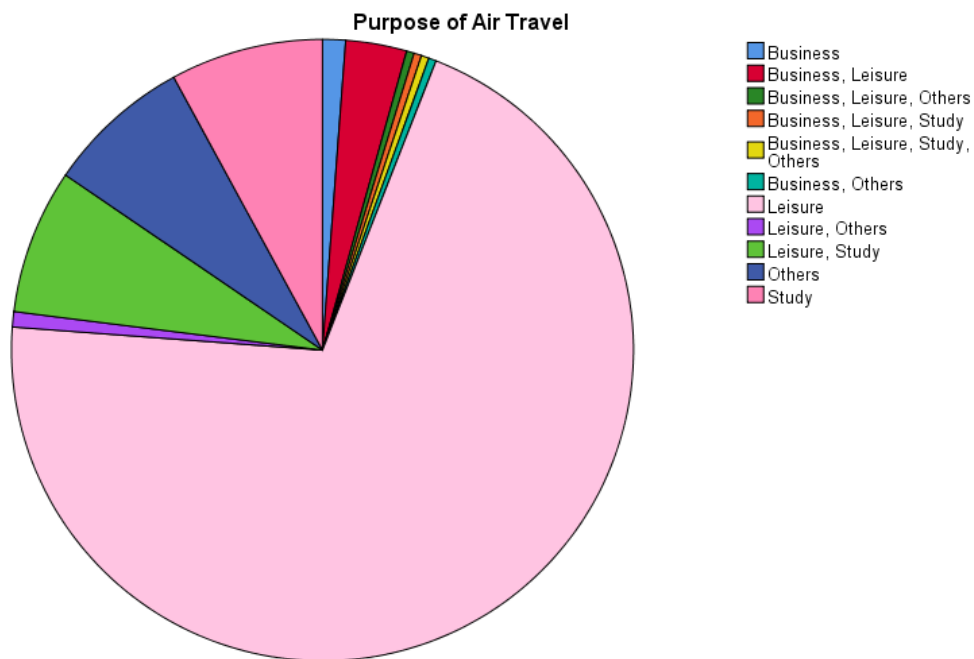


Figure 4.1.5 Purpose of Air Travel

**INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY**

Table 4.1.5 stated the respondent purpose for air travel. Respondents are allowing to choose more than one purpose. The majority frequency is leisure with 117 respondents (70.2%), followed by study with 20 respondents (7.9%), others with 19 respondents (7.5%), leisure and study with 19 respondents (7.5%), business and leisure 8 respondents (3.2%), business with 3 respondents (1.2%), leisure and other with 2 respondents (0.8%), business, leisure and others; business, leisure and study; business, leisure, study and others; business and others were chosen by 1 respondents (0.4%).

Table 4.1.6 Frequency of International Air Travel Last 3 Years

Frequency of International Air Travel Last 3 Years	Frequency, N	Percentage (%)
1 to 2 times	168	66.7
3 to 5 times	66	26.2
More than 5 times	18	7.1
Total	252	100

Source: Developed for the research

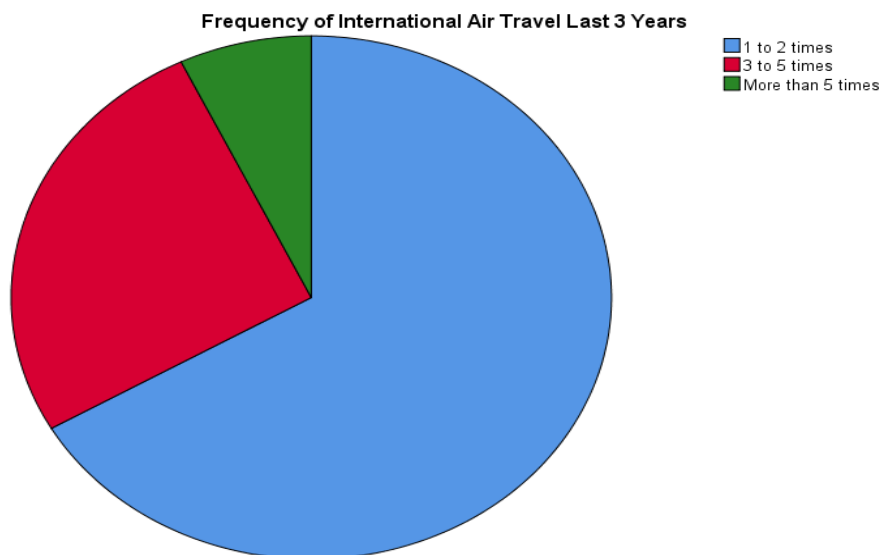


Figure 4.1.6 Frequency of International Air Travel Last 3 Years

**INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY**

Table 4.1.6 stated the frequency of International Air Travel Last 3 Years is in 3 categories. Majority is 1 to 2 times with 168 respondents (66.7%), followed by 3 to 5 times with 66 respondents (26.2%) and more than 5 times with 18 respondents (7.1%).

Table 4.1.7 Income per Month

Income per Month	Frequency, N	Percentage (%)
Below RM1,000	147	58.3
RM1,000 to RM2,499	42	16.7
RM2,500 to RM4,999	34	13.5
RM5,000 to RM7,499	18	7.1
RM7,500 and above	10	4.0
Total	252	100

Source: Developed for the research

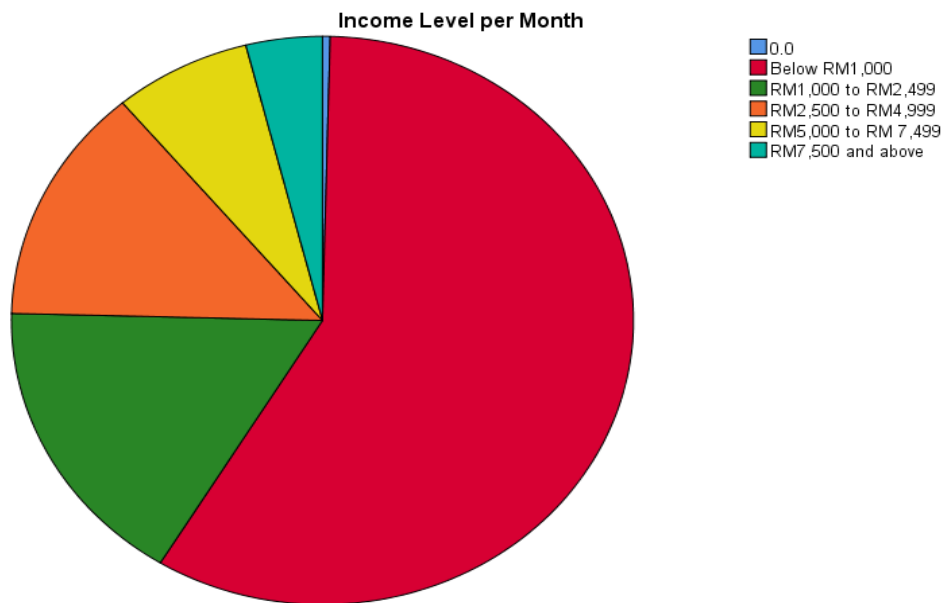


Figure 4.1.7 Income Level per Month

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.1.7 stated the income per month of respondents. Majority is below RM1,00 with 147 respondents (58.3%), followed by RM1,000 to RM2,499 with 42 respondents (16.7%), RM2,500 to RM4,999 with 34 respondents (13.5%), RM5,000 to RM7,499 with 18 respondents (7.1%) and RM7,500 and above with 10 respondents (4%).

4.2 Central Tendencies Measurement of Constructs

To determine the score of 5 points Likert Scale from strongly disagree to strongly agree of customer experience, value perception, service quality perception, satisfaction and loyalty.

Table 4.2.1 Measurement of Customer Experience

Variables	Items	N	Mean	Standard Deviation
Peace of Mind	Q1	252	3.61	.856
	Q2		3.59	.925
	Q3		3.58	.887
	Q4		3.58	.909
Moment of Truth	Q5	252	3.62	.869
	Q6		3.68	.824
	Q7		3.86	.820
	Q8		3.73	.781
Outcome Focus	Q9	252	3.63	.829
	Q10		3.58	.817
	Q11		3.66	.866
	Q12		3.49	.881
Product Experience	Q13	252	4.01	.936
	Q14		4.16	.948
	Q15		4.20	.928
	Q16		3.56	1.144

Source: Developed for the research

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.2.1 stated the mean value in customer experience which get the highest score is Q15 with 4.20 and the lowest mean value is Q12 which is 3.49; the standard deviation value with highest score is Q16 with 1.144 and the lowest value is Q8 which is 0.781.

Table 4.2.2 Measurement of Value Perception

Variables	Items	N	Mean	Standard Deviation
Functional Value	Q1	252	3.98	.925
	Q2		3.60	1.101
	Q3		3.80	.858
Social Value	Q4	252	3.54	.946
	Q5		3.51	.951
	Q6		3.50	.992
Monetary Value	Q7	252	3.84	.979
	Q8		3.84	1.003
	Q9		3.90	.956
Emotional Value	Q10	252	3.90	.931
	Q11		3.89	.951
	Q12		3.85	.915

Source: Developed for the research

Table 4.2.2 stated the mean value for value perception with the highest score is Q1 with 3.98 and the lowest mean value is Q6 which is 3.50; the standard deviation value with highest score is Q2 with 1.101 and the lowest value is Q3 which is 0.858.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.2.3 Measurement of Service Quality Perception

Variables	Items	N	Mean	Standard Deviation
Tangible	Q1	252	4.10	.918
	Q2		3.99	.901
	Q3		3.57	.879
Reliability	Q4	252	3.75	.818
	Q5		3.76	.822
	Q6		3.61	.833
Responsiveness	Q7	252	3.88	.819
	Q8		3.85	.835
	Q9		3.89	.875
Assurance	Q10	252	3.96	.907
	Q11		3.89	.908
	Q12		3.77	.785
Empathy	Q13	252	3.80	.966
	Q14		3.84	.987
	Q15		3.54	.881

Source: Developed for the research

Table 4.2.3 stated the mean value for service quality perception with the highest score is Q1 with 4.10 and the lowest mean value is Q3 which is 3.57; the standard deviation value with the highest score is Q14 with 0.987 and the lowest value is Q12 which is 0.785.

Table 4.2.4 Measurement of Satisfaction

Items	N	Mean	Standard Deviation
Q1	252	4.07	.764
Q2		4.03	.785
Q3		3.99	.753
Q4		3.79	.844

Source: Developed for the research

Table 4.2.4 stated the highest mean value for satisfaction is Q1 which is 4.07 and the lowest mean value is Q4 which is 3.79; the standard deviation value with the highest score is Q4 with 0.844 and the lowest value is Q3 which is 0.753.

Table 4.2.5 Measurement of Loyalty

Items	N	Mean	Standard Deviation
Q1	252	3.93	.811
Q2		4.09	.789
Q3		3.86	.815

Source: Developed for the research

Table 4.2.5 stated the highest mean value for loyalty is Q2 which is 4.09 and the lowest mean value is Q3 which is 3.86; the standard deviation value with the highest score is Q3 with 0.815 and the lowest value is Q2 which is 0.789.

The overall mean values are ranking from 3.49 to 4.20. The highest mean is under customer experience Q15 and the lowest mean fall under customer experience Q12. The overall standard is ranging from 0.753 and 1.144. The highest standard deviation is customer experience Q16 and the lowest standard deviation is satisfaction Q3.

4.3 Scale Measurement

4.3.1 Reliability Test

The reliability test is a method to test the independent and dependent variables scale which included the questions reliability and internal consistency. The Cronbach alpha should be above 0.7 and accepted if above 0.6.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.3.1 Scale Measurement

Variable	Dimensions	Items	N	Cronbach Alpha If Item Deleted	Cronbach Alpha	Cronbach Alpha Based on Standardized Items
Customer Experience	Peace of Mind	Q1	252	.950	.953	.954
		Q2		.951		
		Q3		.950		
		Q4		.949		
	Moment of Truth	Q5	252	.950		
		Q6		.950		
		Q7		.950		
		Q8		.950		
	Outcome Focus	Q9	252	.950		
		Q10		.949		
		Q11		.950		
		Q12		.950		
	Product Experience	Q13	252	.951		
		Q14		.950		
		Q15		.950		
		Q16		.952		
Value Perception	Functional Value	Q1	252	.957	.960	.961
		Q2		.958		
		Q3		.958		
	Social Value	Q4	252	.957		
		Q5		.959		
		Q6		.958		
	Monetary Value	Q7	252	.957		
		Q8		.956		
		Q9		.957		

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

	Emotional Value	Q10		.956		
		Q11	252	.956		
		Q12		.956		
Service Quality Perception	Tangible	Q1	252	.969	.970	.971
		Q2		.968		
		Q3		.970		
	Reliability	Q4	252	.968		
		Q5		.968		
		Q6		.969		
	Responsiveness	Q7	252	.968		
		Q8		.968		
		Q9		.969		
	Assurance	Q10	252	.968		
		Q11		.967		
		Q12		.968		
	Empathy	Q13	252	.968		
		Q14		.968		
		Q15		.969		
Satisfaction		Q1	252	.907	.930	.930
		Q2		.891		
		Q3		.916		
		Q4		.919		
Loyalty		Q1	252	.868	.905	.906
		Q2		.869		
		Q3		.879		

Source: Developed for the research

The alpha need to be minimum of 0.60 and if more than 0.7 indicate good reliability. Overall, all the variables items in the study are more than 0.70, therefore, we concluded that the items are consistent and reliable.

4.4 Inferential Analysis

Burns and Bush (2003) stated that inferential analysis is used to understand the respondent's characteristics of the data.

4.4.1 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficient method was used. The previous test (reliability) tested that the variables are useable (reliable and valid). The Pearson Correlation Coefficient significant level was set at the level of 0.05 level to prove that they are correlated, and r value is used to interpret the strength of the relationship (Cohen, 1988).

R Value	Strength of Correlation
0.10 to 0.29	Small
0.30 to 0.49	Medium
0.50 to 1.00	Large

*Guideline for the strength of correlation

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.4.1 Pearson Correlation Analysis

	CE	VP	SQP	S	L
CE Sig. (2 tailed)	1				
VP Sig. (2 tailed)	.840 .000	1			
SQP Sig. (2 tailed)	.862 .000	.868 .000	1		
S Sig. (2 tailed)	.578 .000	.643 .000	.651 .000	1	
L Sig. (2 tailed)	.573 .000	.602 .000	.605 .000	.864 .000	1

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

Source: Developed for the research

N = 252

CE = Customer Experience

VP = Value Perception

SQP = Service Quality Perception

S = Satisfaction

L = Loyalty

The table show that the independent variable (IV) and dependent variables (DV) are having relationship with each other with high strength of correlation.

4.4.2 Linear Regression

4.4.2.1 Customer Experience toward Value Perception

Table 4.4.2.1.1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.152	1.826		.631	.528
CE	.739	.030	.840	24.494	.000

Dependent Variable: VP

Source: Developed for the research

Hypothesis Testing

H0: There is no significance relationship between customer experience and value perception

H1: There is significance relationship between customer experience and value perception

Table 4.4.2.1.1 stated that the significant value between customer experience and value perception toward the airline service is at the value of 0.000 which is lower than p value of 0.05 with Beta = 0.840, H1 is accepted.

Table 4.4.2.1.2 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.840a	.706	.705	5.228

Source: Developed for the research

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.4.2.1.3 ANOVA

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	16395.882	1	16395.882	599.944	.000 ^b
Residual	6832.257	250	27.329		
Total	23228.139	251	251		

Dependent Variable: VP

Source: Developed for the research

Table 4.4.2.1.2 stated R² of the research is 0.706 which mean that 70.6% of the variation in value perception fit toward the airline service through the customer experience and table 4.4.2.1.4 shows the overall model is significant with the F ratio = 599.944. Therefore, this model is reliable and fit between two variables.

4.4.2.2 Customer Experience toward Service Quality Perception

Table 4.4.2.2.1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.342	1.964		2.720	.007
CE	.871	.032	.862	26.835	.000

Dependent Variable: SQ

Source: Developed for the research

Hypothesis Testing

H0: There is no significance relationship between customer experience and service quality perception

H1: There is significance relationship between customer experience and service quality perception

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.4.2.2.1 stated that the significant value between customer experience and service quality perception toward the airline service is at the value of 0.000 which value is lower than p value of 0.05 with Beta = 0.862, H1 is accepted.

Table 4.4.2.2.2 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.862 ^a	.742	.741	5.624

Source: Developed for the research

Table 4.4.2.2.3 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	22780.509	1	22780.509	720.141	.000 ^b
Residual	7908.348	250	31.633		
Total	30688.857	251			

Source: Developed for the research

Table 4.4.2.2.2 stated R² of the research is 0.742 which mean that 74.2% of the variation in service quality perception fit toward the airline service through the customer experience and table 4.4.2.2.3 shows the overall model is significant with the F ratio = 720.141. Therefore, this model is reliable and fit between two variables.

4.4.2.3 Value Perception toward Satisfaction

Table 4.4.2.3.1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.600	.705		9.368	.000
VP	.203	.015	.643	13.284	.000

Dependent Variable: S

Source: Developed for the research

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Hypothesis Testing

H0: There is no significance relationship between value perception and satisfaction

H1: There is significance relationship between value perception and satisfaction

Table 4.4.2.3.1 stated that the significant value between value perception and satisfaction toward the airline service is at the value of 0.000 which value is less than p value of 0.05 with Beta = 0.643, H1 is accepted.

Table 4.4.2.3.2 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.643 ^a	.414	.411	2.327

Source: Developed for the research

Table 4.4.2.3.3 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	955.301	1	955.301	176.457	.000 ^b
Residual	1353.445	250	5.414		
Total	2308.746	251			

Dependent Variable: S

Source: Developed for the research

Table 4.4.2.3.2 stated R² of the research is 0.414 which mean that 41.4% of the variation in satisfaction fit toward the airline service through the customer value perception and table 4.4.2.3.3 shows the overall model is significant with the F ratio = 176.457. Therefore, this model is reliable and fit between two variables.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

4.4.2.4 Service Quality Perception toward Satisfaction

Table 4.4.2.4.1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.540	.767		7.225	.000
SQP	.179	.013	.651	13.565	.000

Dependent Variable: S

Source: Developed for the research

Hypothesis Testing

H0: There is no significance relationship between service quality perception and satisfaction

H1: There is significance relationship between service quality perception and satisfaction

Table 4.4.2.4.1 stated that the significant value between service quality perception and satisfaction toward the airline service is at the value of 0.000 which value is lower than p value of 0.05 with Beta = 0.651, H1 is accepted.

Table 4.4.2.4.2 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.651 ^a	.424	.422	2.306

Source: Developed for the research

Table 4.4.2.4.3 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	978.833	1	978.833	184.003	.000 ^b
Residual	1329.913	250	5.320		
Total	2308.746	251			

Dependent Variable: S

Source: Developed for the research

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.4.2.4.2 stated R^2 of the research is 0.424 which mean that 42.4% of the variation in satisfaction fit toward the airline service through the service quality perception and table 4.4.2.4.3 shows the overall model is significant with the F ratio = 184.003. Therefore, this model is reliable and fit between two variables.

4.4.2.5 Customer Experience toward Satisfaction

Table 4.4.2.5.1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.220	.866		7.179	.000
CE	.160	.014	.578	11.189	.000

Dependent Variable: VP

Source: Developed for the research

Hypothesis Testing

H0: There is no significance relationship between customer experience and satisfaction

H1: There is significance relationship between customer experience and satisfaction

Table 4.4.2.5.1 stated that the significant value between customer experience and satisfaction toward the airline service is at the value of 0.000 which value is less than p value of 0.05 with Beta = 0.578, H1 is accepted.

Table 4.4.2.5.2 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.578a	.334	.331	2.481

Source: Developed for the research

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Table 4.4.2.5.3 ANOVA

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	770.352	1	770.352	125.188	.000 ^b
Residual	1538.394	250	6.154		
Total	2308.746	251			

Dependent Variable: S

Source: Developed for the research

Table 4.4.2.5.2 stated R² of the research is 0.334 which mean that 33.4% of the variation in satisfaction fit toward the airline service through the customer experience and table 4.4.2.5.3 shows the overall model is significant with the F ratio = 125.188. Therefore, this model is reliable and fit between two variables.

4.4.2.6 Satisfaction toward Loyalty

Table 4.4.2.6.1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.482	.389		3.810	.000
Satisfaction	.658	.024	.864	27.119	.000

Dependent Variable: Loyalty

Source: Developed for the research

Hypothesis Testing

H0: There is no significance relationship between satisfaction and loyalty

H1: There is significance relationship between satisfaction and loyalty

**INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY**

Table 4.4.2.6.1 shows that the significant value between satisfaction and loyalty toward the airline service is at the value of 0.000 which value is less than p value of 0.05 with Beta = 0.864, H1 is accepted.

Table 4.4.2.6.2 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.864 ^a	.746	.745	1.165

Source: Developed for the research

Table 4.4.2.6.3 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	998.293	1	998.293	735.429	.000 ^b
Residual	339.357	250	1.357		
Total	1337.651	251			

Dependent Variable: Loyalty

Source: Developed for the research

Table 4.4.2.6.2 stated R² of the research is 0.746 which mean that 74.6% of the variation in loyalty fit toward the airline service through the satisfaction and table 4.4.2.6.3 shows the overall model is significant with the F ratio = 735.429. Therefore, this model is reliable and fit between two variables.

4.4.3 Mediation Analysis

Based on this research, mediator is study through multiple regression by added in the suspected mediator which is value perception and service quality perception to re-run the regression to test the mediation effect exist or not exist.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

One of the mediators between customer experience and satisfaction is **value perception**.

Table 4.4.3.4 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin Watson
1	.647 ^a	.418	.414	2.322	1.795

Dependent Variable: S

Predictors: (Constant), CE, VP

Source: Developed for the research

Table 4.4.3.5 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	966.166	2	483.083	89.594	.000 ^b
Residual	1342.580	249	5.392		
Total	2308.746	251			

Dependent Variable: S

Predictors: (Constant), CE, VP

Source: Developed for the research

4.4.3.6 Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	6.024	.812		7.423	.000
CE	.035	.025	.126	1.420	.157
VP	.169	.028	.537	6.026	.000

Dependent Variable: S

Predictors: (Constant), CE, VP

Source: Developed for the research

Baron and Kenny's (1986) causal steps suggest four conditions to infer mediation. These conditions and the results of data analysis for the study are presented as below:

- Condition 1 – The independent variable (X) was a significant predictor of the dependent variable (Y). Based on the results of data analysis, customer experience (X) was significantly and positively related to satisfaction (Y) ($b = 0.578$, $t = 11.189$, $p < 0.001$). Thus, the first condition is fulfilled.
- Condition 2 – The independent variable (X) was a significant predictor of the mediator (M). Based on the findings, customer experience (X) was significantly and positively related to value perception (M) ($b = 0.840$, $t = 24.494$, $p < 0.001$). Thus, the second condition is fulfilled.
- Condition 3 – The mediator (M) was a significant predictor of the dependent variable (Y). Research finding indicated that value perception (M) was significantly and positively related to satisfaction (Y) ($b = 0.643$, $t = 13.284$, $p < 0.001$). Thus, the third condition is fulfilled.
- Condition 4 – The effects of independent variable (customer experience) on the dependent variable (satisfaction) were reduced when the mediating variable (value perception) was added to the regression equation. The unstandardized coefficients (b) was reduced from 0.160 to 0.035 and not significant at 95 percent level. Thus, the fourth condition was also fulfilled, and the results indicated that value perception completely mediated the relationship between customer experience and satisfaction. Therefore, value perception has direct effect.

Hypotheses Testing

H0: Value perception does not mediate through the relationship between customer experience and satisfaction

H1: Value perception mediates through the relationship between customer experience and satisfaction

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Next is the **service quality perception** as mediator between customer experience and satisfaction.

Table 4.4.3.8 Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin Watson
1	.652 ^a	.425	.420	2.309	1.663

Dependent Variable: S

Predictors: (Constant), CE, SQP

Source: Developed for the research

Table 4.4.3.9 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	981.316	2	490.658	92.038	.000 ^b
Residual	1327.430	249	5.331		
Total	2308.746	251			

Dependent Variable: S

Predictors: (Constant), CE, SQP

Source: Developed for the research

Table 4.4.3.10 Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	5.347	.818		6.535	.000
CE	.018	.026	.065	.682	.496
SQP	.163	.026	.595	6.291	.000

Dependent Variable: S

Predictors: (Constant), CE, SQP

Source: Developed for the research

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD AIRLINE SERVICE QUALITY

Baron and Kenny's (1986) causal steps suggest four conditions to infer mediation. These conditions and the results of data analysis for the study are presented as below:

- Condition 1 – The independent variable (X) was a significant predictor of the dependent variable (Y). Based on the results of data analysis, customer experience (X) was significantly and positively related to satisfaction (Y) ($b = 0.578$, $t = 11.189$, $p < 0.001$). Thus, the first condition is fulfilled.
- Condition 2 – The independent variable (X) was a significant predictor of the mediator (M). Based on the findings, customer experience (X) was significantly and positively related to service quality perception (M) ($b = 0.840$, $t = 24.494$, $p < 0.001$). Thus, the second condition is fulfilled.
- Condition 3 – The mediator (M) was a significant predictor of the dependent variable (Y). Research finding indicated that service quality perception (M) was significantly and positively related to satisfaction (Y) ($b = 0.651$, $t = 13.565$, $p < 0.001$). Thus, the third condition is fulfilled.
- Condition 4 – The effects of independent variable (customer experience) on the dependent variable (satisfaction) were reduced when the mediating variable (service quality perception) was added to the regression equation. The unstandardized coefficients (b) was reduced from 0.160 to 0.018 and not significant at 95 percent level. Thus, the fourth condition was also fulfilled, and the results indicated that service quality perception completely mediated the relationship between customer experience and satisfaction. Therefore, service quality perception has direct effect.

Hypotheses Testing

H0: Service quality does not mediate through the relationship between customer experience and satisfaction

H7: Service quality mediates through the relationship between customer experience and satisfaction

4.5 Conclusion

In Chapter 4, the descriptive analysis of respondents, scale measurement of the survey questionnaires and inferential analysis had discussed. The next chapter will determine the discussion of the major finding and conclusion of the research study.

CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter is going to elaborate more detail for the result and discuss the major finding, the limitation of the study and provide some recommendation for researchers who are interesting for this topic.

5.1 Summary of the Statistical Analysis

5.1.1 Descriptive Analysis

Majority gender of respondents are 114 out of 252 are males (45.2%), 138 out of 252 are females (54.8%). Majority respondents joined were between age of 19-29 years old which are 212 respondents (84.1%), Chinese with 242 respondents (96%), highest education level is bachelor's degree with 153 respondents (60.7%), travelling purpose is leisure with 177 respondents (70.2%), frequency of International Air Travel Last 3 Years is 1 to 2 times with 168 respondents (66.7%) and income per month is below RM1,000 with 147 respondents (58.3%).

The outcome for central tendencies measurement showed that the **customer experience** statement "I need to compare different options from the airline" has the highest mean value which is 4.20 and the statement "The people at the airline can relate to my situation" has the lowest mean value which is 3.49. Meanwhile, the variable of **value perception** with the statement of "The airline services have an acceptance standard of quality" scored the highest mean of 3.98 and the statement "Using the airline services improve the way I am perceived by others" which is the lowest mean value is 3.50. For the **service quality perception**, the statement "The airline employees are well dressed and neat appearing" scored the highest mean which is 4.10 and the statement of "The airline company provides good quality of foods and beverages" has the lowest mean value which is 3.57. While for the statement "Overall, I am satisfied with this airline and service provided" **under satisfaction** which scored the highest mean of 4.07 and statement "The airline company always fulfill my expectations" which has the lowest mean value with 3.79. Lastly, the statement "I would continue to experience the airline" **under loyalty** constituted the highest mean of 4.09 and statement "Consider the airline as the first choice to buy" has the lowest mean value with 3.86.

5.1.2 Scale Measurement

The measurement of the variables was stable and consistent, as the Cronbach's alpha were above 0.70. However, the quality of service is the highest with 0.970 and the customer experience is the lowest with 0.953.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

The beta of the variables has a coefficient correlation value in between 0.5 and 1.0. The significance value of the independent variables is less than 0.01. Therefore, there are strong positive relationship between the variables.

5.1.3.2 Linear Regression Analysis

Linear regression used is to investigate the relationship between independent variable and dependent variable.

Based on the results, R^2 is 0.706 for **customer experience and value perception** which mean 70.6% of variation in the value perception was influenced by customer experience and the overall model is significant with the F ratio = 599.944, $p = 0.000$ and the standardized beta coefficient of 0.840. Model exist and hypothesis (H1) valid.

Based on the results, R^2 is 0.742 for **customer experience and service quality perception** which mean 74.2% of variation in the service quality perception was influenced by customer experience and the overall model is significant with the F ratio = 720.141, $p = 0.000$ and the standardized beta coefficient of 0.864. Model exist and hypothesis (H2) valid.

Based on the results, R^2 is 0.414 for **value perception and satisfaction** which mean 41.4% of variation in the service quality perception was influenced by customer experience

and the overall model is significant with the F ratio = 176.457, $p = 0.000$ and the standardized beta coefficient of 0.643. Model exist and hypothesis (H3) valid.

Based on the results, R^2 is 0.424 for **service quality perception and satisfaction** which mean 42.4% of variation in the service quality perception was influenced by customer experience and the overall model is significant with the F ratio = 184.003, $p = 0.000$ and the standardized beta coefficient of 0.651. Model exist and hypothesis (H4) valid.

Based on the results, R^2 is 0.334 for **customer experience and satisfaction** which mean 33.4% of variation in the service quality perception was influenced by customer experience and the overall model is significant with the F ratio = 125.188, $p = 0.000$ and the standardized beta coefficient of 0.578. Model exist and hypothesis (H5) valid.

Based on the results, R^2 is 0.746 for **satisfaction and loyalty** which mean 74.6% of variation in the loyalty was influenced by satisfaction and the overall model is significant with the F ratio = 735.429, $p = 0.000$ and the standardized beta coefficient of 0.864. Model exist and hypothesis (H8) valid.

5.1.3.3 Mediation Analysis

To test for the mediation effect, there are four conditions need to fulfill. Customer experience as X, value perception and service quality perception as M, and satisfaction as Y.

Firstly, customer experience (X) was significantly and positively related to satisfaction (Y) ($b = 0.578$, $t = 11.189$, $p < 0.001$). Thus, first condition is fulfilled.

Second, customer experience (X) was significantly and positively related to value perception (M) ($b = 0.840$, $t = 24.494$, $p < 0.001$); customer experience (X) was significantly and positively related to service quality perception (M) ($b = 0.840$, $t = 24.494$, $p < 0.001$). Thus, second condition is fulfilled.

Third, value perception (M) was significantly and positively related to satisfaction (Y) ($b = 0.643$, $t = 13.284$, $p < 0.001$); service quality perception (M) was significantly and

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

positively related to satisfaction (Y) ($b = 0.651$, $t = 13.565$, $p < 0.001$). Thus, third condition is fulfilled.

Forth, when the mediating variable (value perception) was added to the regression equation, the unstandardized coefficients (b) was reduced from 0.160 to 0.035 and not significant at 95 percent level; when the mediating variable (service quality perception) was added to the regression equation, the unstandardized coefficients (b) was reduced from 0.160 to 0.018 and not significant at 95 percent level. Therefore, the fourth condition was also fulfilled. The results indicated that value and service quality perception completely mediated the relationship between customer experience and satisfaction. Therefore, direct effect exists.

5.2 Discussion of the Major Findings

The main purpose of this research is to study the Malaysia international traveler perception and experience toward the air service quality.

Summary of the Result Hypothesis Testing

Hypothesis	Value Score	Determination
H1: There is a significant relationship between customer experience and value perception	P= 0.000 (P<0.05) B = 0.840	Supported
H2: There is a significant relationship between customer experience and service quality	P= 0.000 (P<0.05) B = 0.862	Supported
H3: There is a significant relationship between value perception and satisfaction	P= 0.000 (P<0.05) B = 0.643	Supported
H4: There is a significant relationship between service quality and satisfaction	P= 0.000 (P<0.05) B = 0.651	Supported

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

H5: There is a direct relationship between customer experience and satisfaction	P= 0.000 (P<0.05) B = 0.578	Supported
H6: Value perception mediates through the relationship between customer experience and satisfaction	P= 0.000 (P<0.05) B = 0.573	Supported
H7: Service quality mediates through the relationship between customer experience and satisfaction	P= 0.000 (P<0.05) B = 0.595	Supported
H8: There is a significant relationship between satisfaction and loyalty	P= 0.000 (P<0.05) B = 0.864	Supported

5.2.1 Customer Experience toward Value Perception

Research Objective 1: To examine the impact of customer experience toward the value perception in airline.

Research Question 1: Does the customer experience will affect their value perception?

Customer experience is significantly correlated with value perception positively with ($r=0.840$) and ($p=0.000$). Thus, the hypothesis (H1) is accepted as there is a significant positive relationship between customer experience and value perception in airline service. Meanwhile, the Cronbach's Alpha value for customer experience is 0.954 value perception is 0.961 which is containing a strong sign of reliability. Carbone (2004) stated that experience concept is understanding and utilizing to create value and obtain a competitive advantage by marketers and practitioners. Smith and Wheeler (2002) stated that the customer experience and customer value perception are closed to each other and the objective is achieved. Customers experience will affect the value perception to the airline service provided. Besides, the research question of "Does the customer experience will affect their value perception" is also answered in the research.

H1: There is a significant relationship between customer experience and value perception.

5.2.2 Customer Experience toward Service Quality Perception

Research Objective 2: To examine the impact of customer experience toward the service quality perception in airline.

Research Question 2: Does the customer experience will affect their service quality perception?

Customer experience is significantly correlated with service quality perception positively with ($r=0.862$) and ($p=0.000$). Thus, the hypothesis (H2) is accepted as there is a significant positive relationship between customer experience and value perception in airline service. Meanwhile, the Cronbach's Alpha value for customer experience is 0.954 and service quality perception is 0.970 which having a strong sign for reliability. Dagger and O'Brien (2010) stated that perceives branded experience is important to receive quality services. Therefore, the objective to examine the relationship between customer experience toward service quality perception is achieved. Customers experience will affect the service quality perception to the airline service provided. Besides, the research question of "Does the customer experience will affect their service quality perception?" is also answered in the research.

H2: There is a significant relationship between customer experience and service quality

5.2.3 Value Perception toward Satisfaction

Research Objective 3: To examine the value perception toward the satisfaction in airline.

Research Question 3: Does value perception will affect their satisfaction?

Value perception is significantly correlated with satisfaction positively with ($r=0.643$) and ($p=0.000$). Thus, the hypothesis (H3) is accepted as there is a significant positive relationship between value perception and satisfaction in airline service. Meanwhile, the Cronbach's Alpha value for value perception is 0.961 and satisfaction is 0.930 which is a strong sign for reliability. The past researches stated that consumer value perception with

customer satisfaction are linking each other by having relationship (Day and Crask, 2000; Bolton and Lemon, 1999). Functional and emotional value are the main factors of consumer satisfaction and important to maintain the relationship between customer and the goods or services (Zainuddin, Previte and Russell-Bennett, 2011). Therefore, the objective to examine the relationship between value perception toward satisfaction is achieved. Value perception will affect the satisfaction to the airline service provided. Besides, the research question of “Does value perception will affect their satisfaction?” is also answered in the research.

H3: There is a significant relationship between value perception and satisfaction

5.2.4 Service Quality Perception toward Satisfaction

Research Objective 4: To examine the service quality perception toward the satisfaction in airline.

Research Question 4: Does service quality perception will affect their satisfaction?

Service quality is significantly correlated with satisfaction positively with ($r=0.651$) and ($p=0.000$). Thus, the hypothesis (H4) is accepted as there is a significant positive relationship between service quality perception and satisfaction in airline service. Meanwhile, the Cronbach’s Alpha value for service quality perception is 0.970 and satisfaction is 0.930, which mean the reliability is containing the highest value compare to other variables. Quality is determined as the main factor to understand the satisfaction level and maintain the existing customer after numerous researches had been done is service industry (Jabnoun and Al-Tamimi, 2003; Cronin and Taylor, 1992). Jamali (2007) stated that customer perception toward quality and satisfaction of services is exist and the objective is achieved. Service quality perception will affect satisfaction to the airline service provided. Besides, the research question of “Does service quality perception will affect their satisfaction?” is also answered in the research.

H4: There is a significant relationship between service quality and satisfaction.

5.2.5 Customer Experience toward Satisfaction

Research Objective 5: To examine the customer experience toward the satisfaction in airline.

Research Question 5: Does customer experience will affect their satisfaction?

Customer experience is significantly correlated with satisfaction positively with ($r=0.578$) and ($p=0.000$). Thus, the hypothesis (H5) is accepted as there is a significant positive relationship between customer experience and satisfaction in airline service. Meanwhile, the Cronbach's Alpha value for customer experience is 0.954 and satisfaction is 0.930, which the reliability is containing the highest value compare to other variables. Smith and Wheeler (2002) stated that customers are more concern on their experience toward the products or services. To enhance firm profitability, it is important to provide branded experience to customer for achieving high level of satisfaction (Kumar, Pozza and Ganesh, 2013). The relationship of customer experience and satisfaction can be influence through third parties which are value perception and service quality perception directly or indirectly. Therefore, the research question of "Does customer experience will affect their satisfaction?" is also answered in the research.

H5: There is a direct relationship between customer experience and satisfaction.

5.2.6 Satisfaction toward Loyalty

Research Objective 6: To examine the satisfaction toward loyalty in airline.

Research Question 6: Does satisfaction will affect their loyalty?

Satisfaction is significantly correlated with loyalty positively with ($r=0.864$) and ($p=0.000$). Thus, the hypothesis (H8) is accepted as there is a significant positive relationship between satisfaction and loyalty in airline service. Meanwhile, the Cronbach's Alpha of satisfaction is 0.930 and loyalty is 0.906, which is also the reliability is containing the highest value compare to other variables. Satisfied consumer will stay with existing brand (Li, Sun and Wilcox, 2005; Mittal and Kamakura, 2001). Therefore, organization must achieve

consumer need and want. Based on this statement, satisfaction and loyalty is significant to each other and the objective of the research is successfully determined. Satisfaction will affect the loyalty to the airline service. Besides, the research question of “Does satisfaction will affect their loyalty?” is also answered in the research.

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

5.2.7 Mediation Role of Value Perception and Service Quality Perception in Between Customer Experience and Satisfaction

H6: Value perception mediates through the relationship between customer experience and satisfaction

H7: Service quality mediates through the relationship between customer experience and satisfaction

In this research, the value perception and service quality perception is the mediator for customer experience and satisfaction. The customer experience and satisfaction are significant with Beta 0.578. The coefficient Beta for value perception is 0.537 and for service quality perception is 0.595. It is significant that value and service quality perception mediates the relationship of customer experience and satisfaction. Therefore, we concluded that value perception and service quality perception are valid as the mediator of customer experience and satisfaction, it is also direct effect. H6 and H7 are accepted. Past studies stated that service quality and value perception are playing the mediation effect in between customer experience and satisfaction (Baker, Parasuraman, Grewal and Voss, 2002). Therefore, the value and quality of the service are playing the mediation effects role.

5.3 Implications of Study

5.3.1 Managerial Implications

The survey is basically collected from young adult in between 19-29 years old who are just graduated or just start working and result show that young adults are concerning on the variables in the research. Therefore, airline need to provide service experiences which to sustain business profitability.

First, relevant managers need to **have the knowledge of customer experience and how to create great and branded customer experience**. Although the actual experience of the product or service will vanish, but the value of the experiential will be left in the consumer mind. In 20 centuries, people are living in the age of experience; firms should be more focus on delivering consumers a branded experience. Customer would like to experience the airline services which enable them to relax and the feeling toward the airline is positive. Through this measurement, the expectation and actual level of consumer response can be identified. Therefore, the organizations need to understand the customer experience role to reduce negative feedback from the customer compliant by providing high end quality services.

Second, value perception can direct influence and indirect influence the customer satisfaction. Once the customer experienced the airline service, they will determine the value of airline based on accessibility and worthy of airline service. The value is come from the customer feeling and emotion whether the experience has achieved their expectation toward the product or service. Thus, the memory in their mind will affect their image toward the product or service; they will share their experiences and judge the value of the service. Therefore, airline should be **more concern on creating value in customer mind and satisfied them through the experience**.

Third, in 20 centuries, quality is more important than other factors. If the services quality is insufficient or disqualified, the whole experience is likely to be ruin. The airline needs concern as we know that service quality play an important role because nowadays people

look for quality more than price. Airline should be focus on the common services by serving quality food, ambient atmosphere or environment, and effective and efficiency services. The emotion of the customer will influence the reputation of the airline since nowadays customer will post those feedbacks on social media and social media is connected worldwide.

Therefore, related manager **needs to consider incorporate the measurement of service quality to improve and understand customer perception toward the service delivered** such as provide individual personal training for the employees.

Lastly, satisfaction level of customer has become main factor in determining the achievement of a company in any industries as loyalty is highlighted to success. To maintain loyalty, the organizations need to achieve the customer expectation and they satisfied with the service given. Satisfied customer will continue to stay and less likely to switch but dissatisfied customers will switch immediately and ruin the reputation and image. Manager need to **emphasize more on the characteristics that will link to customer satisfaction and provide customers an opportunity or a platform for customers to evaluate their feeling toward the services and improve the services**. Loyalty will be affected by value perception, service quality perception, and satisfaction. All the determinants are link to each other. Therefore, it is important to build customer loyalty as it is the key driver to sustain profitability.

5.4 Limitations of Study

There are several limitations need to be highlighted. Limitation of the study will directly affect the accuracy of result.

The time constraint to complete this final year project is not enough. The time to collect the data for this research is only 2 weeks. Therefore, there are only 252 respondents respond to the questionnaire distributed which people are surrounding me. Although the number of respondents is enough for the project but the larger the number of respondents, the data will be more accurate.

Other than that, the data that collected is not perfect due to cost constrained. In this research, the data are mostly relying on secondary data because the data collection from targeted respondents will spend a lot of time and expensive. The data is collected through online questionnaire due to lack of financial support, respondents only based on their understanding toward the words in questionnaires. Their ambiguous or misunderstanding toward the words lead to different answers given.

5.5 Recommendations for Future Research

Recommendations are provided to solve the problems and enable future researchers to achieve and collect more appropriate data and result.

First, the respondents can be increase up to 500 of respondents as sample size for respondents is within 30 to 500 respondents. To get more accuracy of data or result, the collection of data can enlarge till 500 respondents to have better generalizability for the population at large.

Next, the research is suggested to collect data from travelers who have more experience on flying. The frequency of air travel will affect the consumer perspective toward the experience and link to other variables in return for the loyalty. Consumers who fly frequently will have difference perception toward the airline compare to consumer who not always experience. The researchers can get help from the airport employees to distribute the questionnaire to travelers or face to face distribute the questionnaires in the airport to explain and improve the understanding of the questionnaire words to the respondents for an accurate and reliable data.

Last, researchers are recommended to add in more variables for future research. The variables used for this research are insufficient. Different kind of variables will have different kind of outcomes and influence the customer perceptions. Past researches had done with different kind of variables such as word of mouth behavior. By increasing the variables, the data collection for the result will be sincerer.

5.6 Conclusion

After the whole process of research, the findings and research has supported the literature from the past researches. Therefore, the relationship between those variables is significant and the value perception and service quality also have mediation effects between customer experience and satisfaction toward the airline service. In brief, the independent variables to influence the customer future decision whether to continue stay or switch to others airline.

REFERENCES

- Abdlla, G., Mohamed, A.R. and Mekawy, M.A. (2007). 'Managing tourists' needs and expectations: An empirical analysis of the Egyptian airline sector'. *Tourism: An International Interdisciplinary Journal*, Vol. 55 No. 3, pp. 277-296.
- Abou-Zeid, M., Witter, R., Bierlaire, M., Kaufmann, V., Ben-Akiva, M. (2012). Happiness and travel mode switching: findings from Swiss public transportation experiment. *Transportation Policy*, 19(1), 93-104.
- Achrol, R. and Kotler, P. (2006). The Service Dominant Logic for Marketing: A Critique. In *The Service Dominant Logic of Marketing: Dialog, Debate, and Directions* (pp. pp. 320-337). Armonk, NY: Lusch and Vargo, S. L (Eds).
- Albalate, D., Bel, G., Fageda, X. (2014). Competition and Cooperation between high speed rail and air transportation services in Europe. *Journal of Transport Geography*, 22: 166-174.
- Alben, L. (1996). Quality of experience: Defining the criteria for effective interaction design. *Interactions Archieve*, 3(3), 11-15.
- Anderson, E., Fornell, C. and Lehman, D. (1994). Customer Satisfaction, Market Share and Profitability: Findings from Sweden. *J Mark*, 58(July), pp. 53-66.
- Andreassen. T. W. and Lindestad, B. (1998). Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Defrees of Service Expertise. *International Journal of Service Industry Management*, 9(1), pp. 7-23.
- Archana, R. and Subha, M.V. (2012). "A study on service quality and passenger satisfaction on Indian airlines". *International Journal of Multidisciplinary Research*, Vol.2 No.2, pp. 50-63.
- Atilgan, E., Akinci, S. and Aksoy, S. (2003). "Mapping service quality in the tourism industry". *Managing Service Quality*, Vol. 28 No. 9, pp. 804-830.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Babakus, E. a. (1992). "Adapting the SERVQUAL scale to hospital services: An empirical investigation". *Health Services Research*, Vol.26 No.6, pp. 768-786.
- Babbar, S. and Koufterous, X. (2008). "The human element in airline service quality: Contact personnel and the customer". *International Journal of Operations & Production Management*, Vol.28 No.9, pp.804-830.
- Babin, B. J., Lee, Y., Kim, E. and Griffin, M. (2005). "Modelling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea". *Journal of Services Marketing*, 19(3), pp. 133-139.
- Baker, D. A. and Crompton, J. L. (2000). Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27(3), pp. 785-804.
- Baker, J., Parasuraman, A., Grewal, D. and Voss, G. (2002). The influential of Multiple Store Environment Cues on Perceived mErchandise Value and Patronage Intentions. *Journal of Marketing*, 66(April), pp. 120-141.
- Baron, R. M. and Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic and Statistical Consideration. *Journal of Personality and Social Psychology*, 5, pp. 1173-1182.
- Barsky, J. a. (2002). "Evoking emotion: Affective keys to hotel loyalty". *Cornell Hotel and Restaurant Administration Quarterly*, Vol.43 No.1, pp. 39-46.
- Barsky, J. D. and Nash, L. (2002). Evoking emotion: Affective Keys to Hotel Loyalty. *Cornel Hotel and Restaurant Administration Quarterly*, 43(1), 39-46.
- Batra, R. and Ahtola. O. T. (1990). Measuring the hedonic and utilitarian sources of consumer attitude. *Marketing Letters*, 2(2), 159-170.
- Baumgartner, P. (2011, August 10th). An interview with Peter Baumgartner, Chief Commercial Office, Etihad Airways.
- Belobaba, P. O. (2009). *The global airline industry*. John Wiley and Sons Ed.
- Bennett, R. and Rundle-Thiele, S. (2004). "Customer Satisfaction should not be the one goal". *Journal of Services Marketing*, 87(7), 124-133.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Berman, B. (2005). "How to Delight Your Customers" . *California Management Review*, 48(1), pp. 129-151.
- Berry, L. L. and Bendapudi, N. (2003). "Clueing in Customer". *Harvard Business*, 81(2), 100-106.
- Berry, L. L. and Carbone, L. P. (2007). "Build Loyalty through Experience Management". *Quality Progress*, 40(9), 6.
- Berry, L. L. and Lampo, S. S. (2004). Branding Labor Intensive Services. *Business Strategy Review*, 15(1), 18-25.
- Berry, L. L., Carbone, L. P. and Haeckel, S. H. (2002). "Managing the Total Customer Experience". *Sloan Management Review*, 43(3), pp. 85-89.
- Berry, L. L., Carbone, L. P. and haeckel, S. H. (2002). Managing the Total Customer Experience. *MIT Sloan Management Review*, 43(4), pp. 85-89.
- Berry, L., Wall, E. and Carbone, L. (2006). "Service Clues and Customer Assessment of the Service Experience: Lessons from Marketing". *Academy of Management Perspectives*, Vol.20 No.2, pp. 43-57.
- Bolton, R. N. and Lemon, K. N. (1999). "A dynamic model of customers usage of services: usage as an antecedent and consequences of satisfaction. *Journal of Marketing Research*, Vol.36 No.2, pp. 171-186.
- Bowen, J. T. and Chen, S. L. (2001). "The Relationship between Customer Loyalty and Customer Satisfaction". *International Journal of Contemporary Hospitality Management*, 13(5), 213-219.
- Brady, M. K., Robertson, C. J. and Cronin, J. J. (2001). "Managing behavioral intentions in diverse cultural environments: An investigation of service quality, service value and satisfaction for American and Ecuadorian fast food customers. *Journal of International Management*, 7, pp. 129-149.
- Burns, A. C. (2003). *Marketing Research-Online Research Application(4th ed.)*. New Jersey: Prentice Hall.
- Burns, D. J. and Neisner, L. (2006). "Customer Satisfaction in Retail Setting". *International Journal of Retail and Distribution Management*, Vol.34 No.1, pp. 49-66.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Butt, M. M. and Run, E. C. (2010). "Private Healthcare Quality: Applying a SERVQUAL Model". *International Journal of Healthcare Quality Assurance*, Vol.23 No.7, pp. 658-673.
- Carbone, L. (2004). *Clued In: How to Keep Customers Coming Back Again and Again*. USA: Prentice Hall.
- Caruana, A. (2002). "Service Loyalty: The Effects of Service Quality and the Mediating Role of Customer Satisfaction". *European Journal of Marketing*, 36(7/8), pp. 811.
- Chakrabarty, S., Whitten, D. and Green, K. (2007). Understanding Service Quality and Relationship Quality in IS Outsourcing: Client Orientation and Promotion, Project Management Effectiveness, and The Task Technology Structure Fit. *Journal of Computer Information Systems*, Winter, pp. 1-15.
- Cronin, J. J. and Taylor, S. A. (1992). "Measuring Service Quality: A Reexamination and Extension". *Journal of Marketing*, Vol.56 No.3, pp. 55-68.
- Cronin, J. J., Brady, M. K. and Hult, G. T. M. (2000). Assessing the Effect of Quality, Value, and Customer Satisfaction on Customer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), pp. 193-218.
- Crosby, L. A. and Johnson, S. L. (2007). "Experience REQUIRED. (Cover Story)". *Marketing Management*, Vol.16 No.4, pp. 20-28.
- Dagger, T. S. and O'Brien, T. K. (2010). "Does Experience Matter? Differences in Relationship Benefits, Satisfaction, Trust, Commitment and Loyalty for Novice and Experienced Service Users". *European Journal of Marketing*, Vol.44 No.9/10, pp. 1528-1552.
- Dagger, T. S., Sweeney, J. C. and Johnson, L. W. (2007). "A Hierarchy Model of Health Service Quality: Scale Development and Investigation of an Integrated Model". *Journal of Service Research*, Vol.10 No.2, pp. 123-142.
- Dahlsten, F. (2003). "Avoiding the Customer Satisfaction Rut". *MIT Sloan Management Review*., pp. 73-77.
- Dahlsten, F. (2003). "Avoiding the Customer Satisfaction Rut". *MIT Sloan Management Review*, Vol.44, pp. 73-77.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Dann, S. (2008). "Adaptation and Adoption of the American Marketing Association (2007) Definition for Social Marketing". *Social Marketing Quarterly*, Vol. XIV No.2, pp. 92-100.
- Day, A. and Crask, M. R. (2000). "Value Assessment: The Antecedent of Customer Satisfaction". *Journal of Customer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol.12, pp. 52-60.
- Dodds, W. B., Monroe, K. B. and Grewal, D. (1991). The Effect of Price, Brand and Store Information on Buyers Product Evaluations. *Journal of Marketing Research*, 28(3), pp. 307-319.
- Dube, L. and Renaghan, L. M. (2000). "Creating Visible Customer Value". *Cornell Hotel and Restaurant Administration Quarterly*, 41(1), pp. 62-72.
- Edvardsson, B. (2005). "Service Quality: Beyond Cognitive Assessment". *Managing Service Quality*, Vol.15 No.2, pp. 127-131.
- Edvardsson, B. and Olsson, J. (1996). "key Concepts for New Service Development". *The Service Industries Journal*, Vol.16 No.2, pp. 140-164.
- Edvardsson, B., Gustafsson, A., Johnson, M. D. and Sanden, B. (2000). *New Service Development and Innovation in the New Economy*. Lund: Studentlitteratur.
- Eggert, A. and Ulaga, W. (2002). "Customer Perceived Value: A Substitute for Satisfaction in Business Markets?". *Journal of Business and Industrial Marketing*, Vol.17 No.2/3, pp. 107-118.
- Engel, J. F. (n.d.). *Consumer Behavior (6th ed.)*. Dryden, Hinsdale II.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J. and Bryant, B. E. (1996). "The American Customer Satisfaction Index, Purpose, and Findings". *Journal of Marketing*, 60(4), pp. 7-18.
- Gill, J. and Johnson, P. (1997). *Research Methods for Managers (2nd Ed.)*. London: Chapman.
- Gnoth, J. (2002). "Leveraging Export Brands through a Tourism Destination Brand". *Journal of Brand Management*, 9(4/5), pp. 262-280.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Godin, S. and Gladwell, M. (2001). *Unleashing the Idea Virus*. New York: Hyperion Books.
- Grewal, D., Levy, M. and Kumar, V. (2009). "Customer Experience Management in Retailing: An Organization Framework". *Journal of Retailing*, Vol.85 No.1, pp. 1-14.
- Gronholdt, L., Martensen, A. and Kristensen, K. (2000). "Loyalty-Attitude, Behavior, and Good Science: A Third Take on Nealbrandt Debate". *Journal of Customer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, pp. 55-59.
- Gronroos, C. (2000). *Service Management and Marketing- A Customer Relationship Management Approach (2nd Ed.)*. Chichester: John Wiley and Sons.
- Gwinner, P. K. (1998). "Relational Benefits in Services Industries: The Customer Perspective". *Journal of the Academy of Marketing Science*, Vol.26 No.2, pp. 101-114.
- Haeckel, S. H. (2003). "How to Lead the Customer Experience". *Marketing Management*, 12(1), pp. 18-23.
- Hair, J. F., Babin, B., Money, A. H. and Samouel, P. (2003). *Essentials of Business Research Methods*. New Jersey: John Wiley and Sons.
- Hart, C. W. L., Heskett, J. L. and Sasser, W. E. (1990). "The Profitable Art of Service Recovery". *Harvard Business Review*, Vol.68 No.4. pp. 148-156.
- Hayes, A. F. and Scharkow, M. (2013). The relative trustworthiness of inferential tests of the indirect effect in statistical mediation analysis: Does method really matter? *Psychological Science*, 24(10), pp. 1918-1927.
- Hayes, A. F. and Scharkow, M. (2017). Regression based statistical mediation analysis in clinical researchL Observations, recommendations and implementation. *Behavioral Research and Therapy*, 98, pp. 39-57.
- Hirschman, E. C. (1982). Hedonic Consumption: Emerging Concepts, Methods, and Propositions. *Journal of Marketing*, 47(3), pp. 45-55.
- Hirschman, E. C. and Holbrook, M. B. (1982). "Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), pp. 92-101.
- Hogan, J. (2011, May 20th). Guest Experience. Etihad Airways. . *Internal Corporate Communications Email*.

- Hoisington, S. and Nauman, E. (2003). "The Loyalty Elephant". *Quality Progress*, 36(2), pp. 33-41.
- Holbrook, M. B. (1999). "Introduction to Consumer Value". In *Consumer Value: A Framework for Analysis and Research* (pp. pp. 1-28). London: Routledge.
- Holbrook, M. B. (2006). "ROSEPEKICECIVECI versus CCV: The Resource-Operant, Skills-Exchanging, Performance-Experiencing, Knowledge-Informed, Competence-Enacting, Coproducer-Involved, Value-Emerging, Customer-Interactive View of Marketing versus the Concept of Customer Value. New York,NY: Lush, R. F. and Vargo, S. L. (Eds).
- Huffman, C. and Houston, M. (1993). Goal Oriented Experience and the Development of Knowledge. *Journal of Consumer Research*, 20(2), pp. 190-207.
- Iglesias, M. P. (2004). Perceived Quality and Price: Their Impact on the Satisfaction of Restaurant Customers. *International Journal of Contemporary Hospitality Management*, Vol. 16 No.6, pp. 373-379.
- Jabnoun, N. and Al-Tamimi, H. A. H. (2003). "Measuring Perceived Service Quality at UAE Commercial Banks". *International Journal of Quality and Reliability Management*, Vol.20 No.4, pp. 458-472.
- Jiang, Y. a. (2006). The Impact of Effect on Service Quality and Satisfaction: The Moderation of Service Contexts. *Journal of Service Marketing*, 20(4), pp. 211-218.
- Juttner, U., Schaffner, D., Windler, K. and Maklan, S. (2013). "Customer Service Experiences: Developing and Applying a Sequentialincident Laddering Technique". *European Journal of Marketing*, Vol.47 No.5/6, pp. 738-769.
- Kaufman, J. J. (1998). *Value Management: Creating Competitive Advantage, Best Management Practices Series*. Menlo Park, CA: Crisp Publications.
- Keaveney, S. M. (1995). Customer Switching Behavior in Service Industries: An Exploratory Study. *Journal of Marketing*, 59(2), pp. 71-82.
- Keiningham, T. L., Cooil, B., Malthouse, E. C., Lariviere,B., Buoye, A., Aksoy, L. and Keyser, A. D. (2015). Perceptions are Relative. *Journal of Service Management*, 26(1), pp. 2-43.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Keininningham, T. L., Goddard, M. K., Vavra, T. G. and Laci, A. J. (1999). "Customer Delight and the Bottom Line". *Marketing Management*, Vol.* No.3, pp. 57-64.
- Kenny, D. A. (2018). *Mediation*. Retrieved from davidakenny:
<http://davidakenny.net/cm/mediate.htm>
- Klaus, P. H. and Maklan, S. (2012). "EXQ: A Multiple Item Scale for Assessing Service Experience". *Journal of Service Management*, Vol.23 No.1, pp. 5-33.
- Klaus, Ph. and Maklan, S. (2011). Bridging the Gap for Destination Extreme Sports: A Model of Sports Tourism Customer Experience. *Journal of Marketing Management*, 27(13-14), pp. 1341-1365.
- Kline, Edwin N. Torres Sheryl. (2006). "From Satisfaction to Delight: A Model for the Hotel Industry". *International Journal of Contemporary Hospitality Management*, Vol.18 Iss 4, pp. 290-301.
- Ko, Eunju, Eun Young Kim, and Eun Kyung Lee. (2009). "Modeling Consumer Adoption of Mobile Shopping for Fashion Products in Korea". *Psychology & Marketing*, 26(7), pp. 669-687.
- Kumar, V., Pozza, LD. and Ganesh, J. (2013). "Revisiting the Satisfaction-Loyalty Relationship: Empirical Generalizations and Directions for Future Research". *Journal of Retailing*, Vol.89 No.3, pp. 246-262.
- LaBarbera, P. and Mazursky, D. (1983). A Longitudinal Assessment of Consumer Satisfaction/ Dissatisfaction: The Dynamic Aspect of the Cognitive Process. *J Mark Res*, 20 (November), pp. 393-404.
- Ladhari, R. (2009). "A Review of Twenty Years of SERVQUAL Research". *International Journal of Quality and Services*, Vol.1 No.2, pp. 172-198.
- Lai, F. G. (2009). How Quality, Value, Image and Satisfaction Create Loyalty at a Chinese Telecom. *Journal of Business Research*, 62, pp. 980-986.
- Lanning, M. J. (1998). *Delivering Profitable Value: A Revolutionary Framework to Accelerate Growth, Generate Wealth and Rediscover the Heart of Business*. Reading, MA: Perseus Books.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Li, S., Sun, B. and Wilcox, R. T. (2005). "Cross Selling Sequentially Ordered Products: An Application to Customer Banking Services". *Journal of Marketing Research*, Vol.42 No.2, pp. 233-239.
- Liljander, V. and Strandvik, T. (1997). "Emotions in Service Satisfaction". *International Journal of Service Industry Management*, Vol. 8, No. 2, pp. 148-169.
- Liljander, V. and Strandvik, T. (1993). Estimating Zones of Tolerance in Perceived Service Quality and Perceived Service Value. *International Journal of Service Industry Management*, 4(2), pp. 6-28.
- Lovelock, C. H. (2000). *Service Marketing (4th Ed.)*. Prentice Hall International.
- Lusch, R. F., Vargo, S. L. and O'Brien, M. (2007). "Competing through Service: Insights from Service Dominant Logic". *Journal of Retailing*, Vol.83 No.1, pp. 2-18.
- Malhotra, N. K. and Peterson, M. (2006). *Basic Marketing Research: A Decision Making Approach (2nd Ed.)*. New Jersey: Prentice Hall.
- Mangold, W. G. and Babakus, E. (1991). "Service Quality: The Frontstage vs The Backstage Perspective". *Journal of Services Marketing*, Vol.5 No.4, pp. 59-70.
- Mano, H. and Oliver, R. L. (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer Research*, 20(3), pp. 451-466.
- Mathwick, C., Malhotra, N. and Rigdon, E. (2001). Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment. *Journal of Retailing*, 77(1), pp. 39-56.
- McAlister, L. and Srivastava, R. (1991). Incorporating Choice Dynamics in Models of Customer Behavior. *Marketing Letters*, 2(3), pp. 241-252.
- McCarthy, J. and Wright, P. (2004). *Technology as Experience*. Cambridge, MA: MIT Press.
- Meyer, C. and Schwager, A. (2007). "Understanding Customer Experience". *Harvard Business Review*, Vol.85 No.2, pp. 117-126.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Mittal, V. and Kamakura, W. A. (2001). "Satisfaction, Repurchase Intent and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics". *Journal of Marketing Research*, Vol.38 No.1, pp. 131-142.
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), pp. 460-469.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(5), pp. 33-44.
- Ostrowski, P. L. (1993). "Service Quality and Customer Loyalty in the Commercial Airline Industry". *Journal of Travel Research*, Vol.32, Fall, pp. 16-24.
- Otto, J. E. and Ritchie, J. R. B. (1996). The Service Experience in Tourism. *Tourism Management*, 17(3), pp. 165-174.
- Page, S. J. and Connell, J. (2006). *Tourism a Modern Synthesis (2nd Ed.)*. London: Thomson Learning.
- Parast, M. and Fini, E. H. (2010). The Effect of Productivity and Quality on Profitability in US Airline Industry. *Journal of Service Theory and Practice*, 20(5), pp. 458-474.
- Parasuraman, A. (1998). "Customer Service in Business to Business Markets: An Agenda for Research". *Journal of Business and Industrial Marketing*, Vol.13 No.4/5, pp. 309-321.
- Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). SERVQUAL: A Multi-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), pp. 20-40.
- Patricio, L., Cunha, J. F., Fisk, R. P. and Nunes, N. J.;. (2004). Customer Experience Requirements for MultiPlatform Service Interaction: Bringing Services Marketing to the Elicitation of User Requirements(12th Ed.). *IEEE International Requirements Engineering Conference* (pp. pp.26-35). Kyoto, Japan: Japan: IEEE Computer Society: IEEE.

- Patterson, P. G. and Spreng, R. A. (1997). "Modelling the Relationship between Perceived Value, Satisfaction and Repurchase Intentions in a Business to Business, Service Context: An EMpirical Examination". *International Journal of Service Industry Management*, 8(5), pp. 414-434.
- Peppers, D. and Rogers, M. (2004). *Managing Customer Relationships*. Hoboken, NJ: Wiley.
- Petrick, J. F. (2004). "The Roles of Quality, Value and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions". *Journal of Travel Research*, 42, pp. 397-407.
- Petrick, J. F. and Bachmann, S. J. (2002). "An Examination of the Construct of Perceived Value for the Prediction of Golf Traveller Intention to Revisit". *Journal of Travel Research*, 41(1), pp. 38-45.
- Petrick, J. F. and Bachmann, S. J. (2002). "An Examination of the Determinants of Golf Travellers' Satisfaction". *Journal of Travel Research*, 40(3), pp. 252-258.
- Pham, K. Q. V. and Simpson, M. (2006). "The Impact of Frequency of Use on Service Quality Expectations: An Empirical Study of Trans-Atlantic Airline Passengers". *Journal of American Academy of Business, Cambridge*, Vol.10 No.1, pp. 1-6.
- Pine II, B. J. and Gilmore, J. H. (1998). Welcome to Experience Economy. *Harvard Business Review*, July/ August, pp. 97-105.
- Pine, B. J. (1999). *The Experience Economy*. Boston, MA: Harvard Business Press.
- Pine, B. J. and Gilmore, J. H. (1999). *The Experience Economy- Work is Theatre and Every Business is a Stage*. Boston, MA: Harvard Business School Press.
- Plutchik, R. (1980). *Emotion: A Psychoevolutionary Synthesis*. New York: Harper and Row.
- Prahalad, C. K. and Venkat Ramaswamy. (2004). *The Future of Competition: CoCreating Unique Value with Customers*. Boston, MA: Harvard Business School Press.
- Prayag, G. (2007). Assessing international tourists' perceptions of service quality at Air Mauritius. *International Journal of Quality & Reliability Management*, 24(5), pp. 492-514.
- Pullman, M. E. (2004). "Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors". *Decision Sciences*, 35(3), pp. 551-578.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Rahim, A. G. (2015). *Customer Satisfaction and Loyalty toward Perceived Service Quality of Domestic Airline in Nigeria*. Lagos, Nigeria: University of Lagos: Doctoral Thesis.
- Rashid, W. E. W. and Jusoff, H. J. (2009). "Service Quality in Healthcare Setting". *International Journal of Health Care Quality Assurance*, Vol.22 No.5, pp. 471-482.
- Reichheld, F. F. (1994). Loyalty and Renaissance of Marketing. *Marketing Management*, 2(4), pp. 10-21.
- Reichheld, F. F. and Sasser, E. W. (1990). "Zero Defections: Quality Comes to Services". *Harvard Business Review*, Vol.68 September/ October, pp. 105-111.
- Ron, B. (1992). Value Chain Assessment of Travel Experience. *Cornell Hotel and Restaurant Administration Quarterly*, 33(5).
- Rothschild, M. L. (1999). "Carrots, Sticks and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviours". *Journal of Marketing*, Vol.63 No.4, pp. 24-37.
- Rowley, J. (1999). "Measuring Total Customer Experience in Museums". *International Journal of Contemporary Hospitality Management*, 11(6), pp. 303-308.
- Rust, R. T. and Oliver, R. L. (1994). Service Quality: Insights and Managerial Implication from the Frontier in Service Quality. In *New Directions in Theory and Practice* (pp. pp. 1-19).
- Saprikis, V., Chouliara, A. and Vlachopoulou, M. (2010). "Perceptions towards Online Shopping: Analyzing the Greek University Students Attitude". *Communications of the IBIMA*, Vol.2010, December, pp. 1-13.
- Saunders, M., Lewis, P. and Thornhill, A. (2010). *Research Methods for Business Students* London. Prentice Hall.
- Schembri, S. (2006). "Rationalizing Service Logic, or Understanding Services as Experience?". *Marketing Theory*, Vol.6 No.3, pp. 381-392.
- Schneider, B. and Bowen, D. E. (1999). "Understanding Customer Delight and Outrage". *Sloan Management Review*, 41(1), pp. 35-45.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Seiders, K., Voss, G. B., Grewal, D. and Godfrey, A. L. (2005). "Do Satisfied Customers Buy More? Examining Moderating Influences in a Retailing Context". *Journal of Marketing*, Vol.69 No.4, pp. 26-43.
- Sekaran, U. (2003). *Research Method for Business (4th Ed.)*. Hoboken, NJ: John Wiley and Sons.
- Sekaran, U. and Bougie, R. (2009). *Research Methods for Business (5th Ed.)*. British: John Wiley and Sons.
- Shave, L. (2011, August 22). An Interview with Lee Shave, Vice President-Guest Experience, Etihad Airways.
- Sheth, J. N., Newman, B. I. and Gross, B. L. (1991). *Consumption Values and Market Choices*. Cincinnati, OH: South Western Publishing Co.
- Shrout, P. E. and Bolger, N. . (2002). Mediation in experimental and nonexperiental studies: new procedures and recommendations. *Psychological Methods*, 7(4), pp. 422.
- Spicer, R. (2018). *Driven by Competition, The Airline Industry is Taking Off*. Retrieved from <http://www.aviationpros.com/airlines/article/12419680/driven-by-competition-the-airline-industry-is-taking-off>
- Srinivasan, S., Anderson, R. and Kishore, P. (1998). Customer Loyalty in E-Commerce: An Exploration of its Antecedents and Consequences. *Journal of Retailing*, 78(1), pp. 41-50.
- Sweeney, J. C. and Soutar, G. N. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing*, 77(2), pp.203-220.
- Taylor, S. A. (1994). "Modeling Patient Satisfaction and Service Quality". *Journal of Health Care Marketing*, 14(Spring), pp. 34-44.
- Temkin, B., Chu, W. and Geller, S. (2009). *Customer Experience Correlates to Loyalty*. Cambridge, MA: Forrester.
- Thompson, H. (1998). "What Do Your Customer Really Want?". *Journal of Business Strategy*, (July-August), pp. 17-21.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Vargo, S. L. (2004). Evolving to a New Dominant Logic of Marketing. *Journal of Marketing*, 68(1), pp. 1-17.
- Vargo, S. L. and Lusch, R. F. (2004). "Evolving to a New Dominant Logic of Marketing". *Journal of Marketing*, Vol.68 No.1, pp. 1-17.
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M. and Schlesinger, L. A. (2009). "Customer Experience Creation: Determinants, Dynamics and Management Strategies". *Journal of Retailing*, Vol.85 No.1, pp. 31-41.
- Voss, K. E., Spangenberg, E. R. and Grohmann, B. (2003). "Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude". *Journal of Marketing Research*, Vol.40 No.3, pp. 310-320.
- Waguespack, B., Rhoades, D. L. and Tiernan, S. (2007). An Investigation into Airline Service Quality Performance between US Legacy Carriers and Their EU Competitors and Partners. *Journal of Air Transportation*, 12(2), pp. 59-71.
- Wall, E. A. (2007). "The Combined Effects of the Physical Environment and Employee Behavior on Customer Perception of Restaurant Service Quality". *Cornell Hotel and Restaurant Administration Quarterly*, 48(1), pp. 59.
- Wen, C. & Yeh, W. (2010). "Positioning of International of Air Passenger Carriers Using Multidimensional Scaling and Correspondence Analysis". *Transportation Journal*, 49(1), pp. 7-23.
- Westbrook, R. A. (1987). Product or Consumption Based Affective Responses and Postpurchase Processes. *Journal of Marketing Research*, 24(3), pp.258-270.
- Westbrook, R. A. and Oliver, R. L. (1991). "The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction". *Journal of Consumer Research*, Vol.18 No.1, pp. 84-91.
- Wong, A. (2004). "The Role of Emotions in Service Encounters". *Managing Service Quality*, Vol.14 No.5, pp. 265-376.
- Zainuddin, N., Previte, J. and Russell-Bennett, R. (2011). "A Social Marketing Approach to Value Creation in a Well Women's Health Service". *Journal of Marketing Management*, Vol.27 No.3/4, pp. 361-386.

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

- Zainuddin, N., Russell-Bennett, R. and Previte, J. (2013). "The Value of Health and Wellbeing: An Empirical Model of Value Creation in Social Marketing. *European Journal of Marketing*, Vol.47 No.9.
- Zeithaml, V. A. (1988). Consumer Perception of Price, Quality and Value: A Model and Synthesis of Evidence. *Journal of Marketing*, 52(July), pp. 2-22.
- Zikmund, W. G. (2010). *Business Research Methods*. Retrieved from cengagebrain: <http://www.cengagebrain.co.nz/content/9781285202082.pdf>
- Zineldin, M. (2006). "The Royalty of Loyalty: CRM, Quality and Retention". *Journal of Consumer Marketing*, Vol.27, pp. 430-437.

APPENDIX 1.0 SURVEY QUESTIONNAIRE

Part A: Demographic Profile

Please provide the following information details about yourself by choose of the bullet.

1. Gender

- Male
- Female

2. Age

- 19-29
- 30-39
- 40-49
- Above 50

3. Race

- Malay
- Chinese
- Indian
- Others

4. Highest Education Level

- High School Certificate
- Diploma
- Bachelor's Degree
- Master
- PhD
- Others

5. Purpose of Air Travel

- Business
- Leisure
- Study
- Others

6. Frequency of International Air Travel Last 3 Years

- 1 to 2 times
- 3 to 5 times
- More than 5 times

7. Income Level per Month

- Below RM1,000
- RM1,000 to RM2,499
- RM2,500 to RM4,999
- RM5,000 to RM7,499
- RM7,500 and above

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Part B: Variables that influence international perception toward the airline service

The following statements are related to the factors that influencing the international travelers' perception toward the airline service. The 5-points Likert scale of measurement is being used. According to your perception, please read and answer according to what best reflect your opinion.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Customer Experience

	SD	D	N	A	SA
Peace of Mind					
I am confident in the airline expertise	1	2	3	4	5
The whole process with the airline was easy	1	2	3	4	5
I stay with the airline because of my past dealings with airline	1	2	3	4	5
I have dealt with the airline before so getting what I needed was easy	1	2	3	4	5
Moment of Truth					
The airline was flexible in dealing with me and looked out for my needs	1	2	3	4	5
The airline keeps me up to date	1	2	3	4	5
The airline is a safe and reputable company	1	2	3	4	5
The people at the airline have good people skills	1	2	3	4	5
Outcome Focus					
Staying with the airline makes the process much easier	1	2	3	4	5
The airline gives me what I need swiftly	1	2	3	4	5
I prefer the airline over an alternative provider	1	2	3	4	5
The people at the airline can relate to my situation	1	2	3	4	5
Product Experience					

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

I need to choose between different options at airline	1	2	3	4	5
I need to consider offers from more than just an airline	1	2	3	4	5
I need to compare different options from the airline	1	2	3	4	5
I have one designated contact at the airline	1	2	3	4	5

Value Perception

	SD	D	N	A	SA
Functional Value					
The airline services have an acceptance standard of quality	1	2	3	4	5
The airline flights arrive and leave punctually	1	2	3	4	5
The airline services fulfill my needs well	1	2	3	4	5
Social Value					
Using the airline services make a good impression on other people	1	2	3	4	5
Using the airline services give me social approval	1	2	3	4	5
Using the airline services improve the way I am perceived by others	1	2	3	4	5
Monetary Value					
The airline services are good for the price paid	1	2	3	4	5
The airline services are reasonably priced	1	2	3	4	5
The price of the airline services has economic value	1	2	3	4	5
Emotional Value					
Using the airline services is enjoyable	1	2	3	4	5
Using the airline services give me pleasure	1	2	3	4	5
Using the airline services is interesting	1	2	3	4	5

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Service Quality Perception

	SD	D	N	A	SA
Tangible					
The airline employees are well dressed and neat appearing	1	2	3	4	5
The airline's materials associated with the service are visually appealing	1	2	3	4	5
The airline company provides good quality of foods and beverages	1	2	3	4	5
Reliability					
The airline performs the service right the first time	1	2	3	4	5
The airline provides its services at the time it promises to do so	1	2	3	4	5
The airline insists on error free records	1	2	3	4	5
Responsiveness					
The airline employees are willing to help me as per my request	1	2	3	4	5
The airline employees provide prompt service	1	2	3	4	5
The airline employees have patience when taking my order	1	2	3	4	5
Assurance					
The airline employees have adequate knowledge to answer my questions	1	2	3	4	5
The airline employees are consistently courteous with me	1	2	3	4	5
The airline employees attitude instills confidence in me	1	2	3	4	5
Empathy					
The airline employees understand my specific needs	1	2	3	4	5
The airline has convenient operating hours to all customers	1	2	3	4	5
The airline gives me individual attention	1	2	3	4	5

INTERNATIONAL TRAVELERS PERCEPTION AND EXPERIENCE TOWARD
AIRLINE SERVICE QUALITY

Satisfaction:

	SD	D	N	A	SA
Overall, I am satisfied with this airline and service provided	1	2	3	4	5
I am pleased to experience this airline service again	1	2	3	4	5
I think I did the right thing when I decided to use the airline	1	2	3	4	5
The airline company always fulfill my expectations	1	2	3	4	5

Loyalty:

	SD	D	N	A	SA
I would recommend the airline to my friends	1	2	3	4	5
I would continue to experience the airline	1	2	3	4	5
Consider the airline as the first choice to buy	1	2	3	4	5

Thank you for your time and cooperation