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AIRLINE INDUSTRY

RELATIONSHIP BETWEEN PERCEIVED SERVICE QUALITY,
CUSTOMER SATISFACTION AND BEHAVIOR INTENTION
IN AIRLINE INDUSTRY



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Airline Industry Relationship Between Perceived Service Quality Customer Satisfaction And Behavior Intention In Airline Industry

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Airline Industry Relationship Between Perceived Service Quality Customer Satisfaction And Behavior Intention In Airline Industry:

Relationship Between Perceived Service Quality, Customer Satisfaction and Behavioral Intentions in Airline Industry Sangeetha Balasubramaniam, 2010 **Factors influencing customer satisfaction and behavioral intention. The airline industry in Malaysia** Yusuf Balarabe Abdullahi, 2021-03-19 Master s Thesis from the year 2019 in the subject Business economics Customer Relationship Management CRM grade 3 6 Limkokwing University of Creative Technology language English abstract The main essential piece of this research would be the factors perceived value perceived service quality and brand image as they are the most powerful factors that influence customer satisfaction and Behavioural intentions in airline industry in Malaysia A change in outlook was recorded as far as the simplicity of transportation and unwavering quality of the airlines companies over the globe The airline industry has assumed a vital part in the worldwide economy particularly in filling in as an indispensable segment in the tourism industry and stays fundamental to the lead of universal business The primary worry of any airlines partnership would dependably be satisfying the customers needs by giving advantages and services at the highest point of its class Customer satisfaction and Behavioural intentions stay basic in reflecting deals gainfulness and maintainability of the firm This makes a consideration for the scientists to explore the key factors that influences the customer satisfaction and Behavioural intentions in airline industry Consequently this examination intends to decide the criticalness of contributing factors toward customer satisfaction and Behavioural intentions in minimal effort bearers Low cost carriers and full service transporters in Malaysia The reason for this investigation was to look at factors that impact the customer satisfaction and Behavioural intentions in airline industry The information for this investigation was gathered utilizing overview poll For this examination the focused on populace is business or potentially relaxation voyagers who have flight encounter either with Low cost carriers or Full service carriers An example populace of 200 understudies was conveyed to travelers who had no less than one flight involvement with either Low cost carriers or Full service carriers The information was accumulated from travelers who were sitting tight for their flights in Kuala Lumpur International Airport KLIA and Low Cost Carrier Terminal LCCT Also the factual bundle for Social Sciences SPSS is being utilized to break down the information gathered all through the study A couple of proposals are displayed to propose gainful recommendations and call for additionally ponders Public Transport Passengers' Behavioural Intentions Sik Sumaedi, I Gede Mahatma Yuda Bakti, Nidya Judhi Astrini, Tri Rakhmawati, Tri Widiанти, Medi Yarmen, 2014-01-22 This book is based on the behavioural intention of public transport passengers and the relationship between those factors in Indonesia The conceptual model in this book explains behavioural intentions of paratransit passengers which can result in recommendations to unravel the complexity of the congestion problem from consumer behaviour perspective Based on the results of survey research on behavioural intention of public transport users in Jabodetabek Indonesia the result of the study

is presented in a model that describes the factors that influence This book is recommended for academics who wish to gain knowledge about the phenomenon of consumer behaviour for regulators whose duty is to make a decision and determine the strategic steps to overcome congestion and researchers who want to develop their knowledge and provide solutions related to congestion from the perspective of consumer behaviour The Routledge Companion to Air Transport Management Nigel Halpern, Anne Graham, 2018-01-31 The Routledge Companion to Air Transport Management provides a comprehensive up to date review of air transport management research and literature This exciting new handbook provides a unique repository of current knowledge and critical debate with an international focus considering both developed and emerging markets and covering key sectors of the air transport industry The companion consists of 25 chapters that are written by 39 leading researchers scholars and industry experts based at universities research institutes and air transport companies and organisations in 12 different countries in Africa Asia Pacific Europe and North America to provide a definitive trustworthy resource The international team of contributors have proven experience of research and publication in their specialist areas and contribute to this companion by drawing upon research published mainly in academic industry and government sources This seminal companion is a vital resource for researchers scholars and students of air transport management It is organised into three parts current state of the air transport sectors Part I application of management disciplines to airlines and airports Part II and key selected themes Part III *Aviation Systems* Andreas Wittmer, Thomas Bieger, Roland Müller, 2011-08-17 This book aims to provide comprehensive coverage of the field of air transportation giving attention to all major aspects such as aviation regulation economics management and strategy The book approaches aviation as an interrelated economic system and in so doing presents the big picture of aviation in the market economy It explains the linkages between domains such as politics society technology economy ecology regulation and how these influence each other Examples of airports and airlines and case studies in each chapter support the application oriented approach Students and researchers in business administration with a focus on the aviation industry as well as professionals in the industry looking to refresh or broaden their knowledge of the field will benefit from this book **Strategic Innovative Marketing and Tourism** Androniki Kavoura, Efsthios Kefallonitis, Apostolos Giovanis, 2019-07-03 This book covers a very broad range of topics in marketing communication and tourism focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era Among the areas covered are product and brand management strategic marketing B2B marketing and sales management international marketing business communication and advertising digital and social marketing tourism and hospitality marketing and management destination branding and cultural management and event marketing The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism ICSIMAT 2018 where researchers academics and government and industry practitioners from around the world came together to discuss best practices the latest research new paradigms

and advances in theory It will be of interest to a wide audience including members of the academic community MSc and PhD students and marketing and tourism professionals European Journal of Tourism Research ,2017-10-01 The European Journal of Tourism Research is an academic journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as tourism management tourism marketing sociology psychology tourism geography political sciences mathematics tourism statistics tourism anthropology culture information technologies in tourism and others are invited The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words Major research articles of between 10 000 and 20 000 are highly welcome Longer or shorter papers will also be considered The journal publishes also Research Notes of 1 500 2 000 words Submitted papers must combine theoretical concepts with practical applications or empirical testing The European Journal of Tourism Research includes also the following sections Book Reviews announcements for Conferences and Seminars abstracts of successfully defended Doctoral Dissertations in Tourism case studies of Tourism Best Practices The European Journal of Tourism Research is published in three Volumes per year The full text of the European Journal of Tourism Research is available in the following databases EBSCO Hospitality and Tourism CompleteCABI Leisure Recreation and TourismProQuest Research Library Individual articles can be rented via journal s page at DeepDyve The journal is indexed in Scopus and Thomson Reuters Emerging Sources Citation Index The editorial team welcomes your submissions to the European Journal of Tourism Research *Leveraging Emotional and Artificial Intelligence for Organisational Performance* Catherine Prentice,2023-05-11 This book takes a fresh stance and views EI and AI as services that are provided by service employees and machines as organisational offerings to customers As emotional intelligence EI and artificial intelligence AI have been cited to have broad effects on individuals businesses and beyond this book is focused on the organisational context specifically how they affect employees and customers from a marketing perspective The stance in this book is consistent with the conceptualisation of a service This book holds that intelligence in businesses must turn into organisational assets to manifest their values Further this book explores this service dominant logic era and compared to tangible products service plays a key role in organisational performance and customer relationship with the organisation Intelligence exhibited either by human or machine is not a tangible product but can be utilised as a service to assist employees in performing tasks and delivering services as well as facilitating business transaction and customer experience This book is structured as follows Chapters 2 and 3 demystify emotional and artificial intelligence from different perspectives including conceptualisations the history and evolution of the concepts how they function and where they can apply to These discussions help readers understand what exactly these two intelligences are Chapters 4 and 5 analyse how emotional intelligence is related to

employees and customers respectively with a focus on service organisations Chapters 6 8 are dedicated to anatomising AI and how it is operationalised as a service to influence employees and customers Specifically viewing AI as a service Chapter 6 examines the impact of AI service quality and how it is related to employee service quality Chapter 7 analyses the influence of AI service quality on customers Based on the discussion in Chapters 6 and 7 Chapter 8 is extended to develop a scale to measure such AI service named AI service quality The last three chapters of this book integrate EI and AI to analyse their respective impacts on employees and customers Chapter 9 proposes EI as a moderator of AI whereas Chapter 10 proposes AI as a moderator of EI Chapter 11 employs service profit chain to integrate EI and AI in the chain relationship to understand their effects on both employees and customers This chapter broadly covers the service industry with a focus on tourism and hospitality sector The discussion on the impact of EI and AI is complemented with empirical studies conducted in tourism or hospitality context to address their effects in these sectors

Human Resource Management In Post Covid Era Dr.Shiv Jaggarwal & Rakesh Ahlawat ,2023-02-24 The human resource management is central point for the organization where they can recruit the fresh talent in the organization and things become more advance and difficult after the phase of the covid human resource management has drastically changed according to the new challenges posed by the covid like talent management work from home flexible working hours and so on this book will try to address various current and futuristic trends in human resource management like organizational culture leadership development inclusive economic development brand management and many more we are pleased to place this book before the academicians researchers and industry practitioners with a hope that the readers will enjoy reading this book

Cost-effective Marketing Strategies for Businesses, Employees and Customers Catherine Prentice,2024-07-16 Marketing is generally an expensive practice of facilitating exchanges of values goods and services to maximise benefits for the stakeholders In most cases the return on marketing investments is minimal or fails to justify the endeavours This book introduces cost effective marketing strategies that require minimal organisational resources to achieve organisational benefits including financial outcomes and the wellbeing of employees and customers These strategies are approached from 1 the human perspective 2 the product perspective and 3 the technological perspective for instance the use of artificial intelligence This book begins with addressing employee wellbeing and performance followed by customer wellbeing and loyalty with non organisational factors For employees this book discusses how employees personal traits and volitional activities can shape their wellbeing and performance and subsequently organisational wellbeing Subsequently this book discusses how customers mindfulness self determination social motives and volitional engagement are related to their relationships with business organisations Moving from customer psychological antecedents the book discusses how product traits and external forces influence consumer purchases

The Paradigm of Creating a New Environment for Travel Industry Consumers During the Crisis and Instability in the World Tamara Gajić,Marko D. Petrovic,James Kennell,2022-12-05

Development of Tourism and the Hospitality

Industry in Southeast Asia Purnendu Mandal, John Vong, 2015-12-11 This book highlights the state of the art tourism and hospitality industry in Southeast Asian countries while also presenting future directions for the industry with an emphasis on decision making models It first elaborates on the significant role of the tourism and hospitality industry given the rapid socio economic and cultural changes occurring in Southeast Asia before providing perspectives on medical tourism tourism for seniors and several other developments within the tourism and hospitality sector Development of Tourism and the Hospitality Industry in Southeast Asia presents scholarly perspectives from researchers across the region and is geared towards world wide readers in academia as well as experts from the industry

Public Transportation Quality of Service Luigi Dell

Olio, Angel Ibeas, Juan de Ona, Rocio de Ona, 2017-10-11 Public Transportation Quality of Service Factors Models and Applications is the first book to help researchers better understand the contributing factors that can improve public transportation perception among users The book compiles in one place metrics currently dispersed in journal articles government publications and book chapters It critically analyzes currently available modeling methodologies such as the Ordered Logit Probit model and Models of Structural Equations highlighting their advantages and disadvantages The book addresses models of desired quality including the views of users and non users discussing the gap between desired and perceived quality The book also examines data mining approaches such as decision trees and neural networks showing how to involve the public in the decision making process to create policies that encourage public transport demand Measuring passenger s views on public transportation is of critical concern to promote wider transit use in cities around the world Includes insights from both theoretical and practical points of view for both researchers and practitioners Features case studies in each chapter that apply models discussed Helps readers develop and design their own studies for measuring quality of service Shows how to include perceived quality in contracts Provides access to the survey formulas and data to better enable implementation of models

Emerging Horizons: Business and Society in the Post-Pandemic Era Rajiv

Divekar, Komal Chopra, Smita Mehendale, Pravin Kumar Bhoyar, 2024-11-11 The COVID 19 pandemic dominated our lives since its outbreak in the year 2020 The whole economy was disrupted and businesses and society had to adapt to the new normal Since the last two years the release of different vaccines and the vaccination drive have helped to contain the pandemic to quite an extent It is believed that irrespective of the different doses of vaccination and its impact on the citizens the virus is here to stay and will translate into an endemic An endemic situation is where the COVID 19 virus will be confined to certain people and regions The COVID 19 pandemic drastically impacted businesses which had to move from a physical mode to an online mode and hybrid mode While several steps were taken to contain the pandemic its lasting effect made organizations and society rethink the future Organizations have moved from offline to hybrid mode and now work from home The propositions in sales have changed from price to consumer well being and convenience Consumers have become health conscious Healthcare has become a necessity and healthcare companies are taking different steps to penetrate the market

with immunity boosters Education is now offered extensively through digital media and has become another alternative The conference theme Pandemic to Endemic Propositions for the Future aims to identify the initiatives businesses and society will adopt for their sustained growth and development The book provides research insights on how organizations should deal with endemic situations in different business areas This book includes research in finance marketing human resources healthcare economics education and general management such as leadership and decision making Tourism Marketing Nilanjan Ray,Dilip Kumar Das,Raj Kumar,2017-09-01 Tourism Marketing A Strategic Approach presents a variety of practical application tools skills practices models approaches and strategies that are proving themselves effective in tourism marketing The volume considers overall infrastructure socioeconomic conditions and modern tourism business infrastructure in discussing the efficiency of good strategies and practices and their impact on business and economic growth Tourism is one of the fastest growing industries and in the next few decades it will play a role in many fields such human resources national economic growth and more Sustainable Finance, Digitalization and the Role of Technology Bahaaeddin Alareeni,Allam Hamdan,2022-07-13 This book constitutes the refereed proceedings of the International Conference on Business and Technology ICBT2021 organized by EuroMid Academy of Business Technology EMABT held in Istanbul between 06 07 November 2021 In response to the call for papers for ICBT2021 485 papers were submitted for presentation and inclusion in the proceedings of the conference After a careful blind refereeing process 292 papers were selected for inclusion in the conference proceedings from forty countries Each of these chapters was evaluated through an editorial board and each chapter was passed through a double blind peer review process The book highlights a range of topics in the fields of technology entrepreneurship business administration accounting and economics that can contribute to business development in countries such as learning machines artificial intelligence big data deep learning game based learning management information system accounting information system knowledge management entrepreneurship and social enterprise corporate social responsibility and sustainability business policy and strategic management international management and organizations organizational behavior and HRM operations management and logistics research controversial issues in management and organizations turnaround corporate entrepreneurship innovation legal issues business ethics and firm governance managerial accounting and firm financial affairs non traditional research and creative methodologies These proceedings are reflecting quality research contributing theoretical and practical implications for those who are wise to apply the technology within any business sector It is our hope that the contribution of this book proceedings will be of the academic level which even decision makers in the various economic and executive level will get to appreciate

Service Quality and Customer Satisfaction of Chain Restaurants in Selected Cities of Gujarat Dr Kalgi Shah Dr MamtaBrahmbhatt, **Revolution in Marketing: Market Driving Changes** Harlan E. Spotts,2014-10-23 Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of

phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 2006 Academy of Marketing Science AMS Annual Conference held in San Antonio Texas entitled Revolution in Marketing Market Driving Changes *Customers Switching Intentions Behavior in Retail Hypermarket Kingdom of Saudi Arabia* Samrena Jabeen, Abu Bakar Abdul Hamid, 2019-06-27 Retail Service Quality is a vital driver in determining customer satisfaction which in turn promotes customer loyalty and reduces switching intentions Service quality is a solution to build customer satisfaction which could lead to customer loyalty hence reducing switching intentions The current study has investigated the interrelationship between service quality customer satisfaction customer loyalty with switching intentions of customers and the moderating role of price discounts and store ethnicity in a single framework Random sampling was used by administering standardized questionnaires personally to 450 hypermarket customers located in the Eastern Province of Saudi Arabia The results confirmed that retail service quality has significant positive influence on customer satisfaction and the positive effect of customer satisfaction on customer loyalty Besides the study verified store ethnicity and price discounts acted as moderating mechanism for explaining the switching intentions of satisfied and loyal customers The results serve as a guideline for top managers of the hypermarkets to design appropriate policies and strategies in terms of retail service quality price discounts and identifying the needs of ethnic groups in a particular region This will help to enhance customer satisfaction and customer loyalty hence reducing switching intentions of customers Advances in Hospitality and Leisure Joseph S. Chen, 2018-12-05 This fourteenth annual volume includes eight full papers and three research notes As for data collection most articles deploy either a quantitative or qualitative approach while two present conceptual models

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