

Measuring Firm Performance through Service Quality and Purchase Intentions with Theoretical Lens of SERVQUAL & AIRQUAL (A Case of Pakistani Airlines)

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Session: 2014-2016

**Thesis Submitted to
The Superior College, Lahore**

In partial fulfillment of the
Requirements for the degree of

Master of Philosophy In Business Administration

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1.2 DEDICATION

This work is dedicated to my Supervisor, family and friends who encouraged me to face any challenge.

1.3 ACKNOWLEDGEMENT

First of all, thanks to Almighty ALLAH, who granted me knowledge, skills and abilities to work on this Thesis project. I am thankful to ALLAH who given me the resources I needed to fulfill my task and provided me the opportunity to study in the one of the leading university of Pakistan. I am also grateful to my institute of Business and management Sciences which provided me with such a great and worthy teacher, who has been very kind and helpful during the academic year. I would like to thank my supervisor Prof. Dr. Kashif Mehmood who helped me a lot thorough making this Thesis project. I am very thankful to all my other teachers who proved to be very supportive. With the help of my teacher I was able to complete my Thesis project on time. This project was very interesting and it improved my knowledge and skills. Special thanks to all of our respondents for giving us answers to our surveys and the individuals who gave additional backing in improving our work with a better quality.

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Abstract

Globalization and hardened competitiveness have changed the scene of doing business. Reduction in client reliability and growth in customers desires have tested organizations to deliberate and arise one of a unique strategies for improving their nature of administration. The same is valid for airline industry as well. Thus, numerous airlines have changed their advertising methodologies, particularly as to service quality, keeping in mind the end goal to contend effectively in the worldwide market. The underlying aim of this research is to get insight into service quality and purchase intentions in order to measure firm performance. Airline industry is service industry and it is not easy to measure the service quality and purchase intentions. The previous literature has presented models of service quality, e.g.: SERVQUAL and AIRQUAL to help organizations measure and upgrade customer overall experience with airline. SERVQUAL has been widely examined and implemented in numerous enterprises. Correspondingly, AIRQUAL, a model for the airline business, has been created however connected just in few studies. There are number of attributes of SERVQUAL and AIRQUAL which are applied for the effective measurement and is being investigated in this research study. The quantitative research has been done by using primary data based on questionnaire having five Likert scales. Data was collected from passengers by using a well-structured questionnaire in line with SERVQUAL and AIRQUAL model to comprehend the impact of service quality on purchase intentions and customer satisfaction which later on affect the performance of airline. A total of 500 questionnaires were distributed to a randomly selected sample of passengers. The key findings of research indicate that the service quality affects the airline's performance significantly; service quality in some airlines is near to average which shows a waning state of its passenger satisfaction and loyalty which demonstrates a disappearing condition of its traveler purchase intentions and customer dissatisfaction. So it is important that airline should have to pay more focus on service quality to increase the level of performance. This study would enable airlines to have the better understandings of the effects of service quality which will lead to increase in performance of airline. The research contributes in existing knowledge as well as in services showcasing and consumer behavior rather is additionally contributes in encouraging airlines in their endeavors to reconstruct their client relationship accordingly repositioning airline in vital gathering.

Keywords: SERVQUAL (tangibility, reliability, assurance, empathy), AIRQUAL (airline tangibility, terminal tangibility, personnel, empathy, image), service quality, customer preferences, behavioral intentions, firm performance, airlines.

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LIST OF ABBREVIATIONS/ ACRONYMS

Abbreviation	Meaning
SERVQUAL	Service Quality Model
AIRQUAL	Airline Service Quality Model
BI	Behavioral Intentions
FP	Firm Performance
SQ	Service Quality
CP	Customer Preferences
PERF	Performance

Chapter 1:

Introduction

Keeping in mind the end goal to better comprehend and position this research study in the right viewpoint, it is the opinion of the researcher that a superficial look is taken at existing works specifically on customer retention and the different hypothetical, theoretical and tentative literature that support the subject with a specific end goal to build up a structure that better clarifies the different ideas in the literature reviewed. This would give an understanding on how far insightful work has gone on this subject and in addition address any gap in learning.

Background of Research: Passengers are the essence of any airline and those airlines that fail to satisfy and maintain passengers usually turn out with a failure in the achieving overall customer satisfaction, and firm performance while demonstrating a limited prospective for growth. Many studies have been conducted in order to see the service quality and customer satisfaction for airline performance and profitability (Namukasa, 2013; Bukhari, Ghoneim, Dennis & Jamjoom, 2013; McKechnie, Grant & Golawala, 2011; Nowak & Newton, 2006; Chau & Kao, 2009; Pakdil & Aydin, 2007; Ekiz et al., 2006) and many others. There are many studies which have been conducted for measuring service quality while almost nearly three decades back Parasuraman and his partners built up their renowned scale for service quality which named as a SERVQUAL. This scale has been broadly connected in different enterprises in various nations. There are, be that as it may, various irregularities inside the scale. For instance, the five unique service quality measurements proposed by researcher have been scrutinized by numerous because of the absence of consistency crosswise over enterprises (Parasuraman et al., 1988). This is the reason, specialists started to both include and erase measurements in the first service quality scale (SERVQUAL), and gave it names in view of the individual business, e.g., in airline industry the overall service quality scale proposed is called AIRQUAL (Bari et al., 2001). The scale created and proposed in view of the Cypriot business sector needed legitimacy, as it didn't tail all the required strides fundamental for the approval of an instrument (Bari et al., 2001). Because of this issue the AIRQUAL scale couldn't be connected in different nations, the inverse issue displayed by the first SERVQUAL scale. So as to address this issue, this study considered the same AIRQUAL scale and tailed every one of the means proposed by researcher to affirm and approve an instrument (Parasuraman et al., 1988). This is a novel cross breed scale, which will give a more thorough scholastic appraisal of the view of service quality practically speaking. Further, the accepted scale was tried in the airline business of the Kingdom of Saudi Arabia as well.

In addition to the main problem addressed by the present study, another issue considered was the positive correlation between the impact of airline service quality and customer satisfaction and loyalty. With the objective of improving customer loyalty and increasing profitability, many airlines introduced loyalty schemes in the 1980s and 1990s. The common name given to these schemes were frequent flyer programs (FFP). The objective of these was to reward passengers for flights taken with a given airline and encourage loyalty. While these programmes attract a large number of customers, it is still unclear if they really ensure customer satisfaction and loyalty. Researchers proposed many antecedents of customer satisfaction and loyalty with enhanced service quality as being most important. Investigating the relationship among service quality, customer satisfaction and customer loyalty is imperative in the airline industry, as many other options are available with airlines to ensure repeat purchase by customers (e.g., FFP). Exploring the link between service quality, customer satisfaction and customer loyalty has not been explored in a country like Saudi Arabia. This research attempts to assess both the validity of the hybrid AIRQUAL model in practice, and also to establish the contextual impact of service quality of customer satisfaction and loyalty in a Saudi Arabian.

Notwithstanding the primary issue tended to by the present study, another issue considered was the positive relationship between's the effect of airline service quality and customer loyalty and dedication. Various researchers have proposed numerous predecessors of customer loyalty and satisfaction with improved overall service quality as being generally essential. Explored the relationship among service quality, customer satisfaction, retention and firm performable is basic in the airline business, the same number of different choices are accessible with aircrafts to guarantee repurchase buy by clients. Investigating the connection between service quality, customer satisfaction, retention, repurchase intentions and firm performance has not been investigated in such a manner where both the service scales of AIRQUAL and SERVQUAL has been used to assess the service quality. This exploration along these lines, endeavors to survey both the legitimacy of the half and half AIRQUAL model practically speaking, furthermore to set up the relevant effect of service nature of customer satisfaction and firm performance in Pakistani airlines context.

Different studies that concentrated on a connection amongst satisfaction and quality contended for diverse perspectives as far as relationship. Some surmise that quality prompts satisfaction, McDougall and Levesque, (1996, 2000); Negi, (2009) and others bolster that satisfaction prompts quality (Cronin and Taylor, 1992). Some specialist suggest that quality and satisfaction are controlled by the same characteristics like Parasurman et al., (1988, p.16).

Research Gap: This study measures service quality by evaluating the gap between expected service and perceived service through SERVQUAL and AIRQUAL scales. The aim of choosing this area of research is to measure the extent to which this model overcomes the limitations of the SERVQUAL scale, predominantly with respects to its implementation in the airline industry. As many of studies have been conducted on measuring service quality through SERVQUAL as well as AIRQUAL separately but only few studies have used SERVQUAL and AIRQUAL at same time for the measurement (Ekiz et al., 2006; Nadiri et al, 2005; Nadiri et al., 2008 ; Babakus & Mangold, 1992; Muhammad Muazzem et al., 2011; Mishal M. Alotaibi; Bari et al., 2001; David Mc. A Baker, 2013; Kalthom Abdullah et al., 2012)

Rationale: It has been empirically established that service performance (SERVPERF) measurement institute more effective and constructive measure than SERVQUAL (Cronin & Taylor, 1992, 1994). This study authenticate the crucial part of AIRQUAL as to see either this model is more valid than SERVQUAL as the original originators of the AIRQUAL scale, (Bari et al., 2001), did not complete all the steps required for its validation in practice.

Significance of Research: This study will contribute in connection as couple of studies has been done in unique way yet numerous studies have been done on service quality measurement through SERVQUAL scale as alone. So this study system will give a consolidate investigation of both scales and evaluate the impact of service quality on purchase intentions and customer satisfaction. As both service quality is the significant issue of today's operating airlines.

Aim and Objective of Study: The main aim of this study is to check which scale either SERVQUAL or the AIRQUAL scale more suitable for assessing firm performance while measuring it through service quality and purchase intention of customer of airline.

Research Questions:

- ✓ What are the main dimensions of service quality according to the SERVQUAL model in airline after the justification?
- ✓ What are the main dimensions of service quality according to the AIRQUAL model in the airline after justification?
- ✓ Which method of measuring the service quality is more effective?
- ✓ What is the effect of airline service quality on customer satisfaction?
- ✓ What is the effect of airline service quality on firm performance?
- ✓ What is the effect of airline service quality on behavioral intentions of airline passengers?
- ✓ What is the effect of airline service quality on word of mouth in the airline industry
- ✓ What is the effect of customer preferences on behavioral intentions in the airline?
- ✓ What is the effect of customer preferences on firm performance in the airline?

Hypothesis:

- ✓ H₁: There is significant effect of SERVQUAL model on the behavioral intentions of customers
- ✓ H₂: There is significant effect of SERVQUAL model on firm performance of airline.
- ✓ H₃: There is significant effect of AIRQUAL model on the behavioral intentions of customers
- ✓ H₄: There is significant effect of AIRQUAL model on firm performance of airline.
- ✓ H₅: There is significant effect of SERVQUAL on service quality.
- ✓ H₆: There is significant effect of SERVQUAL on customer preferences.
- ✓ H₇: There is significant effect of AIRQUAL on service quality.
- ✓ H₈: There is significant effect of AIRQUAL on customer preferences.
- ✓ H₉: There is mediating significant effect of service quality on behavioral intentions.
- ✓ H₁₀: There is mediating significant effect of service quality on firm performance.
- ✓ H₁₁: There is mediating significant effect of customer preferences on behavioral intentions.
- ✓ H₁₂: There is mediating significant effect of customer preferences on firm performance.

Definition of key constructs: Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Wisniewski, 2001). Service quality as the extent to which a service meets customers' needs or expectations (Lewis and Mitchell, 1990; Dotchin and Oakland, 1994a; Asubonteng et al., 1996; Wisniewski and Donnelly, 1996). The SERVQUAL has been one of the most widely implemented scales for the measurement of service quality in recent years (Bigne et al., 2003; Gronroos 1993). SERVQUAL model encompasses these dimensions as important attributes Tangibility, Reliability, Responsiveness, Assurance, and Empathy. AIRQUAL another approach to measure the service quality as compare to SERVQUAL instrument which include five dimensions and inquire various aspects of the airline product. Airline tangibles, Terminal tangibles, personnel, empathy, and image. Customer satisfaction is characterized on the basis of the evaluation that customer made after experiencing the service provided by the organization (Park, J. W., Robertson, R., & Wu, C. L., 2004). Organisational success and increased profitability are the outcomes of loyalty (Hong & Goo, 2004; Johnson et al., 2001). Loyal customers exhibit favourable behavioural intentions such as the intention to return and repurchase and the intention to recommend (Arnould et al., 2004). While the importance of service quality for firms' performance has had substantial debate in the literature (Rhoades and Waguespack, 2000; Parast and Fini, 2010), studies showed that airline passengers evaluate service quality based on all interactions with airlines during delivery of services (Brown and Swartz, 1989; Danaher and Mattsson, 1998).

Contributions to knowledge: This comprehensive study has complex noteworthiness for the surviving assortment of present day service quality exploration. Firstly, it endeavors to affirm and validate the AIRQUAL scale, which basically based on the SERVQUAL scale. There is need of validation as it is vital because first researcher of the AIRQUAL scale, (Bari et al., 2001), did not finish every one of the means required for its approval practically speaking. Besides, the approved scale was exactly tried in the airline industry of Saudi Arabia. AIRQUAL scale is additionally tried with its effect on consumer satisfaction, purchase intentions and firm performance. The aftereffect of the present study would be similarly huge for strategy creators and experts of the administrations business when all is said in done and airline industry specifically. The connected results will re-avow the relationship amongst quality and reliability, with suggestions for future thoughts of key best practice administration in the business. Finally, this study will add to writing of service quality by upgrading comprehension of the measurements investigated, which might be connected via airlines to enhance service quality, bringing about improve a consumer satisfaction and expanded client confidence.

Structure of the whole Thesis: This thesis is outlined in six sections. The main part speaks to the outline of the theme, and depicts why this range of exploration has been picked. The point, destinations, research questions, issue explanation, speculation and the structure of this postulation are additionally introduced in part one. The second section contains a broad review of the overall literature on the given point. The improvement of theories and structure of the study is additionally in view of the literature review and is clarified in this section. The third part highlights the philosophy of the study. It displays and depicts data with respect to what, how, where, and when information are sourced for utilizing it as a part of the present exploration. The fourth and the fifth section display the investigations and results from the quantitative exploration. At long last, discourse on the outcomes, commitment of the present study, recommendations for future examination and conclusion are clarified in the last part.

Chapter 2:

Literature Review

This whole chapter gives a comprehensive review of current scholastic literature relating to measuring firm performance through airline service quality, customer satisfaction and purchase intentions while using SERVQUAL and AIRQUAL scale as measuring tools. At first, in this way, it is imperative to set up the advancement, roots, and establishments of learning (Moller and Halinen, 2000) that support 21st century ideas of service quality' with a specific end goal to build up a vigorous structure for evaluating customer satisfaction in the Airline business.

This part assess current set up of scholastic opinion and constructive debates encompassing our comprehension of service quality, and the measurements by which this is right now evaluated. The section will then inspect the interrelationships between AIRQUAL, SERVQUAL model, service quality, customer purchasing intentions, and firm performance to light up suggestions in view of the literature review. From this evaluation a model for this study in the airline business is proposed considering hypothetical establishments that have risen up of literature.

Service quality and customer satisfaction in the travel business today are two basic components to many of the organizations. Experts are continually looking for new and energizing approaches to guarantee more than the opposition and conveyance on their guarantee. Service quality and the level of satisfaction got from service quality is turning into the absolute most essential separating components in practically every travel environment (O'Neill and Palmer, 2004). For the travel business, the expanding rivalry and extension of one of a unique services and amenities has constrained explorers to constantly look for upper hand. Today, passengers have a mind-boggling of decisions of Air transport. Customers are educated, very much voyaged and famous for leading broad research before selecting that impeccable airline, resort, visits or journey line encounter. Visit and Travel associations confront a noteworthy test when they endeavor to convey quality administration to make fulfilled clients; clients who will ideally exhibit their reliability to one selective brand (James, 2014).

Constant quality change procedures are one of the strategies utilized by service suppliers to get service quality standards and convey on their guarantees (James, 2014). The estimation and testing quality connotes the association's dedication of value to the customers. Clients frequently see service quality as the organization's show of regard and appreciation. In developing a constant quality improvement effort, a standout amongst the most essential types of investigation is to concentrate on the customer's opinions and feedback. A basic part of any organization's attempt to introduce a "quality culture" is a pledge to a procedure of "continuous change" (Witt and Muhlemann, 1995). With a specific end goal to stay aggressive in the

commercial center and to be perceived as a pioneer in service quality, an organization must keep on utilizing diverse types of formal and informal measurements (James, 2014).

Concerning the airline industry service quality is mulled over as a composite of various communications amongst customers and airlines, with employees trying to impact customers' observations and the picture of the carriers (Gursoy et al., 2005). To this regard, researchers have examined the impacts of individual measurements of airline service quality utilizing Structural Equation Modeling (SEM), (Park et al., 2005, 2006). It is recommended that a multi-credit basic leadership model to measure and compare about general competitiveness of airlines on five measurements and their related target execution measures (Chang and Yeh, 2001). However, a technique taking into account conjoint examination to decide the relative significance of service characteristics measured in aircraft consumer loyalty reviews was likewise utilized (Danaher, 1997). Numerous papers have been composed in the previous years investigating the service nature of airline industry. These papers concentrate essentially on measuring the execution of airlines utilizing SERVQUAL instrument (e.g., Bel, 2005).

An research was led “an assessment of service quality and resulting customer satisfaction in Pakistan International Airlines”. The target population for this study was described as all researchers having flown with PIA in the latest 12 months. An aggregate of 848 overviews were distributed, of which 498 surveys were given back. The study exhibit that was used as a piece of this study is the AIRQUAL show. This scale has five particular measurements, to be particular airline tangibles, terminal tangibles, Personnel, empathy, and image. The eventual outcome of the relapse investigation exhibit that aircraft unmistakable has the most essential effect took after by image, Personnel, terminal tangible and empathy respectively (Ali et al., 2013). It is recommended that the organization ought to have the capacity to make high recognitions utilizing unmistakable prompts, for example, aircraft outside and inside appearance and terminal appearance, and ought to likewise select and prepare HR to give a customized benefit and guarantee sympathy, which appear to be very critical to clients. Also, PIA ought to upgrade their providing food benefit offices, as this is one of the significant segments of service quality in airlines (Ali et al., 2013).

Assessed benefit quality and client faithfulness in the aircraft business on two transporters. The study found that there was an important relationship between administration quality (bearer picture) and held inclination was seemed to evaluate a client unwaveringness. The delayed consequences of an exploratory study showed that present levels of saw administration quality are underneath potential level and that client's dependability to transporters is low. Along these lines, there is an idea for bearer picture and held inclinations in local carriers benefit quality (Subside et al., 1993)

Airline Service Quality and Firm Performance: It was analyzed the association between the financial and operating characteristics of an airline and its service quality using canonical correlation analysis. The service quality variables were denoted by the complaint rates, delays, and involuntary denials of boarding; and operating and financial variables by market share, revenue per passenger per mile, revenue growth- rate, debt – to – capital ratio, current ratio, load factor, employees per departure and operating revenue per employee. The analysis indicated that airlines delays are directly related to load factors, and complaint rates to debt to capital ratios. Thus, airline complaint rates, delays and involuntary denials of boarding factors are considerably taken as major consideration while analyzing service quality of domestic airlines (Vasanthakumar, 1997).

It was observed that the service quality of 25 U.S airlines in 1987-1996, in this study researchers utilized data from the Department of Transportation’s Air Travel Consumer Report. The study considered total quality and total complaint rate for those airlines. Results showed that major carriers were coming together towards a higher level of quality and consistently led to be substantial yearly variation. This study clearly demonstrated that service quality of regional carriers was much lower than major carriers and showed much greater variation. Hence, it is essential to find the reasons for service variations (Dawna and Waguespack, 2000).

Another study was conducted which aimed to study the determinants of customer expectations and perceptions of airline service quality in different nations. It also examined that whether the relative importance of attributes to service quality dimensions in domestic settings can be replicated internationally. The study is the first application of an existing model, SERVQUAL, to examine consumer expectations and perceptions in an international environment. It differs from earlier published SERVQUAL research in two significant respects; first, it applies the model internationally in a general classification of business, i.e. international airline service, rather than to individual domestic business enterprises. Second, it applies a portion of the SERVQUAL model to assess service quality by comparing the expectations and perceptions that European and US airline passengers have of both European and US airline groups. Therefore, it is significant to apply previous models to measure service quality and consideration to apply SERVQUAL model in domestic airlines (Fareena and Simpson, 2000). It is investigated that the power of consumers’ perception of service assessment according to their personality traits”. The presentation of personal traits, encompassing the Jungian personality types as a possible predictor of perceived satisfaction levels. The review of literature had not fully delivered the relationship between airline flights service satisfaction levels but always there was a strong relationship between perceptions of quality and

satisfaction. Hence, the researcher should note a personality traits and its application for service quality improvement in airline industry (John and Robin, 2001).

Service Quality and Customer Expectations: In other study showed that delivering a quality service is first necessary to determine the level of quality expectations of consumers on a particular service industry and it is evaluated that whether quality expectations differ across services based on their degree of total intangibility. A controlled and repeated measures design is utilized, whereby subjects are each asked to evaluate three services such as telecommunication, airline and fast food which vary in their service quality but, did not vary with the level of intangibility of the service degree of intangibility. The results indicated that expectations of consumer for service quality but, did not vary with the level of intangibility of the service (Trifa et al., 2001).

It is compared U.S. and Korean customers in terms of their perceptions of airline service quality based on SERVPERF and industry based measures as well as their perceptions of risks involved in the airline choice. SERVPERF is a set of multi-dimensional measures of customer evaluations of service quality. The results indicate that on one hand U.S. passengers are generally more satisfied with their airline service than Korean. On the other hand, Koreans are generally satisfied with the hitting procedures, whereas U.S. participants feel satisfied with the airline's baggage handling, operations/safety, and connections; and U.S. participants perceive higher levels of performance and financial risks, whereas Koreans feel greater social risk in choosing an airline. This study also examined that SERVPERF industry –based measures, and perceived risk in predicting customer satisfaction. The study demonstrates the applicability of SERVPERF as a cross – cultural tool and indicated the importance of perceived risk in cross – cultural studies. Thus, it is essential to apply SERVPERF model to measure service quality in airline industry (Cunningham et al., 2002).

SERVQUAL: It was attempted to identify the service dimensions on airline passengers in Hong Kong. The study compared the differences in passengers' expectations of the desired airline service quality in terms of the dimensions of reliability, assurance, facilities, and employees' flight patterns, customization and responsiveness. The primary data were collected from passengers departing in Hong Kong airport. The study clearly showed that assurance was the important service dimension and also indicated that passengers were concerned with the safety and security aspect. This pointed out that why there has been such a downturn in demand means. This study was conducted just prior to the world trade centre incident on the 11th September 2001. Therefore, it is important to study the safety and security factors of airline service providers elaborately (David and Robin, 2002).

Another research which was based on an application of the analytical hierarchy process (AHP) to determine service quality of airlines. This method adopted a multi-criteria approach that can be used for evaluating and comparing the service quality of various airlines. In this case study, the service quality of seven airlines servicing the Penang international airport was evaluated. Four criteria associated with service quality were considered as tangibility, reliability, responsiveness and assurance. While empirical data for this study were collected through a survey of airline passengers, they also used pre-processed data on airlines performance that are readily available on the internet. By applying pair wise comparison method in determining the criteria weights, they found that the most concerned criterion in airline service quality was reliability, followed by responsiveness, tangibility and assurance. The expert choice analysis of the ten sub-criteria also revealed that attributes such as accident rate of airlines, the courtesy of cabin crew, cabin safety procedure, efficiency of the crew, comfort and cleanliness, which occupied the top five positions, reflected safety and comfort as the main concerns among air travelers in determining the service quality of airlines. Therefore, it is imperative to study various elements involved in service quality dimensions (Adli Mustafa et al., 2005).

Christo and Peelen (2005)⁶¹ assessed different customers' complaints on major European airline and to what extent each of the underlying dimensions of service recovery influenced satisfaction and repurchase intentions. In this study written and oral customer complaints are taken after service failure. "The following complaint categories were identified: ticket/fares) complaints, lounges, airport (check-in, cabin baggage, excess baggage), airport (downgrading, denied boarding), flight operations (cancellation, delay), staff behaviour, in-flight (catering, newspapers), in-flight (seats, comfort) and baggage (damage, delay, lost). A difference was made between membership of a frequent flyer programme, tourists, business or first-class booking, and with long (intercontinental) or short distance (European mainland) flights. The outcomes of this study explicitly showed, for different customers and complaints, what influences their satisfaction with service recovery". Handling customer complaints and resolving problems became important activities to retain customers in airline industry. Therefore, the researcher should note causes for airline service failure and how service providers handling passenger complaints in domestic airlines (Christo and Peelen, 2005).

Service Quality and Behavioral Intentions: It is investigated an individual dimension of airline service quality by determining airline image and passengers future behavioural intentions. The structural equation model was used as a maximum likelihood estimator. "It was found that there were significant relationships between the variables except one path. The dimension of in-flight service and the dimension of convenience and accessibility was each found have a positive effect on airline image, which was directly related to air passengers"

future behavioural intentions”. Therefore, the future research may be conducted by using a structural equation model to analyse passenger behaviour and image of an airline company (Jin and Lung, 2005).

Other Aspects: It is scrutinized the service quality delivered by four major airlines in India on the background of rigid competition in the airline service sector. Pricing and service quality are the major variables that decided the brand equity of each player in the airline industry. The process of traveling on a domestic airline was divided into pre-flight, in-flight and post-flight experiences. A survey was conducted to find out the perceived service quality of frequent fliers on each of the four airlines across a series of service performance variables. The airline brands were positioned in a perceptual space, where the perceived service attributes were also mapped. Clear differences emerged among the airlines, with two of them perceived as being similar to each other, and the perceived service attributes were also mapped. Clear differences emerged among the airlines, with two of them perceived as being similar to each other, and the other two differing in many respects. Hence, it is important to study whether services provided by the airlines are worthy (Bhagyalakshmi and Nargundkar. 2006).

It is investigated passengers’ expectations and perceptions of Air Mauritius by using the SERVQUAL model. Cluster analysis was used to identify different segments of customers based on their expectations and perceptions that enable Air Mauritius to customize its services. The research shows that nationality has a significant influence on both expectations and perceptions of South Africans, British and Mauritians. Demographic characteristics of passengers had a significant impact on clusters of service levels. The findings allowed the airline to emphasize the right service and dimensions in its marketing communications to different target markets. Service and branding strategies should reflect the cultural and social background of the traveller. Therefore, it is important to analyse the demographics characteristics of passengers of airlines expectations and their service (Girish and Kiran, 2006). It is examined the effects of individual dimension in airline service quality with some elements like in-flight service, reservation and ticketing, airport service, reliability, employee service, flight availability, passenger satisfaction, pricing (value), and airline image which determined passengers’ future behavioural intentions. Structural Equation Model was applied to data analysis and it was identified that there were significant relationships between the variables, except in four paths such as in-flight service and employees service were found as significant drivers of passengers satisfaction, which was directly related to pricing(value), airline image and passengers future behavioural intentions. Therefore, it is indispensable to study the above mentioned elements in future study (Park et al., 2006).

Another research was done while investigating how perceived price, airline service quality, perceived value, passenger satisfaction and airline image decided passengers' future behavioural intentions among. SEM was using a maximum likelihood estimator and it was found that there were significant relationships between the variables except for three paths. The three insignificant paths were the relationship between 'perceived price and passenger satisfaction', 'service quality and airline image' and 'perceived value and airline image'. Perceived price, perceived value, passenger satisfaction, and airline image were each found to have a direct effect on passengers' future behavioural intentions. Thus, perceived price and passenger satisfaction, service quality and airline image and „perceived value and airline image“ taken as a significant factor for further research (Rodger et al., 2006).

It is examined the service quality of Malaysia's airline by using SERVQUAL measurement. The results of the study indicated that the most significant factors in Malaysian customers are empathy, tangible and assurance. In addition, the respondents indicated that the airlines surveyed performed better than expected on the responsiveness dimension of service quality. There is also a strong indication that satisfaction with service quality results in future use and the likelihood of recommending the airline to others (Kaltham et al., 2007).

SEVQULA and AIRQUAL: It is diagnosed the perceived service quality of a national airline company in North Cyprus. He revealed that existing literature on service quality measurement scales did not fit well. The authors pointed out that SERVQUAL failed to maintain its particular five dimensions – tangibles, reliability, responsiveness, assurance, and empathy in north Cyprus airline. Therefore, the authors developed AIRQUAL scale in the guidance of Churchill and Parasuraman to overcome the psychometrical application problem of the existing quality scales. They used 44 items scale based on seven distinct dimensions such as airline tangibles, terminal tangibles, personnel, empathy, image, perceived service quality, and customer satisfaction, fit well in this study maintaining its reliability, validity, and dimensionality issues. “The study found that airline tangible was most significant for perceived service quality and it was positively related to customer satisfaction in the case of North Cyprus. Therefore, it is essential to study the elements of tangible factors elaborately particularly with reference to domestic airlines (Kashif and Ekiz, 2007)”.

A study is compared the quality of service on domestic flights of various Indian airlines. Expectations and perceptions are considered as the service components for the study. The five dimensions of SERVQUAL could not be resolved for service quality in case of domestic airlines. The reliability estimates for SERVQUAL as a one-dimensional instrument were found to be higher. Tangibility and Reliability were significant drivers of customer service. Passengers expected airlines to ensure safe journey, support in controlling problems due to

critical incidents and to meet time commitments. Therefore, it is imperative to consider tangibility and reliability in service quality of domestic airlines (Naved et al., 2007).

In another study it is identified the relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers through a structural equation model (SEM). The study was conducted in Taiwan air passengers. The findings of the study showed that (i) there is a significantly positive effect on service expectation and perceived performance, but not with perceived value and satisfaction. (ii) Perceived performance have significantly positive effect on perceived value but not on satisfaction. (iii) Perceived value and satisfaction have significantly positive effects on behavioural intentions. Finally, perceived performance revealed that there is an indirect effect on satisfaction moderated by perceived value and also perceived value revealed that there is a larger effect on overall satisfaction on behavioural intentions. Thus, it is necessary to identify the relationships between service quality, perceived value, satisfaction and behavioural intentions in this research study (Ching-Fu Chen, 2008).

It is also studied that passengers' perceptions on service quality, satisfaction and repurchase intentions in north Cyprus national airline. To measure airlines service quality 43-item scale (AIRQUAL) based on distinct dimensions such as airline tangibles, terminal tangibles, personnel, empathy image, customer satisfaction, repurchase intention, and word-of-mouth communication, reliability, validity and dimensionality issues. Around 583 questionnaires were collected by using non-probability judgmental sampling technique with the help of SPSS and LISREL statistical software. The result showed that "airlines tangibles" was found to be the most significant factor to affect both customer satisfaction and repurchase intention and also showed that customer satisfaction is positively related to repurchase and word-of-mouth intentions. "The results of this study provided important insights to practitioners and the tourism ministry about how the airline industry could use the service quality concept to formulate marketing strategies effectively. Thus, the researcher considered the various factors of service quality with image, customer satisfaction, repurchase intention and word of mouth communication etc in future research (Halil et al., 2008)".

It is also studied that the significance of service quality dimensions and its role in domestic airlines. To measure its significance ten variables were used and applied various statistical tools. The findings of the study show that responsiveness variables had direct impact on service quality and also it had positive role on domestic airlines settings. The study suggested that it is essential for the domestic airlines service providers to concentrate more on the responsiveness factors to provide better service quality domestic airlines (Krishnakumar and Baby, 2012).

The literature review related to the concept of service quality are thoroughly analysed from various perspectives and it is identified that all the studies have attempted to examine and evaluate service quality of various different service industries with different kinds of constructs. The analysis of review of literature profoundly identified that there are many attempts have been made to identify the bases of service quality. It is also identified that no in-depth attempts have been made by the previous researchers in identifying the service quality of airlines in a particular area. More importantly, there is no exclusive model for evaluating the domestic airlines service quality. This was identified as a research gap in the review of literature. Therefore, it is justified to study the service quality in the context of airline industry. In this context, the research makes an earnest attempt to study the perceptions of airline passengers on service quality with reference to domestic airlines in (TamilNadu).

Despite the fact that the meanings of service quality change, these definitions are all detailed from the customer viewpoint. That is the thing that clients observe are vital measurements of value (Lewis, 1989). Some researchers were the pioneers in the conceptualization of the service quality construct development. These creators kept up that the general view of value was a disconfirmation of a customer's desire and his or her assessment of a services provided (Gronroos, 1982 and Parasurama et al., 1988). It is also built up a disconfirmation estimation, the SERQUAL instrument, to quantify service quality and its measurements. Already, benefit quality is measured as an intermediary measure of consumer loyalty, inferring an impeccable relationship between's the two builds (Parasuraman et al., 1988). What has been the act recently is the way that service quality is seen as a forerunner of consumer loyalty (Cronin et al., 2000). Service quality is viewed as a basic determinant of competitiveness and when firms give careful consideration to overall service quality, it can help associations to separate itself from different associations. The arrangement of items and administrations of astounding upgrades notoriety, enhances client retention, draw in new clients through informal, and increment financial performance and profitability (Zeithaml 1996).

The service quality was seen as the distinction between client desires of services to be gained and view of what is really received (Gronroos 1984, Parasuraman et al 1988, 1991). These specialists placed that measuring service quality as "disconfirmation" (the contrast amongst observations and desires) is substantial and that such a model permits service providers to distinguish certain characterized gap in the service given to customers. However a few consequent studies have found a poor „fit“ for the disconfirmation model in specific settings. Therefore, the SERVQUAL scale (Parasuraman et al 1988) has been scrutinized by an expanding number of analysts on a few grounds including; the utilization of gap scores, the estimation of desires, the generalizability of its measurements, the characterizing of a pattern

to mean great quality (Cronin and Taylor 1992, Brown et al 1993). As an aftereffect of these lacks, a few researchers have attempted to join needs and observations into a solitary measure to reduce these issues, and have found that such a measure really beats the SERVQUAL scale regarding both unwavering quality and legitimacy (Babakus and Boller 1992, Brown et al 1993). It is indicated in their paper received a solitary measure scale and measures service quality by client observations just through the SERVPERF model. To this end, (Dabholkar et al 2000) went further to recommend that, it is ideal to consider elements connected with service quality, (for example, dependability and responsiveness) as being forerunners to customer perception of service quality as opposed to as measurements or parts of the constructs developed (Cronin and Taylor, 1992)

Airline Service Quality: Further research is conducted into airline service quality has expanded quickly since its association with traveler fulfillment and productivity has been built up (Heskett et al, 1994). A great part of the writing recommends that airline travelers see service quality as a multi-dimensional develop, which is as per the origination of service quality proposed by (Parasuraman et al., 1988) in their famous service quality measuring instrument called SERVQUAL. This instrument which measures administration quality regarding five measurements including Reliability, Assurance, Tangibles, Empathy, and Responsiveness all depends on the reason that customer's appraisals of general service quality are dictated by the "hole" between their desires of administration and their view of real administration execution. The SERVQUAL instrument has been utilized by a few scientists to gauge aircraft administration quality (Sultan and Simpson, 2000). In any case, with regards to the airline industry's service quality, Zagat, an aeronautics inquire about firm, evaluated airline service on the premise of five criteria specifically including overall performance, comfort, service, food and website (Rhoades, 2006)

Many research papers have concentrated on service quality by utilizing a blend of performance just, disconfirmation, and significance performance approaches. The main topic in the airline service quality overall literature is the assessment of service performance in view of specialized and operational measures. Another methodology followed in the airline service quality literature is the connection amongst quality and financial. Despite the fact that the hypothetical defense of the connection between the two has been scrutinized by numerous, various studies have endeavored to interface them. The main part of the studies interfacing the two make utilization of a differing set of measures to decide an organizational financial performance and at last connection it to its administration quality. While a few studies have drawn nearer aircraft administration execution from an administration quality viewpoint, others have seen it through an operations research focal point and execution change ways (Le et al 1997).

There are two important bases on which buyers mostly assess the rival airline offers are schedules and price. In other cases, there are other secondary elements present but important quality of service aspects that a consumer may consider in their final choice of an airline. Most of these aspects are safety, comfort of the seat, in-flight amenities like food and beverages, and attitude of the ground and flight crew, financial stability of the airline, on-time performance of the flight, assurance that bags arrive with the passengers, the perceived likelihood of being bumped from a flight, and frequent flyer programs which may also be important evaluation criteria of the airline services (Chan, 2000).

Base Theories: The essential examination drove on airline service quality (Gourdin, 1988). Amazingly he didn't use the SERVQUAL model for the estimation. However, Gourdin while working with the executed the reasonable conceptual gap model to find the gaps between customer expectations and management expectations which may bring about client disappointment in the airline business whereas the service quality gaps approach implementing SERVQUAL scale to quantify perceived service quality has likewise been connected by numerous different analysts in different service provider enterprises (Kloppenborg, 1991; Fick and Ritchie, 1991). By then their methodology of Fick and Ritchie was assessed by (Cunningham et al., 2004) communicated that, "they just reported the mean scores of customer expectations and impression of service performance measures and neglected to decide the relative effect of different SERVQUAL things on general administration quality and fulfillment" (p. 3).

At the point when creating SERVQUAL noticed that both focus group and in depth interviews strategies were implemented before all else with senior service of various service firms, including; banks, telecommunication, securities brokerages, appliance repair and maintenance shops, and credit card companies service firms, including; banks, telecommunication, securities brokerages, appliance repair and maintenance shops, and credit card companies (Parasuraman et al. 1985). Further, observational exploration was attempted where they demonstrated that the criteria utilized by consumers as a part of assessing and evaluating service quality comprises of ten measurements which was later refined to five primary measurements (Parasuraman et al., 1988). Clients' reactions to their observations and expectations are measured on a 7-point Likert scale at gap scores. The refined type of SERVQUAL replaced communication, credibility, security, competence, and courtesy with one main dimension of assurance (Parasuraman et al., 1988).

There are numerous reactions and criticism of SERVQUAL stated by (Buttle1, 996) while a standard criticism of SERVQUAL is that the main focus is on the overall provision of procedure of service delivery and not the results of the service experience. Further, the five measurements of SERVQUAL including Tangibles, Reliability, Responsiveness, Assurance and Empathy are not extensive in light of the fact that among the vital part investigation, the 22 things were found not to stack on their individual variables and there is a high level of relationship between the five measurements.

SERVQUAL has additionally been reprimanded on a few different grounds. For instance contended that expectations can't stay consistent after some time, which bear witness to the inability of SERVQUAL to give service with adequate data to procedure execution and asset designation with the end goal of consumer loyalty (Hemmasi et al., 1997; Cronin and Taylor 1992). Further it was showed that SERVQUAL can't be utilized to gauge consumer loyalty to any incredible degree due to its pertinence to measuring service quality (Jayasundara et al., 2009 & Al-alak 2009). Another feedback of SERVQUAL measurements is its powerlessness to quantify service quality reliably crosswise over various societies, nations, and ethnicities (Furer et al., 2000). At last, the feedback of the inapplicability of the SERVQUAL model to all Service industry which supported about numerous altered adaptations of SERVQUAL model after some time (Beecham, 2009; Eastman et al., 2011; Kanning and Bergmann, 2009; Micuda and crucern, 2010; Bekhet and Al-alak, 2011; Munteanu et al., 2010; Maditinos and Theodoridis, 2010). In light of the above-mentioned feedback of SERVQUAL, researchers recommended building up a more reasonable model particular to a specific society, nation, ethnicity, or service segment (Bekhet and Al-alak, 2011).

Likewise prescribed that researchers in various developing economies ought to propose models that suit their country, culture, and service areas, on the grounds that simply recreating a model may bring about false results which at last will prompt the disappointment of organizational methodologies (Bekhet and Al-alak, 2011).

After the several criticism on SERVQUAL model as a procedure based appraisal of service quality, another estimation scale was created which was AIRQUAL (Bari et al. 2001). This scale was first utilized to quantify airline service quality in The Turkish Republic of Northern Cyprus (TRNC). The principle explanation for the improvement of AIRQUAL was that the current sizes of service quality were produced and assessed in various nations and were not psychometrically qualified to measures of service quality in TRNC. This profits to our comprehension of society and connection as being fundamental to the way toward evaluating customer ideas of 'service quality'.

AIRQUAL was also essential as the same number of researchers contended that the measurements and nature of the SERVQUAL develop might be industry particular (Babakus and Mangold, 1992; Nadiri et al, 2005; Nadiri et al., 2008; Ekiz et al., 2006). Further, numerous studies have attempted to repeat the five-measurements of SERVQUAL, yet have brought about an principal components analysis (PCA) in which stand out measurement was observed to be critical (Angur et al., 1999; Babakus and Boller, 1992; Babakus and Mangold, 1992). Sometimes this was the consequence of the exploratory component investigation with eigenvalues more noteworthy than one rose with even ten measurements, thus it was portrayed the SERVQUAL measurements as not being absolutely bland (Carman, 1990).

It was also observed the same scale to be two-dimensional (Nadiri & Hussain 2005; Karatepe & Avcı 2002; Ekinci et al. 2003). In a comparative way, specialists observed execution just (SERVPERF) to be a superior of investigating fluctuation in a general measure of service quality contrasted with SERVQUAL instrument (Cronin and Taylor, 1994). These contentions in SERVQUAL made specialists create scales which are more industry particular. Another research conducted and gathered information by utilizing both subjective and quantitative systems utilizing likelihood and non-likelihood inspecting strategies (Bari et al., 2001). Their study was concentrating on Turkish clients who went with Turkish Airlines. In the subjective examination, they chose sightseers who are clients of ETS (Ersoy Touristic Services). The results of the exploratory study were utilized to frame a pilot poll.

In measuring airline service quality, researchers have been reliable in creating quality measurements. Research identified with examining the measurements of airline service quality stays broad and continuous (Etherington and Var, 1984; Alotaibi, 1992). A research conducted where an instrument for measuring service quality in the airline business, and named it AIRQUAL (Bari et al., 2001). The AIRQUAL scale actually created while having five particular measurements, to be specific, dimensions, namely, airline tangibles, terminal tangibles, personnel, empathy, and image (Bari et al., 2001). Their study was directed in North Cyprus, and they examined whether AIRQUAL could effectively quantify the service nature of view of carrier clients. In the AIRQUAL instrument these five measurements ask different parts of the airline item. For instance, airline tangibles contain questions identified with the inside of flying machine utilized via airlines, the nature of cooking in the plane, the cleanliness of the plane's toilets, the cleanliness of the plane seats, the solace of the plane seats, and the nature of cooling in the planes (Ekiz et al., 2006; Nadiri et al., 2008; Bari et al., 2001).

Terminal tangibles, another critical measurement of AIRQUAL, contain addresses more identified with airplane terminals. In this measurement respondents are gotten some information about cleanliness of the airplane terminal toilets, accessibility of shop in the air

terminal, parking spot accessibility in air terminal, size of air terminal, ventilating of the air terminal, committed ranges for smokers, viability of sign age in the air terminal, accessibility of trolleys in air terminal, effectiveness of security control framework in air terminal, representative's garbs, and solace of holding up corridor of the air terminal (Ekiz et al., 2006; Nadiri et al., 2008; Bari et al., 2001).

The third measurement Personnel AIRQUAL was intended to assess representatives working in carriers. The fourth measurement is empathy AIRQUAL is "sympathy", which suggests conversation starters like; dependability of the takeoffs and landings, transportation amongst city and airplane terminal, pay plans if there should be an occurrence of misfortune or risk, care paid to travelers' gear, accessibility of wellbeing work force amid the flights, areas of the carrier organization workplaces, and number of flights to fulfill travelers' requests (Bari et al, 2001; Ekiz et al., 2006; Nadiri et al., 2008).

The last measurement of AIRQUAL significant is image (Bari et al., 2001; Ekiz et al., 2006; Nadiri et al., 2008). In this measurement questions on accessibility of low value ticket offerings, consistency of ticket costs with given service, and picture of the airline organization is incorporated. The AIRQUAL also utilized to research whether it could catch consumer loyalty alongside some different develops (Ekiz et al., 2006; Nadiri et al., 2008). These studies found that better service quality, as measured via AIRQUAL, has measurably critical effect on consumer loyalty. Moreover it was found a huge positive effect of service quality as measured by the AIRQUAL scale on customer loyalty behavioral aspects; repurchase intentions and word-of-mouth communication (Nadiri et al., 2008).

Relationships of constructs: Further, researcher used SERVQUAL to see its impact on service value, customer satisfaction, and to assess the behavioural aspect of customer loyalty (Huang, 2009). The findings also discovered that service quality as measured by SERVQUAL has a significant positive impact on service value, customer satisfaction, and behavioural intentions (customer loyalty). AIRQUAL was used to measure the impact of some quality on customer satisfaction, and customer loyalty. With regard to behavioural intentions, it is argued that it is an accurate predictor of actually behaviour and may be favourable or unfavourable depending on the satisfaction with service quality (Alexandris et al., 2002). Favourable behavioural intentions include willingness to recommend, intention to pay a premium price, and intention to continue to purchase from the organisation in the future (Rust & Zahorik).

Over late years marketing researchers specialists have demonstrated an enthusiasm for investigating customer satisfaction (Heitmann et al., 2007) and, all the more particularly, consumer loyalty (Preis, 2003). This is on the grounds that the idea of satisfaction can be considered in charge of the upper hand of an association (Anderson et al., 1994; Anderson and

Mittal, 2000; Edvardsson et al., 2000; Fornell, 1992; Hallowell, 1996; Reichheld et al., 2000; Soderlund and Vilgon, 1999), bringing about the expanding passion of organizations around the globe to screen satisfaction on a nonstop premise (Fornell, 1992). Durvasula et al. (2004) made this component in charge of the venture of organizations in enhancing their consumer loyalty. Fornell (1992) additionally concurred that organizations need to commit critical assets for the change of consumer loyalty since satisfaction demonstrates the general wellbeing.

Researcher's characterized satisfaction taking into account Oliver's disconfirmation paradigm, which expresses that satisfaction is the idea of the consumer satisfaction between the desire and performance (Bloemer and Kasper, 1995). On the off chance that the consumer can think about amongst desire and performance, it is called manifest satisfaction (Bloemer and Kasper, 1995). Nonetheless, in a few circumstances it could be entirely hard to think about or the consumers won't not be equipped for shaping desires, assessing execution, and looking at the two as free components. In that circumstance, satisfaction is characterized as latent satisfaction, which is the consequence of a certain assessment (Bloemer and Kasper, 1995).

Loyal customers exhibit favourable behavioural intentions such as the intention to return and repurchase and the intention to recommend (Arnould et al., 2004). It was found that passengers shared both their impressed and not impressed experiences about the service quality they received by word-of-mouth (Y. K. Huang). All of these could be called behavioral intentions. This agreed with studies conducted by (Park et al. 2004; Yang et al. 2012). Both of them found that quality of services had a direct influence on customers' behavioral intentions.

Service quality is a composite of various interactions between customers and airlines, with employees seeking to influence customers' perceptions and the image of the carriers (Gursoy et al., 2005; Ishaq, 2012). Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis (Parasuraman et al., 1985).

Behavioral intentions (BI) is characterized as a man's apparent probability or "subjective probability that he or she will engage in a given behavior " (Committee on Communication for Behavior Change in the 21st Century, 2002: 31). BI is conduct particular and operationalized by direct inquiries, for example, "I mean to behavior" with Likert scale reaction decisions to measure relative quality of goal. Intention has been spoken to in estimation by different equivalent words (e.g. "I plan to [behavior]") and is particular from comparable ideas, for example, desire and self-prediction (Armitage & Conner, 2001; Ajzen (1991) contended that BI reflects how hard a man will attempt, and how propelled he or she is, to play out the conduct. Because of its capacity to anticipate client's conduct, behavioral expectation has been set as the reliant variable in numerous studies (Zeithaml et al., 1996).

Client's behavioral aim can be positive or unfavorable: ideal behavioral aim can - and ordinarily come about into brand or service supplier unwaveringness, expanded business volume, prescribing the service supplier to different clients and the slant to pay higher costs. On other hand, unfavorable behavioral expectation results in higher likelihood of clients changing service providers, plan to reduce business volume, spread negative experience by means of informal exchange and decline to pay premium costs (Zeithalm et al., 1996). Because of such results, specialists empowered concentrating on and comprehension client's behavioral expectations, trusting it must be the principle sympathy toward marketing researchers (Malhotra and McCort, 2001), which was met by more investigation of the precursors of client's behavioral aims, for example, such as price, service quality, corporate image and customer satisfaction has influence on customer's behavioral intentions. Fundamental behavioral goal (e.g. I mean to practice more) might be explained as far as how, when, and different specifics (e.g. I plan to run for 30 minutes no less than four times each week). The previous has been named an objective aim and the last an execution goal (Milne et al., 2002). Research has shown that specification in planning is associated with a greater likelihood to perform the behavior (Scholzetel, 2008).

Airline Image: It has been set up through past studies that a decent corporate image could be valuable to an organization in different ways, including postponing rival entering the business sector, charging value premium price on customers (Rindova et al., 2005). The Corporate image additionally influences overall customers' decision of organization and impacts client's view of the merchandise and service being offered (Andreassen and Lindestad, 1998). Then, in any case, Page and Fearn (2005) found that while awful image adversely influences brand value, as compare to good image does not guarantee solid brands. Rhee and Haunschild (2006) likewise found that service providers like airlines that appreciate great reputation endure more than providers with a poor reputation when they commit a mistake.

Corporate image can be characterized as impression of association reflected in the affiliations held in customer memory (Keller, 1993). An arranged and very much oversaw corporate image is the most encouraging showcasing procedure for drawing in current clients (Fombrun and Shanley, 1996). An organization with a good image will probably emerge in the commercial center since it draws both rehash clients and trial clients (Connor & Davidson, 1997).

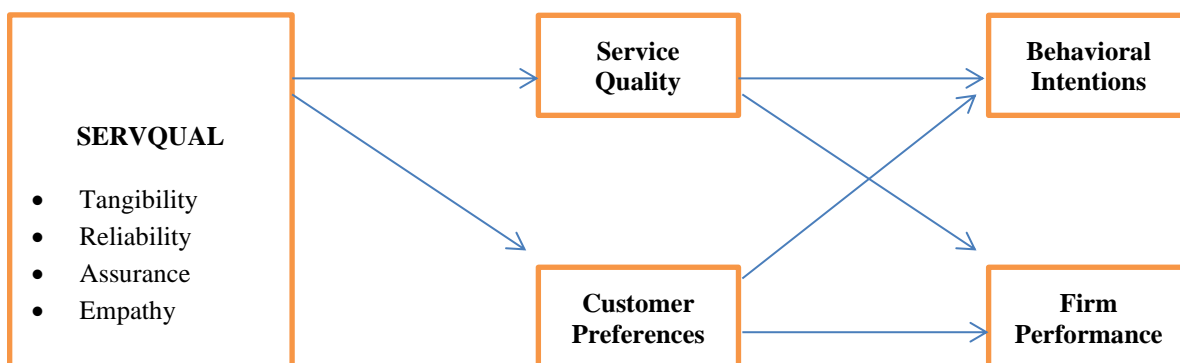
The more good an organization's image, the more probable customers will accept that the service offered by that organization are better, of higher quality and worth more in real value (Dowling, 1994). Correspondingly in the airline business, the more positive picture travelers have, the more probable negative components about the airline will be sifted through of

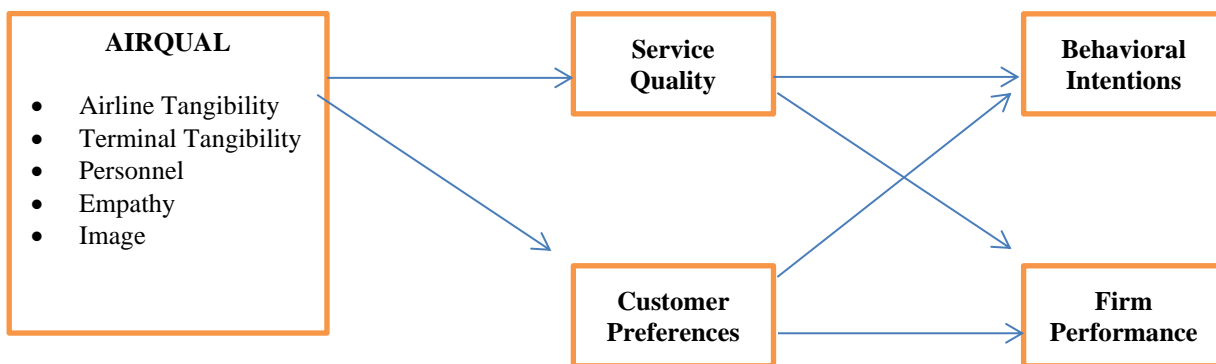
travelers' awareness. Travelers who have a positive picture of the carrier consider an especially terrible flight to be a special case to their impression of the airline (Ostrowski et al., 1993). In this way, a good picture isolates and recognizes the organization from its rivals.

Firm Performance: An incomprehensible inventory of the literature recommends a positive connection between service quality and firm financial performance in different settings (Duncan and Elliott, 2002; Vickery et al., 2003; Lai and Cheng, 2005; Al-Hawari and Ward, 2006; Gupta and Zeithaml, 2006; Schneider et al., 2009; Yee et al., 2010; Hancock et al., 2013; Sun and Kim, 2013; Yayla-Kullu and Tansitpong, 2013). Zeithaml (2000) contended that service quality straightforwardly influences the profitability of organizations. We can take instance, quality service prompts better financial performance since clients satisfied by fantastic service provision, proceed, through repeat patronage, to add to overall revenue and profit (Chong and Rundus, 2004). In the airline business, quality service is an acknowledged key component for drawing in and holding clients (Gursoy et al., 2005). Parast and Fini (2010) kept up that fulfilled and devoted representatives convey high quality client benefit that urges travelers to be faithful customers. Researcher have likewise discovered confirmation that poor service quality leads airline to loss of offers and profits by exhausting significant assets on taking care of customers' protests (Behn and Riley, 1999; Rhoades and Waguespack, 2008).

Be that as it may, the challenge for airlines is setting up a solid measure for service quality, since characteristics of service quality frequently rely on upon an individual's recognition (Rhoades and Waguespack, 2008). Likewise, airline service quality is hard to quantify as a result of the one of a kind attributes of operations. That is, aircrafts don't give physical items yet immaterial encounters that can shift among customers perception (Gursoy et al., 2005). A few researchers created different measures to assess service quality (Babbar and Koufteros, 2008; Tiernan et al., 2008; Parast and Fini, 2010; Wen and Lai, 2010).

Developed Theoretical Model:





While the significance of service quality for firms' performance has had considerable level headed discussion in the literature (Rhoades and Waguespack, 2000; Parast and Fini, 2010), thinks about demonstrated that airline travelers assess service quality taking into account all connections with aircrafts amid conveyance of services (Brown and Swartz, 1989; Danaher and Mattsson, 1998). This model proposes that airlines need to build up a more thorough comprehension of the qualities of focused clients to enhance overall performance of the airline. For instance, a few carriers make separation from contenders by giving special administration qualities as well as setting up a good picture among a specific fragment of xustomers (Gursoy et al., 2005). Accordingly, understanding the interesting qualities of every traveler and reacting with productive engagement is basic for making and keeping up a beneficial client base (Rhoades and Waguespack, 2004; Liou and Tzeng, 2007).

Chapter: 3

Research Methodology

This section will give a methodological review of the methodologies taken to break down the three key exploration inquiries of this study. This chapter will examine why the systems and techniques utilized were chosen. The scholarly hypothesis behind the determination of the exploration configuration will be surveyed, and various ways to deal with information gathering will be investigated, keeping in mind the end goal to deliver the robust conclusions. Moreover, this study will likewise build up a particular exploration instrument, utilized for the last assessment and evaluation of the proposed model that will be explained in subtle element. In particular, this section investigations the capability of quantitative examination strategies utilized as a part of the study, alongside the data collection techniques used. The targeted population, benefits of the selecting sample size will likewise be portrayed. At long last the method for arranging a quantitative methodological approach will be investigated and built up. In the primary stage of the quantitative study a number of exploratory analyses were considered; as these are more convenient for the understanding of the issues that affect airline service quality. Quantitative methods are necessary in this case as they can help to define the scope of certain phenomena, such as 'airline quality', to provide it with a sound metric based.

Research philosophy: The decision to use quantitative or quantitative methods is dependent upon the assumptions concerning the nature of knowledge and reality, how one understands knowledge and reality, and the process of acquiring knowledge and knowledge about reality. We make certain assumptions concerning knowledge and reality, which enables us to choose a particular research approach and these assumptions shape the research process, from the methodology employed to the type of questions asked (Hathaway, 1995).

Ontological Assumptions: Ontology refers to assumptions held about the nature of social reality that is, whether reality is objective and external to the individual, or whether it is subjective and cognitively constructed on an individual basis (Long et al., 2000). It involves what exists in the world. These positions are referred to both objectivism and constructivism. Objectivism is an ontological position which states that, social phenomena confront us as external facts that are beyond our reach or influence. This means that social phenomena and the categories that we use in everyday discourse have an existence that is independent or separate from actors (Bryman & Bell, 2007, p.22).

Constructivism is an alternative ontological position which asserts that social phenomena and their meanings are continually being accompanied by social actors. Realities are constructed

by the social actors (Bryman & Bell, 2007, p.23). According to researcher, categories that people employ in helping them understand the world are considered social products, in which meanings are constructed in and through interaction.

In connection to our study, we trust that there is a reality that can be apprehended or perceived; customer preferences and service quality do exist out there and are external to the consumers that perceive these realities. This tilts our study towards an objectivist method for taking a look at social phenomena. Companies endeavor hard to enhance service quality and consumer loyalty. We are persuaded that customer preferences could be one of the up and coming impacts of good service quality. These substances of service quality and customer preferences can be captured out there by attempting to discover how passengers see service quality in this manner coming about to consumer loyalty. We will utilize organized inquiries created from the SERVQUAL model and in addition AIRQUAL model in which respondents will pick their answers from. Through this strategy, we will be exceptionally objective in our study and subsequently answer our examination addresses and achieve our destinations. We are not looking to see every respondent's observations yet rather get a general answer on customer preferences and desires by utilizing an officially composed model.

Epistemological Assumptions: Epistemology can be defined in a broad sense as the study of knowledge (Bryman & Bell, 2007, p.16). The conflicting issue with epistemology is whether or not the social world should be studied according to the same principles, procedures and ethos as the natural science (Bryman & Bell, 2007, p.16). Positivism advocates the application of the methods of natural science to the study of social reality and beyond.

According to researcher, some writers influenced by different intellectual traditions think that interpretivism which contrasts positivism shares a view that the subject matter of the social sciences – people and their institutions is fundamentally different from that of the natural science. This implies that studies of the social world require an approach that differentiates humans against the natural order. In a nutshell, interpretivism is concerned with the empathic understanding of human action rather than forces that act on it while positivism lays emphasis on the explanation and understanding of human behavior (Bryman & Bell, 2007, p.18).

In this study, we will take after a positivist perspective of epistemology. We are going to evaluate customer preferences, behavioral intensions in airline industry utilizing the SERVQUAL and AIRQUAL model basing on past studies from where we acquire more learning. This subject is managing social wonders, which are service quality and customer preferences from the clients' perspective. This learning will be produced through a target estimation utilizing the quantifiable measurements of service quality as proposed by (Parasuraman et al., 1988). Nonetheless, we need to take an epistemological stand since some

previous hypotheses are not really logical and must be connected in perceptions. We are keen on discovering which show either SERVQUAL or AIRQUAL is successful in airline industry and distinguishing what measurements of service quality customers are fulfilled by.

Research Approach: Research approaches that involve the relationship between theory and data are deductive and inductive approaches. We are going to carry out a deductive study which represents the commonest view of the nature of the relationship between theory and research. Here the researcher deduces a hypothesis (problem) on the basis of what is known about a particular domain and of theoretical consideration that must be subjected to empirical scrutiny. Hypothesis are deduced (or problems) are identified from concepts and then translated into operational terms implying researcher must specify how data can be collected in relation to the concepts that make up the hypothesis (Bryman & Bell, 2007, p.11).

In our case, the theory and the problem derived from it come first and this leads to the process of collecting data. We use the deductive approach between our research problem comes from existing theories. The theory used is from the SERVQUAL and AIRQUAL model which measures the gap between expected service and perceived service and our problem is finding out if it is applicable in measuring service quality in airlines, from this model, we are able to collect data on the expectations and perceptions of consumers that will give results to our research questions on how passengers perceive service quality and what dimensions they are satisfied with. Thereafter, we obtain solutions to the problem and make improvements.

The SERVQUAL model is used as main concept to assess service quality and customer satisfaction but in this study another approach is used i.e. AIRQUAL. This means that customer preferences and behavioral intentions could be measured using the various service quality dimensions. This is because it is important to be aware of how customers perceive service quality in different airlines and the factors that affect these perceptions. These questions will be answered using quantifiable data collected from respondents and will enable us come out with findings and conclusions on how customers perceive service quality and what dimensions bring satisfaction to them.

Research Strategy: Quantitative and quantitative strategies are the two main strategies used in research. Quantitative strategy emphasizes quantification in the collection and analysis of data and it entails a deductive approach to the relationship between theory and research, in which theory is tested. It assumes a natural scientific model of positivism in particular and involves a view of social reality as an external, objective reality (Bryman & Bell, 2007, p.29). Our research strategy is quantitative in nature. We use this strategy because it is appropriate to answer our research questions. This strategy will permit measure our variables derived from the SERVQUAL and AIRQUAL model adequately and come out with fine differences between

people in terms of assessing their perceptions about service quality. This will also give us a yardstick for making these distinctions and also provide the basis for more precise estimates of degree of relationship between variables. This gives the research findings high reliability and validity. Quantitative strategy is used because our findings could be generalized to the particular context in which our study is conducted. Quantitative strategy is mainly scientific which means we will consider our biases and values in order to make our findings replicable.

Research Design

Population, Sample Size, Sampling Technique: A research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to the following; expressing causal connections between variables, generalizing to larger groups of individuals than those actually forming part of the investigation, understanding behavior and meaning of that behaviour in its specific social context and having a temporal (i.e. over time) appreciation of social phenomena and their interconnections (Bryman & Bell, 2007, p.40).

Data Collection Method: Both primary and secondary data sources will be used to answer research questions. Primary data will mainly be obtained through the administering of questionnaires while secondary sources like past studies and archives will be accessed from various databases in order to obtain some reliable literature and empirical findings that can be applied in order to have a better understanding the service quality construct and how the SERVQUAL model can be used to measure it.

Selection of Sample: This study followed survey research engine. The target group chosen for this thesis is young, recently graduated (or about to graduate), internationally oriented business professionals, and frequent flyers as well as families traveling domestically or internationally of all airlines of Pakistan on Lahore International airport. The population of this study comprised of 500 passengers from all Pakistani airlines including both domestic and international on Lahore Allama Iqbal International Airport Simple random technique is used in the selection of sample. This is done to get a total representation of the whole population which we are going to study. Structured questionnaire was administered to the passengers who were ready to board the airline and have the feel of service of relevant airline. The questionnaire with 5 Likert scales ranging from strongly disagree to strongly agree is used as the instrument.

Data Collection Instrument: Structured questionnaire includes 30 questions on service quality from SERVQUAL and AIRQUAL model which have been adapted from both (Kathon Abdullah et al; Chickwendu DU et al 2012; Bari et al., 2001; Mishal M. Alotaibi). The analysis is conducted over a period of two to three days at Allama Iqbal International Airport Lahore.

Questionnaire is distributed randomly selected passengers with different age range, occupation, and marital status. All the questions were returned with the hundred percent responses.

Data Analysis: Information investigation for this study was done in two stages, the preliminary analysis and the main analysis. For preliminary analysis which includes primarily graphic measurements to abridge information, the demographic characteristics of the respondents were outlined in order to simplify the understanding of the data. The main analysis involved factor analysis whose purpose to find out if the SERVQUAL or AIRQUAL is applicable in the context of airlines and the gap score analysis whereby descriptive statistics were applied to summarize means of perceptions and expectations of consumers. We calculate the perception minus expectation scores for each item and dimension in order to identify the service quality gaps. Checking the reliability and validity of the modified SERVQUAL and AIRQUAL model made up of five dimensions, cronbach's alpha was computed for each dimension of the both models and factor analysis carried out to test validity. The Cronbach's alpha ranges between 0 (denoting no internal reliability) and 1 (denoting perfect internal reliability).'

The first part of the data analysis was to check the internal reliability of results in order to determine the credibility of findings results from the study since we are dealing with multiple-item measure that is the modified models made up of 5 dimensions each measuring service quality. In other words reliability checks whether or not respondents' scores on any one indicator tend to be related to their scores on the other indicators (Bryman & Bell, 2007, p.163). In this section, the information accumulated from the nearby individuals of Lahore International Airport in Pakistan in connection to the research goals. This section talks about the aftereffect of the semi-organized survey responded by 500 customers. Prior to the start of the examination concentrate on the criticalness, method of reasoning and motivation behind the study were given to the respondents. Moreover, the respondents have additionally been given the confirmation that every one of the information they will give are utilized with the end goal of the exploration and the personalities of the respondents will be secret. The item is to decide that whether it is significant to measure the Firm Performance through Service Quality and Purchase Intentions with Theoretical Lens of SERVQUAL & AIRQUAL or not. This is the way unto which the study accounts the elements and the recognition on the criteria.

The behavior of this study involves a detailed record of the demographic profile of the respondents. It is accepted that the properties of the respondents impact their conduct and replies on the overview questions. Of specific importance to the accomplishment of the objectives and goals of the study – which is to be an instrument of examination of the establishment to gage where it is presently and where it is heading, along these lines what changes are to be made – is to have the capacity to answer the exploration questions.

Principal Component analysis and factor analysis of Service Quality:

PCA and factor analysis are statistical techniques applied to set of variables to discover which sets of variables in the set form coherent subsets that are relatively independent of one another. Variables that are correlated with one another which are also largely independent of other subsets of variables are combined into factors. (Peter, 2002). PCA has been used in this study to develop factors from different items on each factor i-e SERVQUAL and AIRQUAL into its reliable scales. In our study PCA develops a principle component in the following manner:

$$PC = a_1 (SQ1) + a_2 (SQ2) + a_3 (SQ3) + \dots + a_n (SQN)$$

$$PC = b_1 (AQ1) + b_2 (AQ2) + b_3 (AQ3) + \dots + b_n (AQN)$$

Here PC= principle component

a_n = regression weight for observed variable

SQ = SERVQUAL

AQ = AIRQUAL

Varimax method is used in this study to uncorrelated components. KMO is calculated and significance of Bartlett's test is checked to understand whether data used are adequate to apply factor analysis. KMO is used to retain the principle components. Only those components are taken which Eigen value greater than 1.0. In this test factors loading are also found in which items are loaded into its corresponding factor. To check reliability Cronbach's alpha is used. Regression analysis is used to enable the identification of statistically significant relations between multiple variables. In this study regression analysis is done to determine the effect of service quality on PIA performance. The regression equation used in this study takes the form:

Chapter 4:

Empirical Findings of Model variables:

Demographic Profiles:

The profile of the respondents is looked upon as far as age, gender, marital status and occupation.

Figure 1:

Respondents ' Demographics		Frequency	Percentage
Gender (N=500)	Male	313	62.6
	Female	187	37.4
Age (N=500)	18-24	54	10.8
	25-34	153	30.6
	35-44	115	23.0
	45-54	129	25.8
	55-64	24	4.8
	65 and Above	25	5.0
Occupation (N=500)	Executive	72	14.4
	Non-executive	174	34.8
	Self-employed	133	26.6
	Others	121	24.2
Status(N=500)	Single	176	35.2
	Married	324	64.8

Age of the Respondents: Figure 1 demonstrates the age scope of the respondents. Almost thirty point six percentage (30.6%) of the respondents were 25-34 years of age, demonstrating that a large portion of them were at that point considered as youthful grown-up. Twenty five point eight percentage (25.8%) of the respondents were between 45-54 years of age. Twenty three percentage (23%) of the respondents were between 35-44 years of age. Respondents' matured 18-24 is 10% of the aggregate respondents. Then again, 4.8% of the respondents are

in the 55-64 and five percentage of 65 and above age of respondents. In conclusion, there is less percent of respondents who are in the ages of 65 and above. The clear differing qualities of the development of the respondents mirrors a few ramifications in the study's discoveries. In connection of the age section of the respondents, the analyst could assume that in the said rate, an extensive number could be among the youthful grown-up individuals from the populace.

Gender of the Respondents: Figure 1. The number of the female respondents (51%) is closed to the male (49%) with the total of 61 for female and 59 for male. Based on the figure, the dominated gender among the respondents is female. Based on the collated questionnaires, over a half of the population is composed of female respondents while 49% are males. This shows that there are mostly female who have interest in participating in research studies. The quantity of the female respondents is thirty seven percent (37%) while the number of male sixty two percent (62%) with the aggregate of 187 for female and 313 for male. In view of the figure, the commanded sex among the respondents is male.

Marital status of Respondents: Figure 1 The above illustration shows the marital status of the respondents. 64.8% of the total respondents, which is the dominated response is single and there is only 35.2% who are married. Likewise, the respondents were asked for their marital status and the report shows 64.8% of about 324 respondents of them are single and 35.2% of 176 respondents are married.

Occupation of the Respondents: Likewise, the respondents were asked for their occupation and the report shows 34.8 % of them are non-executive, 26.6% are self-employed, and 14% are executive and 24.2% are others. The survey indicates that most of the respondents are non-executive that is engage to the study. The diversity of the population is further asserted when the respondents were asked regarding their professional history. This data illustrate the maturity of the respondents particularly in terms of experience and occupation.

Reliability: The reliability of instrument is the extent to which an instrument consistently measures what is supposed to. Cronbach's alpha test is used to check the reliability. If it is greater than 70%, it is suggested that the data found is reliable.

Reliability Statistics: To test instrument reliability, Cronbach's Alpha calculated for the main dimensions. The result reveals acceptance reliability for each dimension verifying the instruments scaling. Reliability quality tests were likewise directed for this study, as it is basic with a specific end goal to build up strength and consistency of the instrument and for this reason, SPSS programming was utilized to test for the dependability of the instrument utilizing the most well-known and broadly acknowledged measure, i.e., Cronbach's alpha (Sekaran, 2003) As said before, the alpha esteem more like 1.0 ought to be focused, as it shows more prominent solidness and consistency of the instrument. Nonetheless, researchers set the cut-off

estimation of alpha as 0.6 for the study (see Nunnally, 1978; Yong et al., 2007). The aftereffects of reliability quality examination are portrayed in Table shown in following way:

Constructs	Valid N	No. of items	Cronbach's Alpha
SERVQUAL			
Tangibility	500	3	.752
Reliability	500	3	.665
Assurance	500	3	.829
Empathy	500	2	.860
AIRQUAL			
Airline tangibility	500	5	.840
Terminal tangibility	500	3	.750
Personnel	500	2	.730
Empathy	500	5	.638
Other Constructs			
Service Quality	500	2	.727
Customer Preferences	500	3	.736
Behavioral Intentions	500	2	.625
Firm performance	500	5	.768

The present study computes the value of Cronbach's Alpha to test the reliability of the variables which are used in this study i.e SERVQUAL, AIRQUAL, Service Quality, Customer Preferences, Behavioral Intentions and Firm Performance. The above table shows that the values of Cronbach's alpha for variables are reliable except the empathy of SERVQUAL model variable has value in negative -.086 and other Service Quality has value .227 smaller than the accepted reliable value which means that this variable is not so reliable and all shows reliability.

KMO & Bartlett's test

Construct	No. of items	KMO measure of sample adequacy	Bartlett's test of sphericity chi-square	Bartlett's test of sphericity sig
SERVQUAL				
Tangibility	3	.625	429.304	.000
Reliability	3	.544	372.020	.000
Assurance	3	.494	116.893	.000
Empathy	2	.500	.856	.000
AIRQUAL				
Airline Tangibility	5	.642	405.164	.000
Terminal Tangibility	3	.608	226.859	.000
Personnel	2	.500	83.553	.000
Empathy	5	.615	490.327	.000
Other Constructs				
Service Quality	2	.500	8.268	.004
Customer Preferences	3	.500	73.302	.000
Behavioral Intentions	2	.500	116.614	.000
Firm Performance	5	.660	496.962	.000

The factor analysis is done by using PCA with varimax rotation method to get results for construct validity. Tables show the findings of PCA. For the application of data analysis KMO and Bartlett's test of sphericity is used to check the adequacy of data. The result of KMO and Bartlett's test which is given in table data is adequate for the application of factor analysis. If items of the constructs are mutually related to each other, then in that case factor analysis can be done. The above table shows that chi-square significance level is less than 0.001 in the case of all constructs are so null hypothesis of no relation is rejected and factor analysis can be applied in this case. But in case of Service Quality it shows the value greater than 0.001 i-e

.004 which results in the acceptance of null hypothesis of Service Quality.

Eigen values and Total Variance Explained

Construct	Components	Initial Eigen values		
		Total	% of Variance explained	Cumulative % of Variance explained
SERVQUAL				
Tangibility	Comp1	2.006	66.864	66.864
Reliability	Comp 1	1.821	60.688	60.688
Assurance	Comp 1	1.475	49.177	49.177
Empathy	Comp 1	1.041	52.074	52.074
AIRQUAL				
Airline Tangibility	Comp 1	2.137	42.745	42.745
	Comp 2	1.026	20.513	63.258
Terminal Tangibility	Comp 1	1.776	59.190	59.190
Personnel	Comp 1	1.393	69.660	69.660
Empathy	Comp 1	2.237	44.739	44.739
Other Constructs				
Service Quality	Comp 1	1.128	56.419	56.419
Customer Preferences	Comp 1	1.370	68.507	68.507
Behavioral Intentions	Comp 1	1.457	72.856	72.856
Firm Performance	Comp 1	2.292	45.835	45.835
	Comp 2	1.034	20.690	66.525

Eigen value is used for the selection of components only those components are picked as principal components which have eigen value greater than 1 and then it is used for further analysis. The above table shows that all the constructs have retained one principal component except airline tangibility in AIRQUAL model which retained two components and Firm Performance which retained two components too as eigen value for each is greater than 1 and has respective variance percentage as shown in the table for each construct.

Regression Analysis

Hypothesis Testing:

Another significant attempt which is made to test the all the hypotheses was through regression analysis. All the constructs detailed results of the tests of hypotheses are provided in following multiple Tables by testing the following provided relationships of independent to dependent and moderating variables.

Hypotheses	Hypothesised Relationship B/w Variables	R Square	f-statistics	P Value	Result
SERVQ →B.I	H1	.106	14.596	.000 ^b	Supported
SERVQ →F.P	H2	.330	56.100	.000 ^b	Supported
AIRQ →B.I	H3	.337	62.866	.000 ^b	Supported
AIRQ →F.P	H4	.232	37.362	.000 ^b	Supported
SERVQ →SQ	H5	.305	218.934	.000 ^b	Supported
SERVQ →CP	H6	.509	474.323	.000 ^b	Supported
AIRQ →SQ	H7	.507	513.111	.000 ^b	Supported
AIRQ →CP	H8	.449	373.649	.000 ^b	Supported
SQ →B.I	H9	.555	154.593	.000 ^b	Supported
SQ →F.P	H10	.578	155.864	.000 ^b	Supported
CP →B.I	H11	.698	285.929	.000 ^b	Supported
CP →F.P	H12	.607	191.125	.000 ^b	Supported
Points to be considered as standard					
***			P < 0.001 , P < 0.05		
B.I			Behavioral Intentions		
SERVQ			SERVQUAL Model		
AIRQ			AIRQUAL Model		
SQ			Service Quality		
C.P			Customer Perceptions		
F.I			Firm Oerformance		

The review of all the hypothesis testing table plainly exposes that every one of the variables

are supported at P level of under 0.001.

By and large, every one of the outcomes were worthy with no culpable assessments. The results of regression analysis is given in above tables this shows that the effect of SERVQUAL and AIRQUAL model both has significant effect on airline performance and behavioral intentions of customers along with there is full mediating effect of service quality and customer preferences which transfer effect from independent variables to dependent variables. The effect of independency is higher than the other dimensions. The f-statistics shows that the joint effect all dimensions of independent variable on dependent variable is significant which shows the model is good fit.

Chapter 5:

Findings & Conclusion

This concluding chapter attempts to highlight and summarize the significant contributions of this study. Specifically, the focus would be on explicating how each research question is answered by this research. As the main objective of the present research is to validate the airlines service quality scale following the step proposed by Parasuraman et al. (1988), an attempt is made to explain how these steps succeeded in meeting the research questions, designed in the first chapter. Further, the supported and unsupported causal linkages, as proposed in the framework of this study, will also be explained. Furthermore, the contribution of the study to the practice and to the theory will also be explicated. Lastly, recommendations for future research directions that are potentially beneficial and practical, as well as, certain limitations of the study will also be highlighted in the following sections.

As highlighted in chapter 1 of this study, ten research questions were established. There is one main question and the rest revolves around that single question. This question is about the exploration of the dimensions of AIRQUAL and the subsequent validation, which is followed by its impact on various other proposed variables. The detailed explanation of each research question will be presented in the following part.

Conclusion: This closing part endeavors to highlight and compress the noteworthy commitments of this study. In particular, the emphasis would be on explaining how every research inquiry of questions is replied by this examination. As the fundamental target of the present examination is to accept the airline quality scale taking after the progression proposed by Parasuraman et al. (1988), an endeavor is made to clarify how these means succeeded in meeting the examination questions, planned in the main part. Further, the upheld and unsupported causal linkages, as proposed in the system of this study, will likewise be clarified. Moreover, the commitment of the study to the practice and to the hypothesis will likewise be elucidated. Ultimately, suggestions for future examination bearings that are possibly advantageous and handy, and in addition, certain constraints of the study will likewise be highlighted in the accompanying areas. As highlighted in part 1 of this study, multiple research inquiries were built up. There is one principle question and the rest spins around that solitary inquiry. This inquiry is about the investigation of the measurements of AIRQUAL and the SERVQUAL the resulting acceptance, which is trailed by its effect on different other proposed variables. The point by point clarification of every exploration inquiry will be exhibited in the accompanying part. After doing analysis this study supports to conclude that the service quality

dimensions have positive and significant effect on airline performance from both the models including SERVQUAL and AIRQUAL. On the basis of the findings in this study it is suggested that the policy makers should give more attention to service quality as it is affecting the performance more significantly which will definitely raise the level of performance. This study would enable airlines to have the better understandings of the effects of service quality which will lead to increase in the performance of airline.

Discussion of Results: As highlighted in section 1 of this study, nine research inquiries were built up. There is one principle question and the rest spins around that solitary inquiry. This inquiry is about the investigation of the either which model is more validated than the other one i-e SERVQUAL and AIRQUAL for measuring service quality of airline and the final resulting acceptance, which is trailed by its effect on different other proposed variables. The detailed explanation of every research inquiry will be exhibited in the accompanying part.

The SERVQUAL model was initially devised by the (Parasuraman et al., 1988). All the fundamental steps are being taken after important for the evaluation and validation of the scale, as proposed by (Parasuraman et al. 1988). This is the reason, the present examination thought of it as basic to survey and approve the SERVQUAL scale, with the goal that it can be received and connected by analysts and associations. Researchers can receive the SERVQUAL build, accepted in the present research, and test it in different areas. Correspondingly, associations, especially the airline business, can receive this scale to enhance service nature. So after application of all the tests and it is concluded that all the constructs of SERVQUAL are have showed reliability and achieve significant level. After the test application all the constructs which are tangibility, reliability, assurance, and empathy, later on the due to application of regression leads to significant factors contributing as a key role in SERVQUAL model.

As in the previous various section it was discussed that AIRQUAL Bari et al. (2001) initially proposed AIRQUAL. The problem with AIRQUAL was its lack of validity as it was new at that time then after that further researches were done to check the validation. After the complete examinations, a reexamined new AIRQUAL scale developed with four measurements, to be specific, airline tangibility, terminal tangibility, personnel and empathy. These discoveries are adjusted to that of the first SERVQUAL (Parasuraman et al., 1988), and, AIRQUAL (Bari et al., 2001), that additionally brought about five measurements of administration quality. Be that as it may, in the present study the names of these measurements are like SERVQUAL. This is because of the appropriateness of names exhibited in SERVQUAL with the present examination by (Parasuraman et al. 1988). On account of the AIRQUAL the measurements were: airline tangibility, terminal tangibility, Personnel, and Empathy. Another essential contrast to say here is the quantity of things in every measurement, if there should be an

occurrence of AIRQUAL, airline tangibility have five questions, terminal tangibility have 3 things, personnel have 2 things, and empathy have 3 things. This inconsistency is because of the way that the service quality scale shifts from industry to industry furthermore from nation to nation. The quantity of measurements and their resulting things, as explored by researchers (see Angur et al., 1999; Babakus and Mangold, 1992; Carman, 1990; Nadiri and Hussain, 2005), shift essentially. The previously mentioned is adjusted to the present study also, in light of the fact that to the information of the researcher, an service quality scale has never been approved or tried in the airline business. Along these lines, the fundamental measurements of service quality, all the more particularly AIRQUAL, in the airline business.

Both the methods are proved to be effective for measuring the service quality as both methods have almost the same measurement elements. AIRQUAL model was derived from the SERVQUAL model by (Bari et al., 2001) which have same factors of SERVQUAL like tangibility, empathy and personnel behavior. So both methods can be used for measurement of service quality of airline but SERVQUAL is more general than AIRQUAL as SERVQUAL can be used for other fields like retail and any other service providing industries. But as compare to SERVQUAL the AIRQUAL is more specific in nature.

To explore the effect of airline service quality on customer satisfaction, relapse investigation was directed. The outcomes uncovered that there is without a doubt a decidedly huge effect of service quality on consumer satisfaction. It implies that if a airline endeavors to enhance their nature of service it will consequently improve the fulfillment level of their customers. This specific finding is likewise in coinciding with the literature, especially the benchmarked study for the present examination by (Bari et al. 2001). They likewise found a fundamentally positive effect of service quality on consumer satisfaction and loyalty. In addition, many researchers around the world have broadly explored the connection between service quality and consumer loyalty in carriers as well as different ventures, and discovered positive centrality (Cronin and Taylor, 1992; Sivadas and Baker-Prewitt, 2000; Anand and Selvaraj, 2012; Fatima and Razzaque, 2014; Saleem and Raja, 2014:).

The empirical results exhibit strong support that airline service quality positively and significantly impacts firm performance. It means that improvement in the service quality by an airline will possibly result in stronger financial improvement in overall firm performance. It is also supported by the literature, where a positive and significant impact of service quality on firm was found (Sivadas & Baker-Prewitt, 2000). This particular finding is imperative for the airline industry because of intensive competition. If the airline industry can focus on strengthening attitudinal loyalty of their customers, it will result in customers talking positive about that particular airline, consequently attracting and acquiring more customers. The

investigation of this question is of import because many previously researchers have studied an indirect effect of service quality on firm performance (through customer satisfaction), but in the present research an attempt is made to investigate a direct link (see Bei & Chiao, 2001; Kumar et al., 2010).

Researching the effect of administration quality on repurchase and behavioral aim was likewise an imperative part of the study, as the same was attempted by (Bari et al. 2001), utilizing the same yet non-accepted AIRQUAL scale. The commitment of the present exploration is: first the acceptance of the AIRQUAL scale and afterward testing its effect on different imagined variables. A solid backing of the connection between carrier service quality and repurchase and behavioral intentions is found in the present examination. This finding is adjusted to the writing, particularly with researcher who likewise found a critical effect of administration quality on repurchase goals, (Bari et al. 2001; Sivadas and Baker-Prewitt, 2000) found an effect of administration quality on repurchase aim yet through consumer loyalty.

Fulfillment of the clients is one of the principle targets of associations. This is on the grounds that consumer loyalty prompts maintenance and steadfastness and at last expanded benefits. The examination of the connection between consumer loyalty and attitudinal devotion, in the present exploration, was decidedly huge. Support for this specific finding can likewise be found in the literature (e.g., Sivadas and Baker-Prewitt, 2000). The exact study gives bolster that there is a critical effect of consumer loyalty on repurchase goal. It implies that if the carrier needs to draw in clients over and over, they ought to try to enhance their fulfillment first. This finding is adjusted to that of (Sivadas and Baker-Prewitt, 2000), who likewise found a positive noteworthy relationship between client, fulfillment and repurchase. Subsequently, the present examination reasons that the impact of consumer loyalty on repurchase goal is sure.

Significance for theory and practice: The purpose of the study is to develop an understanding of the dimensions of airline service quality (AIRQUAL) as well as SERVQUAL and its relationship to service quality, customer preferences, behavioral intention, and overall firm performance. The findings from this study have implications for both theory and practice.

Contribution for knowledge: The initiation of service quality research has indeed called for further research. This is why for many decades' researchers have been actively researching service quality and its impact on other variables in many industries. It is introduced that SERVQUAL, which opened more doors for exploring and investigating the dimensions of service quality, as it had many limitations (Parasuraman et al., 1988). Adopting the idea of SERVQUAL, it was proposed AIRQUAL, which developed for investigating the service quality of airlines (Bari et al., 2001). However, AIRQUAL had one of the major limitations and that was, its lack of assessment and validity. The present research, therefore, took the same

scale further by assessing and validating it. This was done by following a systematic procedure, as presented by (Bari et al., 2001 and Parasuraman et al., 1988).

This is the significant contributions of the present study to the body of knowledge by establishing the validity of the service quality scale in the airline industry and then empirically testing using various recommended tests. The final validated scale, as developed by this study, can be considered as the final validated AIRQUAL scale, and perhaps can be adopted by other. Organizations around the globe battle to discover strategies through which they can enhance their nature of service, since it prompts upgraded customer satisfaction and devotion. Along the measures of service quality are basic for organizations, as it instructs them to concentrate on those features that are basic for achievement. The same is valid for airline service providers as well. With the development of rivalry in the airline business, and the presentation of spending aircrafts, full-benefit aircrafts like PIA, Airblue, and Shaheen Airlines, are attempting to discover approaches to enhance their service quality so as to guarantee consumer loyalty and faithfulness, their repurchase intentions about the airline alongside behavioral intention of repeat purchasing and decreased grumblings from clients. This present concentrate, consequently, endeavored to concoct a scale that can be received via airline businesses in Lahore, Pakistan, as well as in different nations that have the same attributes, and guarantee their abnormal amounts of service quality. This in even will build the fulfillment level of customers bringing about abnormal amounts of dedication, which in the end will produce positive verbal exchange too. In this time of firm rivalry, the present study is viewed as imperative for experts.

Implication for Practitioners: For approach practitioners, this study proposes that firstly, the measurements of service quality vary in the aircraft business from those of different schemes, in this manner reporting it industry particular furthermore nation particular. It is essential for the organizations to think of their own service quality scales, or maybe accept and test the current scales accessible for the particular businesses, as the both the SERVQUAL and AIRQUAL has significant values and they both can be taken as scales for mesasuring service quality of any airlines. Many studies have already proved to be significant results in measeuoirng service quality through SERVQUAL like (Sultan and Simpson, 2000) (Accenture 2013) (Yu kai haung et al, 2009) (Namukasa, 2013; Bukhari, Ghoneim, Dennis & Jamjoom, 2013; McKechnie, Grant & Golawala, 2011; Nowak & Newton, 2006; Chau & Kao, 2009; Pakdil & Aydin,2007; Ekiz et al.,2006) and many others. There is also significant results of AIRQUAL model while ensuring service quality of airlines which has already proved in previous studies including (Bari et al., 2001), and it is extensively investigated the link between service quality and customer satisfaction not only in airlines, and found positive significance

(see Anand & Selvaraj, 2012; Cronin & Taylor, 1992; Fatima & Razzaque, 2014; Saleem & Raja, 2014; Sivadas & Baker-Prewitt, 2000).

Limitation and Delimitation for Future Study: Similarly as with verging on each study, the present concentrate additionally have a few restrictions, which may call for further research in the same zone. Firstly, the absence of generalizability of the discoveries to different organizations in different regions of the country is an issue. As the example was from Lahore international airport and limited customers were selected from a specific region of city, hence, the discoveries of this study may not be of the same worth to different regions or cities, as it is for only Lahore airport not for others. That is the reason, it is recommended that future exploration may utilize the same strategy and concoct the scales for various organizations of airlines in other cities. Besides, the customer as respondent is another restriction and along these lines, more research should be possible to distinguish service quality from the point of view of the representatives of airlines in other cities. What's more, a commendable endeavor would be to pick non-purchaser (those individuals who have not yet went with any airline) and ask them what service quality intends to them. All the more imperatively, the study would have more noteworthy effect if arbitrary testing or portion inspecting strategy were utilized to guarantee its generalizability and representativeness.

Thirdly, numerous essential variables from the same model of the study can be utilized as intervening or directing variables. The present study did not consider any interceding or directing variables, which in the extent of this study can be a significant expansion. Case in point, effect of administration quality on repurchase aim ought to be tried with an interceding part of consumer loyalty. Essentially, the effect of administration quality on attitudinal dedication and informal exchange ought to likewise be tried with an interceding part of variables like consumer loyalty. It is in this way, prescribed future exploration may consider utilizing intervening variables, as highlighted previously.

Recommendation for Future Research: This study has focused on passengers rating on the five dimensions of service quality; future studies can include more variables to measure service quality to get a broader view on quality of service provided and to come up with a more comprehensive strategy to improve over all service quality. Another perspective would be use open ended-questions or semi- structured interview so that respondents are able to give more detailed response. In using the survey method employed in this study the respondents gave their ratings to provide specific questions. While if other methods such as those mentioned were used respondents will have freedom to include items that are important to them they may have been overlooked by the researcher and give more elaborate responses to questions asked. This will help the researchers to identify real problem areas as well as areas that are doing

exceedingly well. Other researchers can also be done not just from the perspective of the customers but all so from the point of view of the employees. In the airline industry where its customer service is primary part of the service provided it can be useful to analyze what service and service quality from the perspective of the employees giving the customer service.

Implications for Policy Maker: All the policy maker should have to use this study which proposes that firstly, the measurements of service quality contrast in the airline business from those of different enterprises, along these lines reporting it industry particular furthermore nation particular. It is critical for the airlines to think of their own service quality scales, or maybe approve and test the current scales accessible for the individual organizations. The present examination, along these lines, made an endeavor to do likewise and consequently accepted and tried both the scales for measuring survive quality scale for the airline.

Policy makers may consider the present study to outline techniques for airlines of how to make service best according to customers' demands and how it can be measured in more easy and reliable way in Pakistan. Distinctive measurements of service quality, which brought about various scores and quality, might be utilized to enhance the general nature of service gave by the airlines. Moreover, distinctive relationship examined in the present exploration may likewise be remembered while making any strategy identified with airline providers. For example, this study found that the good service quality of airline has an essentially positive effect on customer's behavioral intentions to repeat buying and also increase firm performance resulted in boosted financial performance in means of profitability. Essentially, the positive and huge effect of airline service quality on behavioral intentions, customer preferences and repurchase goals and firm performance are likewise imperative and significant discoveries for the strategy creators. Remembering these discoveries will unquestionably enhance the way different promoting systems are outlined.

The present exploration is a standout amongst the most significant and interesting in the airline business of Pakistan and in this way substantiates different open doors for future examination This study suggests that further studies should conduct a survey comparing between the attitudes of more passengers from other cities of Pakistan regarding their preferred five dimensions of service quality. Also, effective channels and messaging that passengers might use to share their flying experiences with other people should be investigated.

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