CINEFORUM
ISSN: 0009-7039
Vol. 66. No. S9, 2026 (S9)

Service Quality, Customer Satisfaction, and Customer Loyalty in the Southeast Asian Airline Industry: A SERVQUAL-Based Mediation Model

Khine Wai Aung[1], Thandar Soe[2], Mcxin Tee[3], Segufta Yasmi Abdul Rahman[4],GUIJIE[5],Lu, Liangyan[6]

[1,2,3,4]Faculty of Business and Communication, INTI International University, Nilai, Malaysia.
[5]Faculty of Psychology, Shinawatra University,
Email ID:-guijie202601@163.com ;0009-0009-6283-5840
[6]Accounting and Finance Department, Yunnan College of Business Management,Yunnan, China;
Email:ID:-lly@ynjgy.edu.cn

ABSTRACT
The airline industry faces increasing competition as passenger expectations for reliable, responsive, and personalised services continue to evolve within an increasingly digitalised service environment. This study examines the effects of service quality on customer satisfaction and customer loyalty in the Southeast Asian airline industry, with customer satisfaction as a mediating variable. Drawing on the SERVQUAL framework and Expectancy-Disconfirmation Theory, service quality is examined through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. A quantitative, cross-sectional survey design was adopted, with data collected from 200 airline passengers in Southeast Asia who had travelled by air within the previous 12 months. The data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings show that tangibility, reliability, and empathy significantly and positively influence customer satisfaction, whereas responsiveness and assurance do not have significant effects. Reliability has the strongest effect on customer satisfaction. Customer satisfaction is positively associated with customer loyalty and significantly mediates the relationships between tangibility, reliability, and empathy and customer loyalty. The study contributes to airline service quality research by demonstrating that SERVQUAL dimensions do not contribute equally to customer satisfaction and that customer satisfaction provides an important pathway through which selected service quality dimensions influence customer loyalty. The findings provide practical implications for airline managers to prioritise operational reliability, personalised service, and passenger-centred strategies to strengthen customer satisfaction and loyalty.
Keywords: SERVQUAL, airline industry, sustainable transportation, accessible transportation, Southeast Asia, customer satisfaction, customer loyalty

1.INTRODUCTION

The airline industry plays an important role in global connectivity, tourism, and economic development. Technological advancement, deregulation, and the growth of low-cost carriers have intensified competition and increased customer expectations for airline services. The aviation industry supports approximately 86.5 million jobs worldwide and contributes more than USD 4.1 trillion to global GDP, representing approximately 3.9% of global economic activity (IATA, 2024). Following the COVID-19 pandemic, global passenger traffic recovered to approximately 94% of pre-pandemic levels in 2024 and is expected to exceed 2019 levels, demonstrating the continued importance and resilience of the airline industry (IATA, 2024).

In this increasingly competitive environment, service quality is an important factor influencing customer satisfaction and loyalty. Airlines are required to provide reliable, responsive, safe, and customer-oriented services to maintain positive customer relationships (Shen & Yahya, 2021). Service quality influences not only immediate customer satisfaction but also longer-term behavioural outcomes such as repurchase intentions and positive word-of-mouth (Zeithaml et al., 1996; Oliver, 1999). These relationships are particularly important in the airline industry because passengers evaluate service quality across multiple service encounters, including check-in, boarding, staff interactions, in-flight services, and baggage handling.

The post-COVID-19 environment has further increased passengers' expectations regarding safety, service efficiency, responsiveness, and digital service delivery. This development is particularly relevant to Southeast Asia, which has become a rapidly growing aviation market. Passenger numbers in the region increased by more than 8% in 2023, highlighting the strong recovery and growth of Southeast Asian aviation (ASEAN Aviation Report, 2023). Airlines such as Singapore Airlines, Malaysia Airlines, AirAsia, and Thai Lion Air compete through pricing as well as service quality and customer experience. Differences in cultural and market contexts may also influence how passengers evaluate service encounters, making Southeast Asia an important context for examining the relationship between service quality, satisfaction, and loyalty.

The SERVQUAL framework developed by Parasuraman, Zeithaml, and Berry (1988) provides an established approach for assessing service quality through five dimensions: tangibility, reliability, responsiveness, assurance,

OPEN ACCESS © CINEFORUM

and empathy. In the airline industry, weaknesses in these dimensions may create gaps between customer expectations and perceived service performance, resulting in dissatisfaction, negative word-of-mouth, and switching behaviour (Hassan & Salem, 2022; Hameed et al., 2024). Therefore, identifying which service quality dimensions contribute most strongly to customer satisfaction and loyalty is important for airline operators seeking to retain customers in a highly competitive market.

Despite extensive research on airline service quality, important gaps remain. Previous studies have examined service quality across different airline markets and service models, but the literature continues to call for further investigation of how service quality dimensions translate into satisfaction and loyalty across contemporary air transport contexts (Zhang et al., 2023). Comparatively fewer studies have examined all five SERVQUAL dimensions simultaneously through a customer satisfaction mediation model in the Southeast Asian airline market. This gap is particularly relevant given the region's rapid aviation recovery, increasing digitalisation, and competition between full-service and low-cost carriers. Accordingly, this study examines whether customer satisfaction mediates the relationships between the five SERVQUAL dimensions and customer loyalty.

Therefore, this study examines the effects of the five SERVQUAL dimensions, namely tangibility, reliability, responsiveness, assurance, and empathy, on customer loyalty, with customer satisfaction as a mediating variable in the Southeast Asian airline context. The study contributes to the airline service quality literature by providing empirical evidence on the service quality, satisfaction, and loyalty relationship within a post-COVID-19 Southeast Asian context. The findings also provide practical insights for airline managers in identifying service quality dimensions that can be prioritised to enhance customer satisfaction, strengthen customer loyalty, and improve competitive positioning.

2. LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 SERVQUAL Framework

The SERVQUAL framework developed by Parasuraman, Zeithaml, and Berry (1988) conceptualises service quality through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. It provides a structured basis for evaluating passengers' perceptions of airline service performance across different service encounters (Kanchanawongpaisan et al., 2024). In the airline context, tangibility concerns physical facilities and service environments, reliability reflects consistent and dependable service delivery, responsiveness concerns prompt assistance, assurance reflects competence and confidence, and empathy represents personalised attention (Wilfred et al., 2024; Hassan & Salem, 2022; Hameed et al., 2024; Lippitt et al., 2023). The framework therefore provides the basis for examining the effects of individual service quality dimensions on customer satisfaction.

2.1.2 Expectancy-Disconfirmation Theory

Expectancy-Disconfirmation Theory explains customer satisfaction as an outcome of the comparison between prior expectations and perceived service performance (Oliver, 1980). When perceived performance meets or exceeds expectations, customers are more likely to develop positive satisfaction evaluations. In the airline context, passengers form expectations regarding reliability, service responsiveness, physical facilities, employee competence, and personalised service. Their subsequent evaluation of actual service performance can influence satisfaction and, consequently, their behavioural responses towards the airline. This perspective supports the proposed role of customer satisfaction as a mechanism linking service quality to customer loyalty.

2.1.2 Customer Loyalty

Customer loyalty reflects customers' intention to maintain a relationship with a preferred service provider through continued patronage, repurchase intention, and positive word-of-mouth (Oliver, 1999). In the airline industry, loyalty can be influenced by service quality and satisfaction, particularly when passengers perceive that an airline consistently meets their expectations (Shen & Yahya, 2021). Accordingly, customer loyalty is positioned as the dependent variable in the present study.

2.2 Service Quality in the Airline Industry

Service quality is a key source of customer satisfaction, loyalty, and competitive advantage in the airline industry. The industry's recovery following COVID-19 has occurred alongside increasing digitalisation and changing expectations regarding safety, convenience, and service efficiency (IATA, 2024). As price competition becomes more intense, service quality provides an important basis for differentiation. Bakır (2024) found that service quality is a strong determinant of repurchase intention, while Hameed et al. (2024) highlighted the growing importance of service experience across booking, flight operations, cabin services, and post-flight support.

The issue is particularly relevant in Southeast Asia, where the aviation market is experiencing strong growth and competition between full-service and low-cost carriers. The regional aviation market is projected to increase from approximately USD 37.8 billion in 2025 to USD 47.9 billion by 2030 (Mordor Intelligence, 2024). Shen and

OPEN ACCESS © CINEFORUM

Yahya (2021) found that service quality significantly influences satisfaction and passenger loyalty among Southeast Asian low-cost airline passengers, with satisfaction mediating the relationship between service quality and loyalty. Cultural differences may also shape service evaluations. Ocón (2024) reported that Southeast Asian travellers may place greater emphasis on responsiveness and empathy than Western travellers. These findings suggest that service quality should be examined within its specific regional and cultural context.

2.3 SERVQUAL Dimensions and Customer Satisfaction

2.3.1 Tangibility and Customer Satisfaction

Tangibility refers to the physical aspects of airline services, including cabin cleanliness, seat comfort, aircraft condition, in-flight facilities, and employee appearance. These elements provide passengers with visible cues for evaluating service quality and can shape their overall assessment of the travel experience (Jiang & Zhang, 2016). Shen and Yahya (2021) found that modern and well-maintained facilities contribute to perceived service value among Southeast Asian low-cost airline passengers. Similarly, Yas et al. (2021) reported a positive association between tangible service attributes and customer satisfaction. These findings indicate that a well-maintained and comfortable physical service environment can enhance passengers' evaluations of airline services. Based on this relationship, the following hypothesis is proposed:
H1: Tangibility of service quality positively influences customer satisfaction in the airline industry.

2.3.2 Reliability and Customer Satisfaction

Reliability represents an airline's ability to deliver its promised services accurately and consistently, particularly in relation to punctuality, flight operations, bookings, and baggage handling. Reliability is especially important in air transportation because passengers depend on airlines to fulfil their core service promise efficiently. Hassan and Salem (2021) found that service failures, including delays and problems with baggage handling, can negatively affect passenger satisfaction. In contrast, consistent and dependable service can strengthen passengers' perceptions of service performance and value (Yas et al., 2021). The evidence indicates that reliable service delivery is an important basis for positive passenger evaluations. Hence, the study proposes:
H2: Reliability of service quality positively influences customer satisfaction in the airline industry.

2.3.3 Responsiveness and Customer Satisfaction

Responsiveness concerns the willingness and ability of airline employees to provide prompt assistance and address passenger requests, complaints, and service disruptions. This dimension becomes particularly important when passengers encounter delays, cancellations, or other unexpected problems. Yas et al. (2021) found that timely employee responses can influence passengers' emotional evaluations of the service experience. Jiang and Zhang (2016) similarly demonstrated that the availability and accessibility of assistance contribute to higher satisfaction. When passengers perceive that their concerns are addressed promptly and effectively, they are more likely to evaluate the overall service experience positively. On this basis, the following hypothesis is formulated:
H3: Responsiveness of service quality positively influences customer satisfaction in the airline industry.

2.3.4 Assurance and Customer Satisfaction

Assurance reflects the knowledge, courtesy, professionalism, and competence of airline employees, as well as their ability to create confidence among passengers. This dimension is particularly relevant to air transportation because perceptions of safety and professional competence are closely connected to passengers' confidence in the airline. Shen and Yahya (2021) highlighted the importance of professional and knowledgeable employees in reducing passengers' concerns during air travel. Hassan and Salem (2021) similarly identified safety and confidence as important factors contributing to passenger satisfaction. These findings suggest that passengers who perceive airline employees as competent and trustworthy are more likely to develop positive evaluations of the service received. Thus, the study hypothesises:
H4: Assurance of service quality positively influences customer satisfaction in the airline industry.

2.3.5 Empathy and Customer Satisfaction

Empathy refers to the provision of caring, personalised, and individualised attention to passengers. Although airline services are increasingly supported by digital and automated systems, interpersonal interaction remains important in shaping passengers' service experiences. Yas et al. (2021) identified empathy as an important element of the passenger experience, particularly where customers value personalised assistance. Jiang and Zhang (2016) similarly found that personal attention from cabin crew can enhance passengers' evaluations of the overall service experience. The literature suggests that passengers who perceive greater understanding and individual attention are more likely to experience positive emotional responses towards the airline. Accordingly, the following hypothesis is proposed:
H5: Empathy of service quality positively influences customer satisfaction in the airline industry.

OPEN ACCESS © CINEFORUM

2.4 Customer Satisfaction and Customer Loyalty

Customer satisfaction represents an important mechanism through which positive service experiences can develop into customer loyalty. Oliver (1999) conceptualised loyalty as a commitment to repurchase a preferred service despite competitive alternatives. In the airline context, Shen and Yahya (2021) found that satisfied passengers are more likely to repurchase airline services and engage in positive word-of-mouth. Hassan and Salem (2021) further suggested that satisfied passengers may become less sensitive to price changes, increasing the likelihood of continued patronage. These findings indicate that satisfaction can strengthen both behavioural and attitudinal aspects of airline loyalty. Based on the established relationship between satisfaction and loyalty, the study proposes:

H6: Customer satisfaction positively influences customer loyalty in the airline industry.

2.5 Mediating Role of Customer Satisfaction

The relationship between service quality and customer loyalty may not be entirely direct. Passengers first evaluate the quality of the service they receive, and these evaluations can influence their level of satisfaction before shaping their intention to maintain a relationship with the airline. Yas et al. (2021) suggested that customer satisfaction acts as a mechanism through which service quality contributes to behavioural loyalty. Similarly, Hassan and Salem (2021) and Jiang and Zhang (2016) demonstrated relationships between service evaluations, satisfaction, and subsequent behavioural outcomes.

Within the airline context, high-quality physical facilities, reliable operations, responsive employees, professional service, and personalised attention may generate positive satisfaction, which in turn strengthens passengers' willingness to continue using the airline. This suggests that customer satisfaction can transmit the effects of individual SERVQUAL dimensions to customer loyalty. Based on this proposed mechanism, the study formulates the following hypotheses:

H7a-e: Customer satisfaction positively mediates the relationships between service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) and customer loyalty in the airline industry.

2.6 Literature Gap

Although previous studies have established relationships between service quality, customer satisfaction, and loyalty, limited research has examined all five SERVQUAL dimensions simultaneously within a mediation model in the post-COVID-19 airline environment. This limitation is particularly relevant in Southeast Asia, where rapid market growth, strong competition between full-service and low-cost carriers, cultural differences, and increasing digitalisation may influence passengers' service evaluations. Existing evidence therefore provides a basis for further testing whether customer satisfaction mediates the effects of each SERVQUAL dimension on customer loyalty in this contemporary regional context.

2.7 Conceptual Framework

Based on the literature, the proposed framework (Figure 2.1) positions tangibility, reliability, responsiveness, assurance, and empathy as the independent variables, customer satisfaction as the mediator, and customer loyalty as the dependent variable. The framework integrates SERVQUAL and Customer Loyalty Theory to explain how passengers' evaluations of service quality may translate into satisfaction and, subsequently, loyalty.

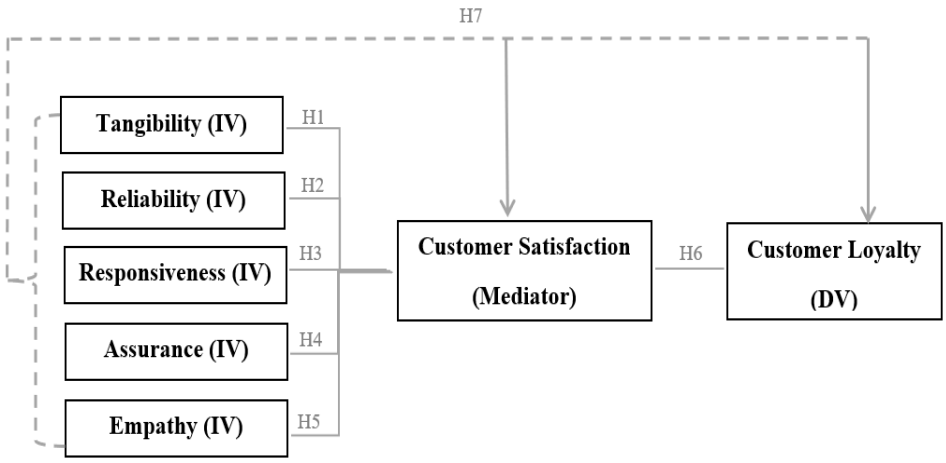


Figure 2.1: Conceptual Framework

OPEN ACCESS © CINEFORUM

3. METHODOLOGY

3.1 Research Design

This study adopted a quantitative, cross-sectional survey design to examine the relationships among service quality, customer satisfaction, and customer loyalty in the Southeast Asian airline industry. The study focused on passengers of both full-service and low-cost carriers, including Singapore Airlines, Malaysia Airlines, AirAsia, and Thai Lion Air. The Southeast Asian context was selected because of its competitive airline market, regional connectivity, cultural diversity, post-pandemic recovery, and continuing digital transformation.

3.2 Population and Sampling

The target population comprised airline passengers in Southeast Asia who had travelled by air within the previous 12 months. This criterion ensured that respondents had recent experience with airline services and could provide informed evaluations of service quality, satisfaction, and loyalty.

Purposive sampling was used to ensure that respondents met the recent travel criterion, while respondents were further stratified by travel class, including economy and business class, to capture different passenger experiences. A total of 200 valid responses were obtained. The adequacy of the sample size was evaluated based on the requirements of the PLS-SEM analysis and the complexity of the proposed structural model. The final sample of 200 respondents was considered adequate for testing the hypothesised relationships.

3.3 Measurement of Constructs

Data were collected using a structured questionnaire comprising measures of tangibility, reliability, responsiveness, assurance, empathy, customer satisfaction, and customer loyalty. The measurement items were adapted from established instruments and contextualised for airline services, as presented in Table 3.1. The five service quality dimensions were measured using items adapted from previous airline service quality studies, while customer satisfaction and customer loyalty were measured using established scales (Jiang & Zhang, 2016; Hassan & Salem, 2021; Wilfred et al., 2024; Setiawan et al., 2020; Pi & Huang, 2011). The items were reviewed and adapted to maintain their original conceptual meaning while ensuring relevance to the airline context.

Variable	Measurement Items	Source
Tangibility (IV)	1. The quality of food and beverage is fresh and good. 2. The aircraft I travelled on was clean, comfort and well-maintained. 3. The in-flight entertainment system (e.g. audio, screens) is well functioned and easy to navigate. 4. The in-flight reading materials (e.g. newspaper, magazine, books) are interesting and up-to-date content.	Wilfred et al., 2024
Reliability (IV)	1. The airline's reservation system is efficient and easy to use. 2. The value of the airfare met my expectation of the service quality. 3. Airline's operating hour is convenient for me. 4. My baggage was handled accurately and delivered without issues. 5. The check-in process is well managed both manually and digitally. 6. The airline operated flights according to the scheduled time.	Hassan & Salem, 2022
Responsiveness (IV)	1. The airline staffs made me feel comfortable through personalized attentions. 2. The cabin crew handled unexpected situational professionally. 3. Airline staff showed care and courtesy throughout the journey.	Wilfred et al., 2024

OPEN ACCESS © CINEFORUM

Assurance (IV)	1. The airline provided timely updates about flight or service changes. 2. The airline usually departs on time and arrives at the destination on schedule. 3. The airline offers convenient service upon arrival (eg. Airport pick-up service, car rental, hotel partnership). 4. I had confidence that the airline's assurance properly covered my essential travel destinations.	Wilfred et al., 2024
Empathy (IV)	1. The airline offered services that considered passengers' individual travel demands. 2. The airline vales the passengers' property (e.g. luggage) 3. The locations of the airline offices are easily accessible for passengers.	Wilfred et al., 2024
Satisfaction (MV)	1. I am pleased with the overall quality of the service provided. 2. The quality of service that I received is higher than I expect. 3. Overall, I am satisfied with my experience with the airline which met my expectations.	Setiawan et al., 2020
Loyalty (DV)	1. I am willing to repurchase the service offered by the airline. 2. I will recommend this airline to others. 3. I intend to travel with this airline again in the future air travel. 4. I am willing to pay higher price for this airline, and I will not switch to others.	Pi & Haung, 2011

Table 3.1: Measurement Items

3.4 Data Collection Procedure and Ethical Consideration

Data were collected through a self-administered online questionnaire distributed via Google Forms, social media groups, and airline-related communities. Before completing the questionnaire, participants received an information sheet and informed consent form explaining the purpose of the study, voluntary participation, and their right to withdraw at any stage. No personally identifiable information was collected, and responses were treated as confidential. The collected data were stored on password-protected digital platforms accessible only to the researcher. Responses with less than 70% of the questionnaire completed were excluded from the analysis to maintain data quality.

3.5 Data Analysis Technique

The data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The analysis comprised data screening, assessment of the measurement model, and assessment of the structural model. The measurement model was evaluated to establish the reliability and validity of the constructs, while the structural model was assessed to test the hypothesised relationships among the SERVQUAL dimensions, customer satisfaction, and customer loyalty. The mediation effects of customer satisfaction were also examined to determine whether satisfaction mediates the relationships between the service quality dimensions and customer loyalty.

4. FINDINGS

4.1 Demographic Characteristics of the Sample

The study obtained 200 valid responses. Table 4.1 presents the respondents' demographic and travel characteristics. The sample was relatively balanced by gender, with most respondents aged 25 to 34 years. The majority held a bachelor's degree and were single. Most respondents had travelled by air one to two times during the previous 12 months. AirAsia was the most frequently reported airline, followed by Singapore Airlines, Thai Lion Air, Malaysia Airlines, and other airlines. Overall, the sample comprised predominantly young, well-educated passengers with recent airline travel experience.

OPEN ACCESS © CINEFORUM

Demographic Profiles	Description	Frequency	Percentage
Gender	Male	86	43
	Female	82	41
	Prefer not to say	32	16
Age Group	18 - 24 years	40	20
	25 - 34 years	66	33
	35 - 44 years	44	22
	45 - 54 years	28	14
	55 years and above	22	11
Highest Educational Level	High School	16	8
	Diploma/ Pre-U	41	20.5
	Bachelor's Degree	89	44.5
	Master's Degree	33	16.5
	Doctorate/ Professional Qualification	21	10.5
Marital Status	Single	119	59.5
	Married	64	32.06
	Divorced/ Widowed	17	8.5
Travel Frequency (Past 12 Months)	1 - 2 times	91	45.5
	3 - 5 times	59	29.5
	More than 5 times	50	25
Most Recent Airline Flown	Singapore Airlines	44	22
	Malaysia Airlines	36	18
	AirAsia	49	24.5
	Thai Lion Air	38	19
	Other:	33	16.5

Table 4.1: Demographic Characteristics

4.2 Measurement Model Analysis

Table 4.2 presents the measurement model results. All indicator loadings ranged from 0.875 to 0.989, exceeding 0.70 and indicating satisfactory indicator reliability. Cronbach's alpha values ranged from 0.925 to 0.981, while composite reliability values ranged from 0.953 to 0.987, demonstrating high internal consistency. AVE values ranged from 0.855 to 0.963, exceeding 0.50 and supporting convergent validity.

OPEN ACCESS © CINEFORUM

Construct	Items	Loadings	Cronbach's alpha (CA)	Composite reliability (CR)	Average variance extracted (AVE)
Assurance	Ass1	0.932	0.95	0.964	0.869
	Ass2	0.962			
	Ass3	0.875			
	Ass4	0.958			
Customer Loyalty	CL1	0.978	0.979	0.985	0.941
	CL2	0.979			
	CL3	0.983			
	CL4	0.94			
Customer Satisfaction	CS1	0.986	0.978	0.985	0.957
	CS2	0.963			
	CS3	0.985			
Empathy	Emp1	0.945	0.925	0.953	0.87
	Emp2	0.967			
	Emp3	0.885			
Reliability	Rel1	0.963	0.979	0.983	0.907
	Rel2	0.956			
	Rel3	0.95			
	Rel4	0.937			
	Rel5	0.957			
	Rel6	0.951			
Responsiviness	Res1	0.98	0.981	0.987	0.963
	Res2	0.974			
	Res3	0.989			
Tangibility	Tan1	0.935	0.943	0.959	0.855
	Tan2	0.904			
	Tan3	0.947			
	Tan4	0.911			

Table 4.2: Reliability and convergent validity

OPEN ACCESS © CINEFORUM

4.2.1 Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criterion and HTMT. The Fornell-Larcker results indicated that most constructs satisfied the criterion. However, Customer Satisfaction and Customer Loyalty did not, as their correlation was 0.979, compared with the square roots of AVE values of 0.978 and 0.970, respectively. The HTMT values ranged from 0.799 to 1.000. Several construct pairs exceeded 0.90, including Assurance and Customer Loyalty (0.905), Assurance and Empathy (0.964), Assurance and Reliability (0.910), Assurance and Responsiveness (0.901), Customer Loyalty and Customer Satisfaction (1.000), Customer Loyalty and Empathy (0.923), and Customer Satisfaction and Empathy (0.912). These results indicate that discriminant validity was not fully established for several construct pairs, with the strongest concern involving Customer Satisfaction and Customer Loyalty.

Construct	Ass	CL	CS	Emp	Rel	Res	Tan
Assurance							
Customer Loyalty	0.905						
Customer Satisfaction	0.899	1					
Empathy	0.964	0.923	0.912				
Reliability	0.91	0.892	0.894	0.882			
Responsiveness	0.901	0.838	0.846	0.886	0.799		
Tangibility	0.852	0.849	0.861	0.9	0.801	0.854	

Table 4.3: HTMT Criterion

Note: Ass=Assurance, CL=Customer Loyalty, CS=Customer Satisfaction, Emp=Empathy, Rel=Reliability, Res=Responsiveness, Tan=Tangibility

Construct	Ass	CL	CS	Emp	Rel	Res	Tan
Assurance	0.932						
Customer _Loyalty	0.877	0.97					
Customer_Satisfaction	0.87	0.979	0.978				
Empathy	0.908	0.885	0.873	0.933			
Reliability	0.882	0.875	0.876	0.848	0.952		
Responsiveness	0.87	0.822	0.829	0.848	0.784	0.981	
Tangibility	0.808	0.82	0.831	0.844	0.775	0.823	0.924

Table 4.4: Fornell-Larker Criterion

4.4 Structural Model Analysis

Table 4.5 presents the bootstrapping results for the hypothesised relationships. Tangibility, Reliability, and Empathy had significant positive effects on Customer Satisfaction. Reliability had the strongest effect ($\beta = 0.380$, $t = 4.146$, $p < 0.001$, 95% BC CI [0.232, 0.529]), followed by Empathy ($\beta = 0.208$, $t = 2.100$, $p = 0.018$, 95% BC CI [0.052, 0.381]) and Tangibility ($\beta = 0.192$, $t = 2.556$, $p = 0.005$, 95% BC CI [0.059, 0.305]). As their confidence intervals excluded zero, H1, H2, and H5 were supported.

Responsiveness ($\beta = 0.126$, $t = 1.364$, $p = 0.086$, 95% BC CI [-0.015, 0.293]) and Assurance ($\beta = 0.081$, $t = 0.596$, $p = 0.276$, 95% BC CI [-0.131, 0.308]) did not significantly influence Customer Satisfaction. Their confidence intervals included zero; thus, H3 and H4 were not supported.

Customer Satisfaction had a strong positive effect on Customer Loyalty ($\beta = 0.979$, $t = 163.202$, $p < 0.001$, 95% BC CI [0.967, 0.987]), supporting H6. Among the five service quality dimensions, Reliability had the strongest

OPEN ACCESS © CINEFORUM

effect on Customer Satisfaction.

Relationship	Path Coefficient	Std error	T values	P values	Confidence intervals bias corrected	Decision
H1: Tangibility-> Customer Satisfaction	0.192	0.075	2.556	0.005	0.059, 0.305	Supported
H2: Reliability-> Customer Satisfaction	0.38	0.092	4.146	0	0.232, 0.529	Supported
H3: Responsiveness -> Customer Satisfaction	0.126	0.092	1.364	0.086	-0.015, 0.293	Not Supported
H4: Assurance -> Customer Satisfaction	0.081	0.136	0.596	0.276	-0.131, 0.308	Not Supported
H5: Empathy -> Customer Satisfaction	0.208	0.099	2.1	0.018	0.052, 0.381	Supported
H6: Customer satisfaction -> Customer Loyalty	0.979	0.006	163.202	0	0.967, 0.987	Supported

Table 4.5: Structural Model Result

4.5 Mediation Analysis

Table 4.6 presents the indirect effects of the five service quality dimensions on Customer Loyalty through Customer Satisfaction. Customer Satisfaction significantly mediated the relationships between Tangibility, Reliability, and Empathy and Customer Loyalty.

Reliability showed the strongest indirect effect ($\beta = 0.372$, $t = 4.135$, $p < 0.001$, 95% BC CI [0.227, 0.519]), followed by Empathy ($\beta = 0.203$, $t = 2.097$, $p = 0.018$, 95% BC CI [0.053, 0.374]) and Tangibility ($\beta = 0.188$, $t = 2.564$, $p = 0.005$, 95% BC CI [0.059, 0.297]). The confidence intervals excluded zero, supporting H7a, H7b, and H7e.

The indirect effects of Responsiveness ($\beta = 0.123$, $t = 1.364$, $p = 0.086$, 95% BC CI [-0.015, 0.287]) and Assurance ($\beta = 0.079$, $t = 0.596$, $p = 0.276$, 95% BC CI [-0.128, 0.301]) were not significant because their confidence intervals included zero. Thus, H7c and H7d were not supported.

Overall, Customer Satisfaction significantly mediated the effects of Tangibility, Reliability, and Empathy on Customer Loyalty, with Reliability showing the strongest indirect effect.

Relationship	Path Coefficient	Std error	T values	P values	Confidence intervals bias	Result
H7a: Tangibility-> Customer_Satisfaction-> Customer _Loyalty	0.188	0.073	2.564	0.005	0.059, 0.297	Supported
H7b: Reliability-> Customer_Satisfaction-> Customer _Loyalty	0.372	0.09	4.135	0	0.227, 0.519	Supported
H7c: Responsiviness->	0.123	0.09	1.364	0.086	-0.015,0.287	Not

OPEN ACCESS © CINEFORUM

Customer_Satisfaction-> Customer _Loyalty						supported
H7d: Assurance-> Customer_Satisfaction-> Customer _Loyalty	0.079	0.133	0.596	0.276	-0.128,0.301	Not supported
H7e: Empathy-> Customer_Satisfaction-> Customer _Loyalty	0.203	0.097	2.097	0.018	0.053, 0.374	Supported

Table 4.6: Mediation analysis result

5. DISCUSSION

This study examined the effects of the five SERVQUAL dimensions on customer satisfaction and customer loyalty in the airline industry, with customer satisfaction as a mediator. The findings show that tangibility, reliability, and empathy significantly influence customer satisfaction, whereas responsiveness and assurance do not. Customer satisfaction has a strong positive relationship with customer loyalty and significantly mediates the effects of tangibility, reliability, and empathy on loyalty. These findings provide empirical support for the relevance of SERVQUAL and Customer Loyalty Theory in the contemporary airline context.

5.1 Tangibility and Customer Satisfaction

Tangibility has a significant positive effect on customer satisfaction, supporting H1. This finding is consistent with Jiang and Zhang (2016) and Shen and Yahya (2021), who identified physical facilities, cabin conditions, cleanliness, and comfort as important elements of passengers' service evaluations. The result suggests that passengers continue to use visible and physical service attributes as important cues when evaluating airline experiences. This is particularly relevant in the post-pandemic environment, where cleanliness and the condition of service facilities remain salient aspects of passenger perceptions. For airline operators, maintaining aircraft interiors, cabin cleanliness, seating comfort, and other physical facilities can therefore contribute to higher customer satisfaction.

5.2 Reliability and Customer Satisfaction

Reliability recorded the strongest positive effect on customer satisfaction, supporting H2. This finding is consistent with Hassan and Salem (2021) and Yas et al. (2021), who highlighted punctuality, dependable flight operations, effective baggage handling, and accurate reservation systems as important service attributes. The strong effect observed in this study indicates that passengers place particular importance on an airline's ability to deliver its core service consistently and as promised. In a competitive market with multiple full-service and low-cost alternatives, operational reliability may therefore represent a fundamental basis for positive service evaluations.

5.3 Empathy and Customer Satisfaction

Empathy also had a significant positive effect on customer satisfaction, supporting H5. This finding is consistent with Yas et al. (2021) and Jiang and Zhang (2016), who found that personalised attention and caring employee interactions can enhance passengers' service experiences. The result indicates that increasing digitalisation does not eliminate the value of interpersonal service. Personal attention, understanding, and appropriate assistance can remain important in shaping passengers' overall evaluations, particularly when service encounters involve individual needs or unexpected situations. Airlines may therefore benefit from combining digital service efficiency with appropriate personalised interactions.

5.4 Responsiveness and Customer Satisfaction

Responsiveness did not have a significant effect on customer satisfaction, resulting in the rejection of H3. This finding differs from previous research that associated prompt assistance and effective service recovery with positive passenger evaluations (Yas et al., 2021; Jiang & Zhang, 2016). One possible explanation is the increasing use of digital self-service technologies, including mobile applications, automated check-in, and online customer support. As these functions become increasingly integrated into airline services, passengers may perceive timely digital assistance as a basic service expectation rather than a distinctive source of satisfaction. However, this interpretation should be treated cautiously because digital service usage was not directly measured in the present study.

5.5 Assurance and Customer Satisfaction

Assurance also did not significantly influence customer satisfaction, leading to the rejection of H4. This finding

OPEN ACCESS © CINEFORUM

contrasts with previous evidence emphasising employee competence, professionalism, and passenger confidence in airline safety (Shen & Yahya, 2021; Hassan & Salem, 2021). A possible explanation is that passengers may regard safety and professional competence as fundamental requirements of airline services rather than attributes that differentiate one airline from another. Respondents with recent travel experience may also have developed relatively stable expectations regarding basic safety and professional standards. Nevertheless, this explanation remains tentative because passengers' perceptions of safety and prior travel experience were not directly examined as moderating factors in this study.

5.6 Customer Satisfaction and Customer Loyalty

Customer satisfaction has a strong positive effect on customer loyalty, supporting H6. This finding is consistent with Oliver (1999), who proposed that satisfaction contributes to customers' commitment and intention to maintain a relationship with a service provider. It also supports the findings of Hassan and Salem (2021) and Shen and Yahya (2021), who linked passenger satisfaction with repurchase intention and positive word-of-mouth. The result reinforces the importance of satisfaction as a key behavioural pathway in airline customer relationships.

However, the very high path coefficient between customer satisfaction and customer loyalty should be interpreted cautiously, particularly given the discriminant validity concerns reported in the measurement model. The strong statistical relationship may partly reflect substantial empirical overlap between these constructs.

5.7 Mediating Role of Customer Satisfaction

The mediation results show that customer satisfaction significantly mediates the relationships between tangibility, reliability, and empathy and customer loyalty, supporting H7a, H7b, and H7e. These findings are consistent with Yas et al. (2021), Hassan and Salem (2021), and Jiang and Zhang (2016), which collectively support the role of satisfaction in translating positive service evaluations into favourable behavioural outcomes.

Reliability produced the strongest indirect effect, reinforcing its importance in the overall service quality process. The result suggests that reliable flight operations and consistent service delivery can strengthen loyalty primarily by generating positive satisfaction. In contrast, the indirect effects of responsiveness and assurance were not significant. Thus, these dimensions did not demonstrate a significant pathway to loyalty through satisfaction within the present sample.

5.8 Overall Discussion

Overall, the findings indicate that the five SERVQUAL dimensions do not contribute equally to customer satisfaction. Reliability emerged as the strongest determinant, followed by empathy and tangibility, while responsiveness and assurance were not significant predictors. Customer satisfaction subsequently demonstrated a strong relationship with customer loyalty and mediated the effects of reliability, tangibility, and empathy.

The findings extend the airline service quality literature by demonstrating that the relevance of individual SERVQUAL dimensions may differ according to the service context. In particular, the results highlight the continuing importance of reliable operations and personalised service alongside physical service quality in a post-pandemic and increasingly digitalised airline environment. At the same time, the nonsignificant effects of responsiveness and assurance suggest that some service attributes may function more as basic expectations than as differentiating factors. These findings provide a more specific understanding of how service quality contributes to satisfaction and loyalty among airline passengers.

6. IMPLICATIONS

6.1 Theoretical Implications

This study extends the application of the SERVQUAL framework developed by Parasuraman, Zeithaml, and Berry (1988) to the contemporary Southeast Asian airline context. The findings indicate that the five service quality dimensions do not contribute equally to customer satisfaction, with reliability, empathy, and tangibility emerging as significant predictors. The study also strengthens the role of customer satisfaction as an important mechanism linking service quality to customer loyalty, consistent with the customer loyalty perspective of Oliver (1999). The findings provide further evidence that the relevance of individual service quality dimensions may vary across service and market contexts.

6.2 Practical and Managerial Implications

The findings indicate that airlines should prioritise reliability by improving punctuality, baggage handling, booking accuracy, and service consistency. The significant effect of empathy also highlights the importance of employee training in personalised communication, emotional intelligence, and service recovery. Although digitalisation can improve operational efficiency, digital service channels should complement rather than replace appropriate human support. As customer satisfaction significantly contributes to loyalty, airlines should focus resources on service attributes that directly improve passengers' overall experience rather than relying solely on

OPEN ACCESS © CINEFORUM

price incentives or loyalty programmes. These actions can strengthen customer retention and competitive positioning.

7. LIMITATIONS OF THE STUDY

Several limitations should be considered when interpreting the findings. First, the cross-sectional design captures passenger perceptions at one point in time and cannot establish how satisfaction and loyalty change over time. Second, the Southeast Asian focus limits the generalisability of the findings to other regional and cultural contexts. Third, respondents evaluated flights taken within the previous 12 months, which may introduce recall bias. Finally, the study relied on passenger perceptions and did not incorporate objective airline performance indicators such as actual delays, baggage performance, or service recovery records.

8. RECOMMENDATIONS FOR FUTURE RESEARCH DIRECTIONS

Future studies could adopt longitudinal designs to examine changes in passenger satisfaction and loyalty as airline services and digital technologies evolve. Further research could also examine moderating factors such as price sensitivity, brand image, or travel frequency to identify conditions under which service quality contributes more strongly to loyalty. Given the increasing use of artificial intelligence and digital service systems, future studies could compare AI-enabled personalisation with human-delivered empathy. Cross-country and cross-cultural studies could further examine whether the relative importance of SERVQUAL dimensions varies across different airline markets.

9. CONCLUSION

This study examined the relationships among the five SERVQUAL dimensions, customer satisfaction, and customer loyalty in the Southeast Asian airline industry. The findings show that reliability, empathy, and tangibility significantly influence customer satisfaction, whereas responsiveness and assurance do not. Reliability emerged as the strongest predictor of satisfaction. Customer satisfaction was also positively associated with customer loyalty and significantly mediated the relationships between tangibility, reliability, and empathy and customer loyalty.

The findings extend the application of SERVQUAL by demonstrating that individual service quality dimensions have different levels of importance in the contemporary airline context. The results highlight the importance of reliable operations, personalised service, and appropriate physical service attributes in strengthening passenger satisfaction. From a managerial perspective, airlines should combine operational reliability with customer-centred service strategies to enhance customer satisfaction and loyalty.

Nevertheless, the strong relationship between customer satisfaction and customer loyalty should be interpreted cautiously because discriminant validity between these constructs was not fully established. Future research should validate the proposed relationships using improved measurement instruments, longitudinal designs, cross-country samples, and objective service performance data..

REFERENCES

1. An, M., & Noh, Y. (2009). Airline customer satisfaction and loyalty: impact of in-flight service quality. Service Business, 3(3), 293–307. https://doi.org/10.1007/s11628-009-0068-4
2. Andrew, F. H. (2018). Introduction to Mediation, Moderation and Conditional Process Analysis: A Regression-Based Approarch. The Guiford Press. http://elib.vku.udn.vn/handle/123456789/3011
3. ASEAN Secretariat. (2023). ASEAN Transport Outlook 2023. Jakarta: ASEAN Secretariat. https://asean.org
4. Babić, D., Begović, B., & Levajković, T. (2023). Probabilistic model for the impact of fear of flying on airline network structures. Journal of Air Transport Management, 109, 102398.
5. https://doi.org/10.1016/j.jairtraman.2023.102398
6. Badrillah, M. I. M., Shuib, A., & Nasir, S. (2021, November). How airline service quality (AIRQUAL) affects customer decision making in airline choices—A conceptual paper. In International Conference on Business and Technology (pp. 201-215). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-08084-5_15
7. Bakır, M., Atalık, Ö., & Itani, N. (2024). Service quality and repurchase intentions in the airline industry: a multiple mediation analysis through customer citizenship behaviour. Current issues in tourism, 1-22. https://doi.org/10.1080/13683500.2024.2410935
8. Bartlett, M. S. (1950). Tests of significance in factor analysis. British journal of psychology. doi:
9. https://doi.org/10.1111/j.2044-8317.1950.tb00285.x
10. Bujang, M. A., Omar, E. D., Foo, D. H. P., & Hon, Y. K. (2024). Sample size determination for conducting a pilot study to assess reliability of a questionnaire. Restorative dentistry & endodontics, 49(1). https://doi.org/10.5395/rde.2024.49.e3
11. Cochran, W. G., & Cochran, W. G. (1977). Sampling techniques (Vol. 3, No. 4, pp. 2584-1807). New York:

OPEN ACCESS © CINEFORUM

12. wiley.
13. Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.
14. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. American journal of theoretical and applied statistics, 5(1), 1-4.
15. Frost & Sullivan. (2025, May 30). Strategic imperatives driving airline digital transformation. Frost.com. Key Drivers Shaping the Future of Global Airline Digitalization in 2025
16. Gronroos, C. (2016). Service management and marketing: Managing the service profit logic. John Wiley & Sons.
17. Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook (p. 197). Springer Nature.
18. https://library.oapen.org/handle/20.500.12657/51463
19. Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.). SAGE. https://doi.org/10.1007/978-3-030-80519-7
20. Hameed, I., Chatterjee, R. S., Zainab, B., Tzhe, A. X., Yee, L. S., & Khan, K. (2024). Navigating loyalty and trust in the skies: The mediating role of customer satisfaction and image for sustainable airlines. Sustainable Futures, 8, 100299. https://doi.org/10.1016/j.sftr.2024.100299
21. Hapsari, R., Clemes, M. D., & Dean, D. (2022). Examining the mediating role of customer satisfaction on the relationship between service quality, perceived value, and loyalty. Frontiers in Psychology, 13, 91847. https://doi.org/10.3389/fpsyg.2022.918473
22. Hassan, S., & Suki, N. M. (2022). Managing customer citizenship behavior in aviation sector through relational benefits: Mediating role of relationship quality. Frontiers in psychology, 13, 917434.
23. https://doi.org/10.3389/fpsyg.2022.917434
24. Hassan, T. H., & Salem, A. E. (2021). Impact of service quality of low-cost carriers on airline image and consumers' satisfaction and loyalty during the COVID-19 outbreak. International journal of environmental research and public health, 19(1), 83. https://doi.org/10.3390/ijerph19010083
25. Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. Online readings in psychology and culture, 2(1), 8. https://doi.org/10.9707/2307-0919.1014
26. IATA, 2025. World Air Transport Statistics Report. IATA - IATA Launches 2024 World Air Transport
27. Statistics Report
28. IATA. (2024). Airline Industry Overview 2024. https://www.iata.org
29. IATA. (2025, January 30). Global air passenger demand reaches record high in 2024. IATA - Global Air Passenger Demand Reaches Record High in 2024
30. Iqbal, A., Sufyan, M., Salalm, A., Shaikh, M. A., & Khan, M. F. (2023). When Satisfaction Takes Flight: Unraveling the Impact of Passenger Satisfaction on Passenger Loyalty with the moderating role of Price Sensitivity in Airline Industry. Research Journal for Societal Issues, 5(3), 73-95.
31. https://doi.org/10.56976/rjsi.v5i3.138
32. Israel, G. D. (1992). Determining sample size.
33. Jiang, H., & Zhang, Y. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market. Journal of air transport management, 57, 80-88.
34. https://doi.org/10.1016/j.jairtraman.2016.07.008
35. Johnston, R. (1995). The determinants of service quality: satisfiers and dissatisfiers. International journal of service industry management, 6(5), 53-71. https://doi.org/10.1108/09564239510101536
36. Kaiser, H. F. (1974). An index of factorial simplicity. psychometrika, 39(1), 31-36. doi:
37. https://doi.org/10.1007/BF02291575
38. Kanchanawongpaisan, S., Zhou, F., Voon, B. W. N., Lu, L., & Tan, R. E. (2024). Elevating brand loyalty: Deciphering the impact of airline service quality and customer satisfaction in Bangkok? s aviation industry: Case study low-cost airlines. All Open Access; Gold Open Access. https://doi.org/10.24294/jipd.v8i8.5619
39. Khanal, B., & Chhetri, D. B. (2024). A pilot study approach to assessing the reliability and validity of relevancy and efficacy survey scale. Janabhawana Research Journal, 3(1), 35-49.
40. https://doi.org/10.3126/jrj.v3i1.68384
41. Khudhair, H. Y., Jusoh, A., Nor, K. M., & Mardani, A. (2021). Price sensitivity as a moderating factor between the effects of airline service quality and passenger satisfaction on passenger loyalty in the airline industry. International Journal of Business Continuity and Risk Management, 11(2-3), 114-125.
42. https://doi.org/10.1504/IJBCRM.2021.116274
43. Kim, K. S. (2022). Methodology of non-probability sampling in survey research. population, 15, 16.
44. https://doi.org/10.34297/AJBSR.2022.15.002166
45. Leon, S., & Dixon, S. (2023). Airline satisfaction and loyalty: Assessing the influence of personality, trust and service quality. Journal of Air Transport Management, 113, 102487.

OPEN ACCESS © CINEFORUM

46. https://doi.org/10.1016/j.jairtraman.2023.102487
47. Lippitt, P., Itani, N., O'Connell, J. F., Warnock-Smith, D., & Efthymiou, M. (2023). Investigating airline service quality from a business traveller perspective through the integration of the Kano model and importance-satisfaction analysis. Sustainability, 15(8), 6578. https://doi.org/10.3390/su15086578
48. Memon, M. A., et al. (2024). Purposive sampling: A review and guidelines for quantitative research. Journal of Applied Structural Equation Modeling. DOI: https://doi.org/10.47263/JASEM.9(1)01 (PDF) PURPOSIVE SAMPLING: A REVIEW AND GUIDELINES FOR QUANTITATIVE RESEARCH
49. Ocón, D. (2024). Enhancing ASEAN–EU relations through cultural cooperation. SMU Social Sciences Research.
50. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of marketing research, 17(4), 460-469. https://doi.org/10.1177/002224378001700405
51. Oliver, R. L. (1999). Whence consumer loyalty? Journal of Marketing, 63(4_suppl1), 33–44.
52. https://doi.org/10.1177/00222429990634s105
53. Pace, D. S. (2021). Probability and non-probability sampling-an entry point for undergraduate researchers.
54. International Journal of Quantitative and Qualitative Research Methods, 9(2), 1-15. Available at SSRN: https://ssrn.com/abstract=3851952
55. Parasuraman, A. B. L. L., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for
56. measuring consumer perceptions of service quality. 1988, 64(1), 12-40.
57. Pi, W. P., & Huang, H. H. (2011). Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing approach. African Journal of Business Management, 5(11), 4403.
58. Rahman, N. A. A. (2023). Digital transformation in aviation, tourism and hospitality in Southeast Asia. A. Hassan (Ed.). Routledge. https://doi.org/10.4324/9781003315179
59. Shen, C., & Yahya, Y. (2021). The impact of service quality and price on passengers' loyalty towards low-cost airlines: The Southeast Asia perspective. Journal of Air Transport Management, 91, 101966. https://doi.org/10.1016/j.jairtraman.2020.101966
60. Sim, M., Kim, S. Y., & Suh, Y. (2022). Sample size requirements for simple and complex mediation models. Educational and Psychological Measurement, 82(1), 76-106. https://doi.org/10.1177/00131644211003261
61. Singh, A. S., & Masuku, M. B. (2014). Sampling techniques & determination of sample size in applied statistics research: An overview. International Journal of economics, commerce and management, 2(11), 1-22.
62. Southeast Asia Aviation Market Size & Share Analysis - Growth Trends & Forecasts (2025 – 2030). Source: https://www.mordorintelligence.com/industry-reports/southeast-asia-aviation-market
63. Sultan, F., & Simpson Jr, M. C. (2000). International service variants: airline passenger expectations and perceptions of service quality. Journal of services marketing, 14(3), 188-216.
64. https://doi.org/10.1108/08876040010327211
65. Taherdoost, H. (2017). Determining sample size; how to calculate survey sample size. International Journal of Economics and Management Systems, 2. Available at SSRN: https://ssrn.com/abstract=3224205
66. Tax, S. S., Brown, S. W., & Chandrashekaran, M. (1998). Customer evaluations of service complaint experiences: implications for relationship marketing. Journal of marketing, 62(2), 60-76.
67. https://doi.org/10.1177/002224299806200205
68. Thongkruer, P., & Wanarat, S. (2023). The relationship between air travel service quality and factors of theory of planned behavior: evidence from low-cost airlines in Thailand. Sustainability, 15(11), 8839. https://doi.org/10.3390/su15118839
69. Wider, W., Tan, F. P., Tan, Y. P., Lin, J., Fauzi, M. A., Wong, L. S., ... & Hossain, S. F. A. (2024). Service quality (SERVQUAL) model in private higher education institutions: A bibliometric analysis of past, present, and future prospects. Social Sciences & Humanities Open, 9, 100805.
70. https://doi.org/10.1016/j.ssaho.2024.100805
71. Wilfred, V., Prasad, M. R., & Kumar, J. S. (2024). Study of service quality, price sensitivity, and passenger satisfaction in India's airline sector. Innovative Marketing, 20(3), 182.
72. http://dx.doi.org/10.21511/im.20(3).2024.15
73. Winsted, K. F. (1997). The service experience in two cultures: A behavioral perspective. Journal of retailing, 73(3), 337-360. https://doi.org/10.1016/S0022-4359(97)90022-1
74. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. Journal of marketing, 60(2), 31-46. https://doi.org/10.1177/002224299606000203
75. Zhang, Y., Lee, S. Y., & Gu, Y. (2023). A review of air transport service quality studies: current status and future research agenda. Journal of the Air Transport Research Society, 1(1), 9-21.
76. https://doi.org/10.59521/EF52BB6324BD7035

OPEN ACCESS © CINEFORUM