ADDIS ABABA UNIVERSITY FACULTY OF BUSINESS AND ECONOMICS

Assessing the Effect of Service Quality on Customer Satisfaction: The Case of Addis Ababa Bole International Airport

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A Research Thesis Submitted to the Faculty of Business and Economics, Department of Management, Addis Ababa University in Partial Fulfillment of the Requirements for the Degree of Executive Master of Business Administration.

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Addis Ababa, Ethiopia

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DECLARATION

I declare that this project paper herein is my own work and has not been copied or lifted from any source without the acknowledgement of the source. It is submitted in partial fulfillment of the requirements for the degree of Executive Masters of Business Administration at Addis Ababa University, College of Business and Economics, Department of Management. It has not been submitted before for any degree or examination in any other University.

Neway Hailemeskel

Signed at Addis Ababa April, 2021

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Date _____

Statement of Certification

This is to certify that the thesis work entitled **"Assessing the Effect of Service Quality on Customer Satisfaction:** The Case of Addis Ababa Bole International Airport" under taken by Neway Hailemeskel for the partial fulfillment of degree of Executive Masters of Business Administration at the Addis Ababa University, to the best of my knowledge, is an original work and not submitted for any degree at this university or in any other university.

Yohannes Workaferahu (PhD)

Research Advisor

This is to certify that this project paper prepared by Neway Hailemeskel entitled **"Assessing the Effect of Service Quality on Customer Satisfaction:** The Case of Addis Ababa Bole International Airport" and submitted in partial fulfillment for the requirement for the degree of executive master of business administration complies with the regulation of the university and meets the accepted standards with respect to originality and quality.

Approved by the examining committee

External examiner	Signature	Date
Internal examiner	Signature	Date
Advisor	Signature	Date

Chair of Department of Graduate Program Coordinator

CONTENTS

LIST OF TABLES

LIST OF FIGURES

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ACRONYMS

AABIA- Addis Ababa Bole International Airport

AAU- Addis Ababa University

ACI-Airports Council International

ATM-Automatic Teller Machine

EAE- Ethiopian Airports Enterprise

EMBA- Executive Master of Business Administration

FIDS-Flight Information Display System

IATA-International Air Transportation Association

ICAO-International Civil Aviation Organization

SERVQUAL- Service Quality

SERVPERF- Service Performance

ABSTRACT

In this highly competitive aviation market, airport management are demanded to find ways to attract new customers, retain existing customers, and pursue customers' loyalty. The quality of the service which has to be delivered to the customers has been considered as a critical factor for the success of the service providers by a reason of its close connection to customer satisfaction. This paper aimed to assess the effects of service quality of the Addis Ababa International Airport passengers and identify what dimensions they have to prioritize to attain customer satisfaction. SERVPERF model was employed to achieve the objective, considering five service quality dimensions, namely; tangibility, assurance, responsiveness, empathy & reliability). Both descriptive and inferential statistics applied to investigate research problems, objectives, and questions. Besides, the paper employed both primary and secondary data. The study adopted a structured questionnaire to collect the primary data using a simple random sampling technique. For this study, three hundred and eighty-four (384) questionnaires were distributed to passengers in AABIA and three hundred and seventy-two (372) valid questionnaires used for data analysis and reporting. According to the findings of the study, all the five service quality dimensions have shown a positively significant effect on customer satisfaction. The findings of the study reveal that reliability and tangibility attributes need improvement as compared to other service quality dimensions. The overall level of service quality delivered in AABIA had not satisfied respondents of the survey.

Keywords: passengers' satisfaction, service quality, SERVPERF model, AABIA

CHAPTER ONE

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Service quality is an important aspect of the aviation industry, and it is fundamental for the survival of any organization when faced with competition, and to gain acceptance of the society together with achieving its mission [Rust and Oliver, 1994]. In this highly competitive aviation market, the provision of high quality services is crucial for airport business survival and competitiveness. Offering a high quality service could influence a firm's competitive advantage by retaining customers. Given these facts, many airports have turned to focus on providing high-quality service to the customers to increase service satisfaction. In the aviation market, the question of service quality remains critical to sustain a competitive position. By understanding this, numerous airports have emphasized service quality issues as a strategy to improve their market share and profitability [Albrecht and Zemke, 1995].

The air travel experience is made of two significant service areas: airport ground service and in-flight service. The subject area of this study is the ground service. Previous studies on airport services had recognized factors that affect passenger satisfaction like flight timeliness, information convenience, efficient security and check-in procedures, signage and orientation, and terminal amenities [Chen and Chang, 2005; et. al.]. Nevertheless, the impact of these factors on total passenger satisfaction is still not adequately emphasized on by researchers.

Airports are a crucial part of the aviation industry. They offer the entire infrastructure required to allow passengers and freight to transfer from surface to air modes of transport and to enable airlines to take off and land. In Airport, a passenger terminal is defined as a building that serves as an interface between AIR and LAND of an airport. It operates mainly for air travelers. Passenger terminal serves as a transport hub for people (for example, from bus to plane). In this vicinity passenger's terminal facility service refers to all service before passenger boards to an aircraft such as baggage delivery, immigration or customs issue, shops and restaurants, security check, the cleanliness of the facilities and so on [Graham, A. 2003]. These facility services conditions affect the operational functions of the airport's efficiency. To deliver better service to passengers, identifying the major attributes that determine customer's satisfaction is vital for airport management in formulation of the strategies that best retain and satisfy their customers.

Therefore, the aim of this study is to assess the effect of service quality on customer satisfaction: The Case of Addis Ababa Bole International Airport (AABIA) using SERVPERF instrument.

1.2 STATEMENT OF THE PROBLEM

Quality in airport service business is a vital attribute for the growth and development of air transport business (Rahaman et al., 2011). It works as a crucial factor in customer satisfaction (Boshoff, 2004). However, as international business service quality has not been given professional attention as compared to the significance it deserves at Addis Ababa Bole international airport (AABIA).

AABIA management had deployed significant attempts from time to time through the use of technology and innovation; including the recent development and renovation of airports; and expansion of advanced technology terminal facilities; and different other strategies to be competitive in the aviation market, and to make the airport convenient to customers. However, satisfying customers or to be the best choice of customers remained a challenge to the management, and it needed continuous efforts to be at that level. Even though AABIA has been an international airport for several years, it is still difficult to compete with the other airports within the same categories in Africa, such as Cape Town Airport, Marrakech Menara airport, Seychelles airport [SKYTRAX Airport Award, 2019]. Besides, despite the great effort created by the management, AABIA is absent from the list of world airport rankings, the problem to be discussed here is the improvement of service quality of airport operation and assessing the satisfaction from passenger perspective.

Many studies have been done on service quality and customer satisfaction in the aviation industry in Ethiopia. Though most of the studies were conducted on airlines' services, only few studies were done on airport service quality. As to the researcher's knowledge, there is no research conducted in AABIA in relation to this topic. Therefore, the purpose of this study was focusing on terminal facility services to assess the effect of service quality on the customer satisfaction and to identify the most important service quality dimensions that influence overall customer satisfaction of AABIA.

1.2 RESEARCH QUESTIONS

Based on the identified research problems, the questions being answered in this study are:

- Which dimensions of airport terminal facility services quality are more important to the customers?
- Which airport terminal facilities services require improvement at AABIA?
- Are passengers satisfied with the service quality provided by AABIA?
- Is there a relationship between service quality dimensions and customer satisfaction in AABIA?

1.3 OBJECTIVE OF THE STUDY

The main objective of this study is to assess the effect service quality on customer satisfaction in AABIA.

Specific objectives of this study are:

- To examine the quality of facility services provided in AABIA.
- To assess the overall customer satisfaction level with the terminal facility services provided in AABIA.
- To investigate if there is a relationship between service quality dimensions and customer satisfaction in AABIA.
- To identify the determinant factors for customer satisfaction of AABIA.

1.4 RESEARCH HYPOTHESIS

The study formulated the following hypotheses:

H1: Tangibility has a positive and significant effect on customer satisfaction.

H2: Reliability has a positive and significant effect on customer satisfaction.

H3: Responsiveness has a positive and significant effect on customer satisfaction.

H4: Assurance has a positive and significant effect on customer satisfaction.

H5: Empathy has a positive and significant effect on customer satisfaction.

1.5 SCOPE OF THE STUDY

The study mainly focuses on passengers who travel via Addis Ababa Bole International Airport (AABIA) using airport terminal facilities.

1.6 SIGNIFICANCE OF THE STUDY

The research will contribute the following important points: -

- It will assist airport management for a formulation of strategies that best retain and satisfy their customers.
- It will benefit the company to improve the quality of the service and raise customer satisfaction for their day-to-day operation.
- The study may also serve as an input for those who are interested to do other research in this area.

1.7 ORGANIZATION OF THE STUDY

This research paper is organized into five chapters. The first chapter begins with an introductory part which highlights the background, problem and subject area of the study. Chapter two states: literature review about service quality and customer satisfaction. The third chapter as a whole encompasses methodology of the study. The fourth chapter will provide results and discussion and the final chapter includes the conclusion and recommendations of the study.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 INTRODUCTION

The study in this chapter tries to review literature on the effects of airport service quality and the value of customer satisfaction. To undertake this, I had assessed recent literature to associate the research topic with the concepts and theories. Basically, the study discusses the key concepts that apply to this study, for instance, customer, service, service quality, customer satisfaction, and their relationship to the subject area. And also, how the SERVPERF will function as an instrument for this specific study.

2.2 THEORETICAL FRAMEWORK

2.2.1 DEFINING CUSTOMER

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses cannot continue to exist. All businesses compete with other companies to attract customers, either by aggressively advertising their products, by lowering prices to expand their customer bases or developing unique products and experiences that customers love, [Khadija Khartit, 2020]. The term is commonly used to refer to the end user of a product or organization. Generally, there are primary customers where an organization's work is primarily focused. For instance, in this study customers of concern or primary customers are passengers who have experience in the services offered by AABIA.

2.2.2 DEFINITION OF SERVICE

A service is a transaction in which no physical goods are transferred from the seller to the buyer. The benefits of such a service are held to be demonstrated by the buyer's willingness to make the exchange. Public services are those that society (nation state, fiscal union or region) as a

whole pay for. Using resources, skill, ingenuity, and experience, service providers benefit service consumers. Service is intangible in nature. In a narrower sense, service refers to quality of customer service: the measured appropriateness of assistance and support provided to a customer [Economics Encyclopedia, 2020]

According to Kotler (2006), companies provide some services with its offerings to the marketplace, which can be a minor or major part of the total offering. Five categories of services are also discussed in Kotler which could be offered by companies;

- Pure tangible – in this category, it is acknowledged as no service accompanies the product, such as soap, pen, sugar, salt, etc. Tangible goods with accompanying services – it is believed that a product is accompanied by one or more services such as a car, computer, mobile phones and more.
- Hybrid – this category takes into account equal parts of products and services, for instance, people visiting restaurants both for food and pleasure.
- Major Services with accompanying minor goods and services – in this case, the offering consists of a major service along with further services or supporting products, e.g. airline passengers buy transportation services.
- Pure Service – this category consists mainly of a service, such as baby sitting, psychotherapy.

In addition to those categories, a service possesses four major characteristics which could not be found in products;

- Intangibility – with this characteristic, a service cannot be seen, tasted, felt or heard before they are bought
- Inseparability – the service is regarded as inseparable due to the fact that they are produced and consumed instantaneously
- Variability – with a variable characteristic, services are said to be very changeable depending on the provider, as well as when and where they are provided.
- Perishability – this characteristic refers to a circumstance where services cannot be stored

2.2.3 CUSTOMER SATISFACTION

"Customer satisfaction measurement is now considered as the most reliable feedback, taking into account that it provides in an effective, direct, meaningful and objective way the customers' preferences and expectations", [Grigoroudis and Siskos, 2010]. It is a key to success for any kind of organization. According to Asian Productivity Organization (2000), customer satisfaction is a function performance relative to the customer's expectation. In other words, the customer is satisfied when he gets a little bit more than he was promised to. Dissatisfaction with the service or product can be easily defined as a failure to meet customer's expectations and needs [Zeithaml et al., 2009].

Apparently, the main goal of any organization is to satisfy each customer. However, it is not an easy thing as every single person has his own idea of what is perfect customer service. With ever-increasing competition for market dominance, customer satisfaction has received great attention and interest among scholars and practitioners because of its contribution towards the enhancement of business strategies and goals for all business activities in today's competitive market [Bearden & Teel, 1983]. For the purpose of this study, it is important to comprehend this term in detail as conceptualized in this study.

- Oliver (1997) described customer satisfaction as the consumer's response to the overall product or service experience.
- Bitner and Hubert (1994) comprehended customer satisfaction as the culmination of the observed and the desire.
- Westbrook and Reilly (1983) viewed customer satisfaction as an attitudinal judgement following a purchase or a series of consumer product interaction.
- Customer satisfaction is a psychological concept that engages the emotion or welfare and delight as the consequence of what is achieved or anticipated from a product and/or service [Churchill & Suprenant, 1982].
- Customer satisfaction is an experience-based assessment made by the customer of how far his own expectations about the individual characteristics or the overall functionality of the service obtained from the provider have been met [Parker & Mathews, 2001].
- Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's performance in relation to his or her expectations [Kotler et al., 2002].

- Satisfaction is a complex concept in itself which makes it difficult to describe and quantify. As described by Oliver (1997), satisfaction is a complex concept making it challenging to come up with a common definition.

However, studies on the topic of “customer satisfaction”, as critically reviewed by marketers as well as scholars and practitioners have expressed several relevant dimensions of the concept. For instance, in this study customer satisfaction is defined in relation to any dimension connected to the quality of the service delivered by airports in AABIA. Satisfaction with item-specific and overall performance: satisfaction is related to a specific aspect of a product or a service [Cronin & Taylor, 1992]. For instance, in the airport industry, satisfaction can be related to the following specific attributes such as the checking-in process, boarding call, or on- board services. Customer satisfaction can also be related to the overall performance of a product/service or overall performance of an organization’s product or service. Considering satisfaction as an attribute specific or overall performance depends on what one is interested in, if the interest is more of achieving market value, then attribute-specific would provide more useful insights to practitioners to an extent that a specific dimension of a service meets customer expectations or desires. In contrast, if the interest is to accomplish academic value, then the measure has to focus on the provision of useful information to academics and other stakeholders for the purpose of generalizations which may result in further research. However, the purpose of this study is to evaluate the satisfaction level of airport passengers in relation to the overall performance of an airport terminal facility services.

2.2.4 SERVICE QUALITY

The meaning of service quality is not an easy concept to define as it may refer to many attributes such as the experience of encounters with the service, moments of truth, the evidence of service, image, price and so on. Nevertheless, quality refers to the notion that a company should provide goods and services that completely satisfy the needs of both internal and external customers. Quality serves as the bridge between the producer of goods or services and its customer [Kotler & Keller, 2006]. Therefore, in contrast to customer satisfaction, service quality can be defined as the difference between customers’ expectations for service performance prior to the service encounter and their perceptions of the service received [Parasuraman et al., 1988]. Service quality theory Bitner & Hubbert (1994) predicts that clients will judge that quality is low if performance does not meet their expectations and quality increases as performance exceeds

expectations. Hence, customers' expectations serve as the basis on which service quality will be evaluated by customers. It is implied that as service quality improves the satisfaction with the service will increase which would inevitably result in an intention to reuse the service.

Parasuraman as cited in Oladepo & Abimbola (2014) defines service quality as the degree and direction of discrepancy between the consumer's perceptions and expectations or the extent to which a service meets or exceeds customer's expectations.

Customer expectations are beliefs about a service that serve as standards against which service performance is judged (Zeithaml et al. 1993); which customer thinks a service provider should offer, rather than on what might be on offer. It is beliefs about a product or service before using it (Parasuram et al.,1988).

On the other hand, perceived service quality can be defined as the customers' perceptions of what the service firm actually offers suggests that, the consumer perceives service in his/her own unique, idiosyncratic, end-of-the-day, emotional, irrational and totally human terms…there is no such thing as fact or reality. There is only what the customer thinks is reality. In effect, perceptions are reality as far as the customer and service quality are concerned (Philip and Hazlett, 1997).

Gronroos (1984) again identified "service quality as the evaluation process outcome, in which customers are involved and where a certain experience is always compared to the perceived service received."

Definitions of service quality, therefore, focus on meeting the customers' needs and requirements, and how well the service delivered matches the customers' expectations of it (Philip and Hazlett, 1997).

2.2.5 SERVICE QUALITY AND IMPLICATIONS TO BUSINESS

Bitner and Hubert (1994), highlighted that when measuring customer satisfaction with service quality, it is important to examine the service quality concept and the dimensions it has. The above authors further stated that service quality is linked to a consumer's overall impression of the relative high quality of the organization and it is the combination of service performance, which ascertains the degree of customer satisfaction of all the services. Many scholars and

researchers have noted the importance of service quality and its effect on the organization. For instance, Parasuraman et. al., (2001), claimed that delivering high quality in the service industry has been renowned as the most effective means of assuring that a company's offerings are exceptionally located in a marketplace. Chang and Yeh (2002) emphasized the importance of service quality and commented that businesses should be concerned with service quality issues because problems with service quality can result in customer loyalty declining by 20%. Additionally, the level of customer satisfaction has a direct relationship to the quality of service; in such a way that good quality of service gives better customer satisfaction whereas bad quality of service results in poor customer satisfaction.

Every business whether it is a product or service, both encounter challenges in marketing their products in a global competitive environment (Abraham, 2006). While attracting customers is essential to business success, retaining customers is paramount. Due to a change in the economic, business, cultural and political environment, consumers can resort to changes in their preferences. These changes on the part of consumers may provide either positive or negative impacts on the business of modern firms [Aksoy et al., 2003]. Accordingly, these firms have to make their business plans more comprehensive and effective, and need to use adequate and appropriate tools for service quality with fewer interruptions. As customers vary in age, degree, mobility patterns, income, educational levels, etc., it is the responsibility of the marketing managers to comprehend the behavior of consumer groups and develop products that can cater for their needs [Jevons et al., 2005]. This will assist managers to gain advantages over their competitors and make predictions to suit its customer's preferences.

2.2.6 SERVICE QUALITY IMPROVEMENT

The main principles of continuous improvement require the development of a specific customer satisfaction measurement process. In this way, any improvement action is based on standards that take into account customer expectations and needs [Grigoroudis and Siskos, 2010].

Service improvements are simply defined as changes in features of service that already exist in the market. It tightly correlates with service quality. Enhancing a quality allows to improve service itself [Zeithaml et al., 1990]. However, service quality is not an easy thing to evaluate. The main actor in evaluating it is a customer. Only he is a judge for the quality of service [Grigoroudis and Siskos, 2010]. Therefore, knowing the customer's opinion is a key to a company's success. Due to the process nature of service, customer has to evaluate not only the rendered service product, but also a process of service delivery [Grönroos 2001]. Obviously, service quality is an intricate phenomenon.

To quote from Zeithaml et. al. (1990), “service quality, as perceived by customers, can be defined as the extent of discrepancy between customers’ expectations or desires and their perceptions”. Reasoning from this notion, researcher’s claim that key factors that affect customers’ expectations are word-of-mouth communications, personal needs, past experience and external communications such as advertising and various promotions [Zeithaml et al., 1990]. Service quality has 5 important aspects that play an important role in its estimation made by consumers. These dimensions are tangibles, reliability, responsiveness, empathy, assurance of the customer. And these five dimensions were included in the famous SERVQUAL technique [Zeithaml et al., 1990]. Grönroos (2001) states that quality enhancement has to be an ongoing process. That means the organization should always work on improving the quality of services offered to clients. The constant quality enhancement benefits in increasing customer satisfaction, which should be measured at regular intervals [Grönroos, 2001].

2.2.7 Relationship of Service Quality and Customer Satisfaction

Oliver (1993) first suggested that service quality would be antecedent to customer satisfaction whether these constructs were cumulative or transaction-specific. Some researchers have found empirical justification for this view where customer satisfaction came as a result of service quality (Anderson & Sullivan, 1993; Fornell 1996; Spreng & Macky1996).

Despite the fact that factors such as price, product quality, delivery etc. can affect customer satisfaction, perceived service quality is a component of customer satisfaction (Zeithaml, 2006). Satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service (Wilson, 2008). This theory conforms to the idea of Wilson (2008) and has been confirmed by the definition of customer satisfaction presented by other researchers.

More evidence has been proved that the service quality acted as one of the factors that influence satisfaction. Parasuraman (1985) in their study confirmed that when perceived service quality is high, then it will lead to increase in customer satisfaction. Some other authors also acknowledged that customer satisfaction is based on the level of service quality being provided by the service entities (Saravana & Rao, 2007).

Cronin & Taylor (1992) has view of customer satisfaction to be base itself on the customer’s

experience on a particular service encounter implying that service quality is a determinant of customer satisfaction. Another author stated that definitions of consumer satisfaction relate to a specific transaction (the difference between predicted service and perceived service) in contrast with „attitudes", which are more enduring and less situational-oriented, (Lewis, 1983). This is in line with the idea of Zeithaml (2006).

2.2.8 SERVICE QUALITY MODELS

Many conceptual quality models have been postulated to bridge the understanding gap of the main concepts incorporated under the umbrella of service quality better. Despite the accumulated information in various service quality models, still there is lack of substantial knowledge as to how consumer evaluations of a particular service are really formed (Philip and Hazlett, 1997).

From the models of service quality presented in the literature, it is important to see five of them as follows:

2.2.8.1 TECHNICAL AND FUNCTIONAL QUALITY MODEL

This model of quality promulgated by C. Gronroos in 1984. The author identified three components of service quality viz; technical quality, functional quality and image:

(1) **Technical quality** is the quality of what consumer actually receives as a result of his/her interaction with the service firm. It is important to the customer and uses it to evaluate the quality of service.

(2) **Functional quality** is how the customer gets the technical outcome which is important to the customer and shapes views of service he/she has received.

(3) **Image** is very important to service firms. It is mainly the result of technical and functional quality of service the firm delivers including the other factors such as tradition, ideology, word of mouth, pricing and public relations.

2.2.8.2 GAP MODEL

Parasuraman et al. in 1985 proposed that service quality is a function of the differences between expectation and performance along the quality dimensions. They developed a service quality model based on gap analysis.

The various gaps visualized in the model are:

Gap 1: Difference between consumer's expectations and management's perceptions of those expectations, i.e. not knowing what consumers expect.

Gap 2: Difference between management's perceptions of consumer's expectations and service quality specifications, i.e. improper service-quality standards.

Gap 3: Difference between service quality specifications and service actually delivered i.e. the service performance gap.

Gap 4: Difference between service delivery and the communications to consumers about service delivery, i.e. whether promises match delivery?

Gap 5: Difference between consumer's expectation and perceived service. This gap depends on size and direction of the four gaps associated with the delivery of service quality on the marketer's side.

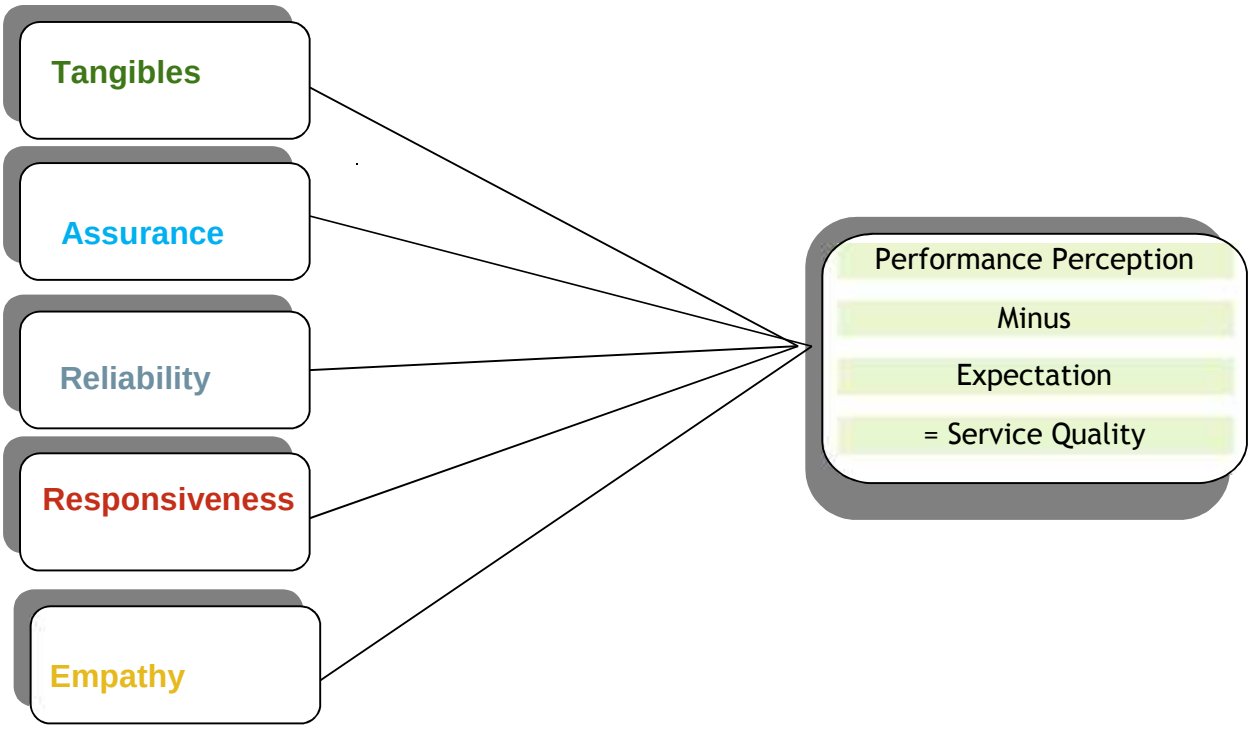
Parasuraman et a l . refine this exploratory research with their subsequent scale name SERVQUAL for measuring customers" perceptions of service quality (Seth, N. and Deshmukh, S.G. 2005).

2.2.8.3. SERVQUAL MODEL

In 1985, Parasuraman et al. developed the SERVQUAL instrument for the measurement of service quality. They have made a serious improvement to the model in 1988, 1991 and again in 1994. SERVQUAL has become one of the most renowned in the service quality domain.

This model conceptualizes the gap between what the customer expects by way of service quality from the service providers and their evaluations of the performance of a particular service provider. Service quality is presented as a multidimensional construct. In their original formulation Parasuraman et al. (1985) identified ten dimension of service quality which are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customer and tangibles. in their 1988 work these components were condensed into five dimensions (Buttle, 1996).

TABLE 2.1: DIMENSIONS, EXPECTATIONS AND PERCEPTION, ADAPTED FROM PARASURAMAN (1988)



According to Parasuraman et al. the five SERVQUAL dimensions are a concise representation of the core criteria that customers employ in evaluating service quality. They argue that consumers would consider all five criteria to be quite important.

It was developed to measure perceived service quality as the key output variable and in its finalized form it has 22 pairs of Likert type scales. Service quality is then measured by calculating the difference in scores between the corresponding perception items and expectations items (Philip and Hazlett, 1997).

The five dimensions of service quality are reliability, responsiveness, tangibles, assurance (communication, competence, credibility, courtesy, and security) and empathy which capture access and understanding/knowing the customers. These five dimensions explained in brief as of the following: (Zeithaml as cited in Seth and Deshmukh, 2005).

1.Tangibility: It encompasses physical facilities, equipment, appearance of personnel and communication materials. In other words, the tangible dimension is about creating first hand impressions. A company should want all their customers to get a unique positive and unforgettable first hand impression; this would make them more likely to return in the future.

2.Reliability: It is the most important determinant of perceptions of service quality. It is the ability to perform the promised service dependably and accurately. The promise may include service delivery, problem resolution and pricing.

3.Empathy: caring individualized attention the firm provides to its customers. It is an employees' commitment to deliver quality and efficient services, skillfully handling of conflicts which eventually resulted in satisfied customers for long term benefit (Nelson and Chan, 2005).

4.Responsiveness: Is the willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer request, questions, complaints and problems. It is all about length of time they have to wait for assistance, answers to questions or attention to problems. To truly distinguish themselves on responsiveness companies, need well-staffed customer service department as well as responsive frontline people in all contact positions.

5.Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence. This dimension is likely to be particularly important for services that customers perceive as high risk or uncertain about their ability to evaluate outcomes. Trust and confidence are embodied in the contact employee and the company itself.

2.2.8.4 Performance Only Model

The inherent differences in service quality and customer satisfaction and the causal relationship between the two marred the question of measuring expectations. According to this model, expectations as portrayed in SERVQUAL model serve as reference points in a customers' assessment of service performance, but does not have determining roll on perceptions. And hence the logic behind the measurement of service quality as an arithmetic difference between expectations and perceptions is questionable.

Because of this weakness of SERVQAL, Cronin and Taylor as cited in (Philip and Hazlett, 1997) put forward the SERVPERF model in 1992 which they believe better reflects long-term service quality attitudes than SERVQUAL. They believe that there is considerable support for the superiority of simple performance based measures of service quality without the need to incorporate expectations into the measurement scale. It is claimed by both researchers that service quality is directly influenced only by perceptions of performance (Philip and Hazlett,1997).

2.2.8.5 PCP ATTRIBUTE MODEL

PCP (Pivotal, Core, Peripheral) attribute model contributed by Philip and Hazlett in 1997. The authors examined the weakness of service quality models which utilize expectation as one construct in the measurement of service quality and they argue these models are not applicable to individual services which naturally have their peculiarities.

In attempt to rectify these problems, the authors propose a model that takes the form of a hierarchical structure – based on three main classes of attributes – pivotal (output), core and peripheral (the last two jointly representing inputs and processes). According to the model, every service consists of three, overlapping, areas where the vast majority of the dimensions and concepts which have thus far been used to define service quality.

The pivotal attributes defined as the “end product” or “output” from the service encounter. They are core and considered collectively to be the single most determining influence on why the consumer is coming to a particular organization and put the highest influence on the satisfaction levels.

Core attributes, centered in the pivotal attributes, represent the collection of the people, processes and the service organizational structure through which consumers must interact and/or negotiate and receive the pivotal attribute.

The third level of the model focuses on the peripheral attributes which can be defined as the incidental extras or frills designed to add roundness to the service encounter and make the whole experience for the consumer a complete delight. When a consumer makes an evaluation of any service encounter, he is satisfied if the pivotal attributes are achieved, but as the service is used more frequently the core and peripheral attributes may began to gain importance (Seth and Deshmukh, 2005).

2.3 OVERVIEW OF AIRPORT

2.3.1 ABOUT AIRPORT

Airport is a very complex organization. Its features must be taken into account while carrying out the research process. Then it is fair to include airport terminal facilities to the theoretical part of this research. As long as an airport is the “ICON” of the country, it has to look unforgettable and even fabulous so that each user can take an advantage out of it. Those users can be divided into five categories: passengers, airport personnel, airport administration, airline companies and of course the country itself, [Edwards B., 2005].

An airport is a meeting ground and exchange point for people and goods arriving and departing on a variety of air and surface vehicles having differing spatial and other requirements. With the view of operational control, the airport is divided into two zones: air side (AIR) and land side (LAND), [ENO Foundation for Transportation, 1986]. On the assumption of international context, all airports can be divided into 3 categories: domestic airports, regional airports and international airports. Reasoning from this classification, AABIA is an international airport.

2.3.2 IMPORTANCE OF AIRPORTS TO AIR TRANSPORTATION

An airport is a gateway to any destination, be it a city or a remote island. With the existence of an airport, it makes the visit easy and convenient for business and leisure in that island or city. A city or an island without an airport would not be accessible and would remain isolated [Doganis, 2001]. Recently the importance of airports has been recognized globally as an important infrastructure of air transportation, renowned as the first and last impression of a particular city. It enables the connection of different people with varying levels of expertise in many areas, which can be shared and enhanced among them. Airports are, therefore, essential to the growth and functioning of air transport services.

2.3.3 AIRPORT TERMINAL AND ITS FACILITIES

Terminal is defined as a building that serves as an interface between AIR and LAND of an airport. It operates mainly for air travelers and air load. Based on their function, terminals are divided into 2 types: each airport has a passenger terminal and a terminal for cargo, (ENO Foundation for Transportation, 1986). This research focus is a passenger terminal. Most terminal buildings consist of six distinct territories on departure (entrance concourse; flight check-in and information; shops, bars, restaurants; passport control; departure lounge and duty-free shops; pier and gate to plane) and four territories on arrival (arrivals lounge, baggage reclaim, customs and immigration control, exit hall) [Edwards B., 2005].

Passenger terminal has 4 essential roles. It serves as a transport hub for people (for example, from bus to plane). Then it checks and controls passengers by means of ticket check, customs and immigration control. Next its significant function is providing passengers with different services, such as cafes, restaurants or duty-free shops. And at the end it also organizes passengers in separate groups and makes them ready to start a journey, [Edwards B., 2005]. This research focuses on passenger's terminal, to be more specific– on its facilities. There has been a marked increase in the range and scale of passenger services over the past decade (Edwards B., 2005). Even small regional airports have a tendency to provide a customer with a series of facilities that are aimed to entertain them and make their travel experience more comfortable. In such a way, travelers are diverted from boring waiting for the flight in the entrance concourse and then departure lounge. Among many facilities and various services that are now offered to customer in the terminal, the most common are: entertainment (shops, including duty-free, restaurants, cafes, bars), tourist information, information on land-based travel, waiting rooms, children rooms, rooms for mothers and children, provision for

disabled passengers, lost-and-found service, luggage office, medicine service, post service, banks, ATM [Edwards B., 2005].

According to SKYTRACK Ranking (2018), AABIA cannot be considered as a large airport as compared to World's Top Airports 2018. The international airport terminal two (AABIA) does not have all these facilities mentioned above, but only already existing facility services are taken under consideration in this research. Those facilities services are from entrance concourse to boarding gate and arrival area. As customer satisfaction is chosen to be a concept for this research, elements that allow customers to feel satisfied with offered facility services are also mentioned in the theoretical part. Of course, departure and arrival premises and entrance concourse are not the only facilities in the terminal. There are also facility services that are provided by the Airport (land side and air side services). However, they cannot be scrutinized within this research.

2.3.4 AIRPORT SERVICE IN AABIA

Addis Ababa Bole Airport has two terminals, terminal one and terminal two. They base their classification on the scope of the services and passenger type. Terminal one serves domestic passengers whereas terminal two serves international passengers.

Starting from January 2019, after the new expansion terminal in place, the carrying capacity of passengers has increased by 60% per day [unpublished company Data]. Currently, terminal two serves international passengers with modern terminal facilities, but the service attitude in service providers to deliver customer oriented service requires reform. There are different actors serving terminal two from all the most ones, Airlines, customs, Immigration, Airport services, Hotel and Shops are the main ones. In this study, the major services areas are the above ones whereas the study area encompasses the terminal facilities services from terminal entrance concourse to boarding gate and after landing from entering to terminal to arrival area.

2.4 CONCEPTUAL FRAME WORK

2.4.1 RATIONALE OF SERVICE QUALITY MODEL OF THE STUDY

SERVPERF is the brain child of Cronin & Taylor (1992) who after extensive research and investigation proved that the model of SERVPERF is a better measurement of service quality for service providing industry.

Primarily, SERVPERF is found to be superior to the SERVQUAL scale for being able to explain greater variance in the overall service quality measured through the use of single item scale and it has been empirically proofed. It is also evident that SERVPERF is more efficient in reducing the number of items to be measured by 50% than SERVQUAL (Babakus & Boller, 1992 cited in Shanka, 2012).

Moreover, according to Cronin and Taylor (1992), their performance based SERVPERF scale is a better method of measuring service quality. They claim that this scale's reliability ranges between 0.884 and 0.964 depending on the industry type and exhibits both convergent and discriminate validity (Mesay, 2012). In addition, it is more concentrated on functional quality of dimensions which is good to assess the impact of the quality of outsourcing service delivery.

2.4.2 CONCEPTUAL FRAMEWORK OF THIS STUDY

The conceptual framework is the blue print of the research work that guides the researcher to conceptually understand the research and outline and operationalize the dependent and the independent variables so that the measurement, processing, analysis of the data and interpretation of the result been easy and meaningful.

Customer satisfaction is believed to affect post-purchase perception and future decisions of customers. According to Cronin and Taylor (1992) service to customers and quality service are a vital antecedent of customer's satisfaction. From the above of literature review, it is clear that there is a relationship between service quality and customer's satisfaction where the former eventually leads to customer's satisfaction. Literature availed a number of models to measuring service quality. SERVQUAL and SERVPERF are among the models which researcher are using most often. Both models use five service quality dimensions. The empirical studies also show that service quality dimensions have relations with service quality. It is evident that service quality dimensions have impact on customer satisfaction as various articles and journals show though with varying degree.

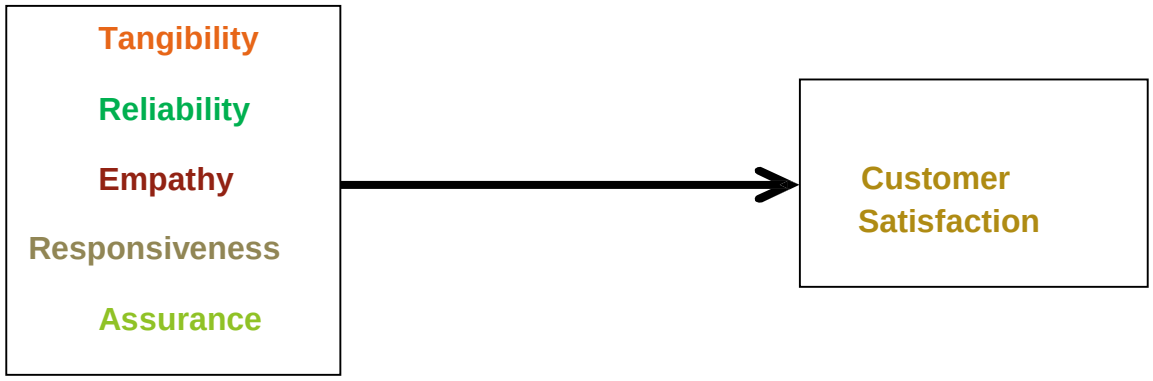
SERVPERF model is an improvised model of Parasurman's SERVQUAL. While SERVPERF mainstay is perceived service quality, SERVQUAL approach integrates the service quality and satisfaction.

The SERVPERF measures quality as an attitude, not satisfaction. However, it uses an idea of perceived service quality leading to satisfaction. But it goes further, and connects satisfaction with further purchase intentions.
The SERVPERF is a modification of SERVQUAL, and thus uses the same categories to assess service quality (RATER model): Tangibles, Reliability, Responsiveness, Assurance, Empathy.

The SERVQUAL proposed 44 statements (expectations and performance related), while SERVPERF only 22 (performance related), Cronin Jr, J. J., & Taylor, S. A. (1994).

Having reviewed both theories and empirical studies on service quality on the one hand and the AABIA service delivery scenario on the other hand, the following conceptual frame work is drawn for this study.

TABLE 2.2: CONCEPTUAL FRAMEWORK



Parasuraman et. al. (1985) concluded from their study that consumers evaluate service quality by comparing expectations to performance on ten basic dimensions. The model [Parasuraman et. al., 1988] was initially developed by writing a set of about 100 questions that asked consumers to rate a service in terms of expectations and performance on specific attributes that were thought to reflect each of the ten dimensions. Later, the data were analyzed by grouping together sets of questions that all appeared to measure the same basic dimension, such as reliability. After the reconstruction of the model, it remained with five basic dimensions replacing the initial 10 basic dimensions. These five dimensions: assurance, empathy, reliability, responsiveness and tangibility, are now commonly applied in recent studies.

A very similar approach is being carried out on the service quality attributes applied in this study which were adopted from SERVPERF questionnaire and modified to associate service concepts; and terms with the International airport reviewers SKYTRAX questionnaire and ACI questionnaire to measure service quality attributes. The grouping of the basic attributes was done theoretically, where a group or sets of questions were grouped together to form one dimension that best describes those sets of questions. It can access this regrouping of the attributes into smaller dimensions for this study for airport service quality dimensions. From 39 SKYTRAX and 22 ACI service quality attributes (attached in annex D& E), it is being reduced to 22 attributes, for analyzing the data from the survey. These 22 attributes are categorized into 5 dimensions.

(1) **Tangibles**: These are terminal facilities and equipment available in the airport, the appearance of airport staff; how simple it is to understand communication devices,

(2) **Reliability**: This is the capability of the airport to achieve the promised airport service dependably and accurately,

(3) **Responsiveness**: This is the willingness of the airport employees to support airport passengers and delivering a prompt service,

(4) **Assurance**: This is the skill of airport employees to bear trust and confidence in the passengers, such as capability to perform the service, politeness, and respect for the passengers,

(5) **Empathy**: This is the act by which the airport offers considerate and personalized services.

As mentioned earlier the table below contains the original attributes used during the collection of data for this study considering the 5 dimensions.

2.1: ADDIS ABABA BOLE INTERNATIONAL AIRPORT SERVICE QUALITY DIMENSIONS

No.	Service Quality Dimensions
	Reliability
1	Employees in the airport show sincere interest in solving the problems you have as a customer.
2	The service given at the airport terminal is always right for the first time.
3	Every information is communicated at the right time and with clarity in the airport terminal.
4	Waiting time in service counters/premises.
5	Terminal facilities efficiency in handling customers' requests (order).
	Assurance
6	Courtesy and friendliness of staff at the airport.
7	Feeling of being safe and secure in the airport terminal when the staff handling the cases.
8	Employees competence (knowledge and skill) to answer customer's questions.
9	Airport staffs discipline and manner of serving.
	Tangibility
10	Availability of sufficient modern terminal facilities in the airport.
11	The neatness of terminal facilities in the airport.
12	The environment of the Airport terminal.
13	The employees' neatness and grooming in the airport terminal.
14	Getting to and from the Airport and ease of access or finding your way through Airport.
	Empathy
15	The employees give customers individual attention.
16	The employees of Ethiopian have their customers' "best interest at heart".
17	Value for money of terminal facilities services and supplies.
18	Ease of making connections with other flights (Ease of Transit through Airport)
	Responsiveness
19	Information is kept in a way to be easily obtainable by a customer at any time.
20	The employees at the airport terminal service counters are always willing to help a customer.
21	The Ethiopian staff are willing to accept feedback and comments on irregularities.
22	Employees in the airport gives a promise service to a customer

CHAPTER THREE

3.RESEARCH METHODOLOGY

3.1 Introduction

Designing an appropriate research methodology is a prerequisite in order to conduct decent research work. This chapter will discuss the methodology by which the researcher used to conduct the study. Thus, in this section research design, sampling design, source of data, data collection, the data collection instrument, and data analysis methods will be discussed.

3.2 RESEARCH DESIGN

A research design is just the framework or blueprint of the study. In another word, it is a master plan that specifies the methods and procedures for collecting and analyzing the needed information (Creswell, 2003). The study will use a paper based survey design to collect the data. The study will use a quantitative research method using primary data. This method generalizes the findings from samples to the population of interest. The study also employed a descriptive and explanatory type of research design to explain the realization of intended objectives. In this study, descriptive research is designed to provide further insight into the research problem by describing the variables of interest. It is concerned with determining the frequency with which something occurs or the connection between variables (Bryman and Bell, 2003). The study will also use explanatory research to predict and control the relationship between dependent and independent variables (Kothari,2004).

3.3 POPULATION AND SAMPLING TECHNIQUES

3.3.1 TARGET POPULATION

The target population of this research is international passengers who transfer through AABIA. The maximum travelled passengers per day recorded in the history of this study area (AABIA) are around 29,528 travelers (company record, 2019).

3.3.2 SAMPLING FRAME

According to Cooper and Schindler (2014), sampling frame is a series of everyone the clusters from where the sample range was collected from and it is suspiciously connected to the total population. From the sample frame, the researcher can get the number of subjects, respondents, elements, and firms to select from in order to make a sample. This makes it very important to ensure that the sample frame is unbiased and accurate [Saunders et al., 2012].

3.3.3 SAMPLING TECHNIQUE

The Sampling technique is one of the most important factors which determine the accuracy of your research result. If anything goes wrong with your samples, then it will be directly reflected in the final result. There are a lot of techniques that help us to gather samples depending upon the need and situation. Broadly, sampling techniques are divided into two categories as Probability and Non-Probability techniques. Probability samplings require that every member of the population has an equal chance of participating in the study.

Probability sampling includes random sampling, stratified, systematic, multistage, and cluster sampling methods. This method is preferred: as it applies random selection in all the populations that have equal probability or likelihood of being selected, it also reduces sampling biases. On other hand, non-probability sampling technique, the sampling group members are selected on a non-random bias; therefore, the members do not have an equal chance of participating in the research study.

The non-probability sampling methods include purposive, quota, convenience, and snowball sampling methods (Saunders et al., 2012). For this study, the survey is conducted in the month of February 2021 from randomly selected travelers in four weeks.

3.3.4 SAMPLE SIZE DETERMINATION

During the fiscal year (2018/19), passengers transported through AABIA were more than 12 million passengers. Before COVID-19 broke out leading to travel restrictions and the collapse of passenger service in 2019, the airlines transported around 29,528 passengers daily (company record).

Cochran (1977) developed a formula for calculating sample size when population size is finite for proportions as assuming the maximum variability, which is equal to 50% (p =0.5) of the customers are satisfied and taking 95% confidence level with ±5% precision, the calculation for required sample size will be as follows: -

$$n_o = \frac{Z\alpha^2 p(1-P)}{e^2} \quad , \quad n_o = \frac{1.96^2 0.5(0.5)}{0.05^2} \quad , \quad n_o = 384$$

Where, p = 0.5 and hence q =1-0.5 = 0.5; e = 0.05; z =1.96

But, if the sample size is calculated at 95% confidence level with a margin of error equal to (0.05), the sample size becomes 384, which does not need correction formula. So, in this case, the representative sample size for this study is 384.

3.4 TYPES OF DATA AND TOOLS OF DATA COLLECTION

3.4.1 SOURCE OF DATA

For the proper achievement of the objectives of the study; the researcher will use primary data sources from the randomly selected customers. Secondary data also will be collected from existing literature from journals, newspapers, textbooks, articles, and websites of the Ethiopian Airlines Group.

3.4.2 DATA COLLECTION INSTRUMENT AND ADMINISTRATION

By using SERVPERF as an instrument–a perceived service quality questionnaire survey will be conducted. It examines five dimensions of service quality: Reliability, Assurance, Tangibility, Empathy, and Responsiveness. The questioner has three major parts. Part one deals with service quality items to be measured by the level of customer satisfaction, part two covers the general information of the respondent, and part three is all about the overall satisfaction level of the customers. These five dimensions of service quality incorporates 22 items of SERVPERF model where the later 22 items are distributed among five service quality dimensions.

The study will use structured questionnaires to obtain data from the respondents. The questionnaires wholly used closed-ended questions. This questionnaire is structured in a way that enables the researcher to collect information as possible in relation to the research objective. The main research variables were measured using five- point Likert Scales where 1-representing excellent, 2- representing very good, 3- representing good, 4- representing average and 5- representing poor [Schindler & Cooper, 2014].

The questionnaires will be filled by customers who travel through AABIA and administered by employees working in the airport as customer care.

3.4.3 PILOT STUDY

A pilot study has numerous purposes, such as developing and testing the adequacy of research instruments, assessing the feasibility of a full study, designing and testing the protocols for the larger study, establishing and testing the sampling and recruitment strategies, collecting preliminary data, obtaining effect size information, and training research assistants [Connelly, 2008]. According to this author, 10% of the target population has to be made a pilot test before conducting the original survey for generating researchable data.

Based on this concept, Pilot test was made on 38 respondents to assess the feasibility of a full study. Considering their comment, some points are modified and excluded from the questionnaire to avoid ambiguity and redundancy of question.

3.5 VALIDITY AND RELIABILITY OF THE RESEARCH INSTRUMENTS

3.5.1. RELIABILITY

This quality criterion of the research refers to the consistency of a measure of a concept. This quality criterion deals with the question whether the results of a study are repeatable (Bryman and Bell, 2007). Cronbach's alpha is used in this study to assess the internal consistency reliability of the instrument (questionnaire). Cronbach's alpha is a coefficient of reliability used to measure internal consistency of a test. The coefficient has to be between 0 and 1 to label as reliable. The internal consistency of the item is better, as the result approaches to 1, which means all the items measures the same variable i.e. over all service quality and customers' satisfaction.

3.5.2. VALIDITY

The validity assures that the constructs measure what they claim to measure. In other words, construct validity assurers whether service dimensions could measure the predefined dependent variables or not. In this regard, different theories and empirical studies have been assessed to assure their validity in the literature survey portion of this paper.

3.5.3. ETHICAL CONSIDERATIONS

All the information was treated secret with high confidentiality and without disclosure of the respondents' identity. No information is changed or modified, hence the information is presented as collected and the same with the literatures collected for the purpose of this study. The information gathered through this questionnaire is used solely for this study.

3.6 METHOD OF DATA ANALYSIS

The data collected was analyzed using Statistical Package for Social Science for Windows (SPSS for Windows version 23). The descriptive statistics were used to quantitatively describe the important features of the variables using frequencies, percent, mean and standard deviations. Furthermore, the study will use correlation, simple and multiple regression models.

3.6.1 DESCRIPTIVE STATISTICS

Descriptive analysis is a valuable research tool. It can contribute to a wide range of studies, both descriptive and causal in nature. When approaching descriptive work, researchers should endeavor to first recognize a phenomenon of interest. Once a phenomenon has been identified, the researcher must fully consider the phenomenon in question, determine which features are most salient, and define relevant constructs (measures) that represent these features.

Descriptive statistics involves summarizing and organizing the data so they can be easily understood. Descriptive statistics are broken down into measures of central tendency and measures of variability (spread). Measures of central tendency include the mean, median, and mode, while measures of variability include the standard deviation, variance, the minimum and maximum variables, and the kurtosis; and skewness. Descriptive statistics, unlike inferential

statistics, seeks to describe the data, but does not attempt to make inferences from the sample to the whole population.

3.6.2 REGRESSION MODEL

3.6.2.1 MULTIPLE REGRESSION MODEL

Multiple linear regression is used to explain the relationship between dependent variables and two or more independent variables. In other words, it is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regress or variables). To achieve a given research objective, which is to explore the effects of terminal facilities services quality on customer satisfaction on AABIA, multiple linear regression model will be used. Accordingly, the following model will be used.

$$\mathbf{Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e}$$

Where Y is the dependent variable (Customers satisfaction), Reliability (X_1), Assurance (X_2), Tangible (X_3), Empathy (X_4), and Responsiveness (X_5) are the explanatory variables, β_0 and β_1, β_2, β_4, β_3, β_4 and β_5 refer to the coefficient of their respective independent variables.

3.6.2.2 SIMPLE REGRESSION MODEL

A measure of linear association that investigates straight-line relationships between a continuous dependent variable and an independent variable that is usually continuous, but can be a categorical dummy variable. Simple regression investigates a straight-line relationship of the type $Y = \beta x + \alpha$, where Y is a continuous dependent variable and X is an independent variable that is usually continuous, although dichotomous nominal or ordinal variables can be included in the form of a dummy variable. Alpha (α) and beta (β) are two parameters that must be estimated so that the equation best represents a given set of data (Zikmund et al, 2010).

CHAPTER FOUR

4.DATA ANALYSIS AND DISCUSSION

4.1 INTRODUCTION

Under this chapter, the study focuses on the effects of service quality dimensions on customer satisfaction of Addis Ababa Bole International Airport (AABIA). For this survey, analysis of data and discussion on the findings have been made. The findings of the study are analyzed based on the specific objectives and hypotheses of the study. Particularly, in this chapter respondent's general information, reliability test, descriptive statistics, correlation; and regression analysis and hypothesis test are thoroughly discussed.

4.2 DESCRIPTIVE STATISTICS

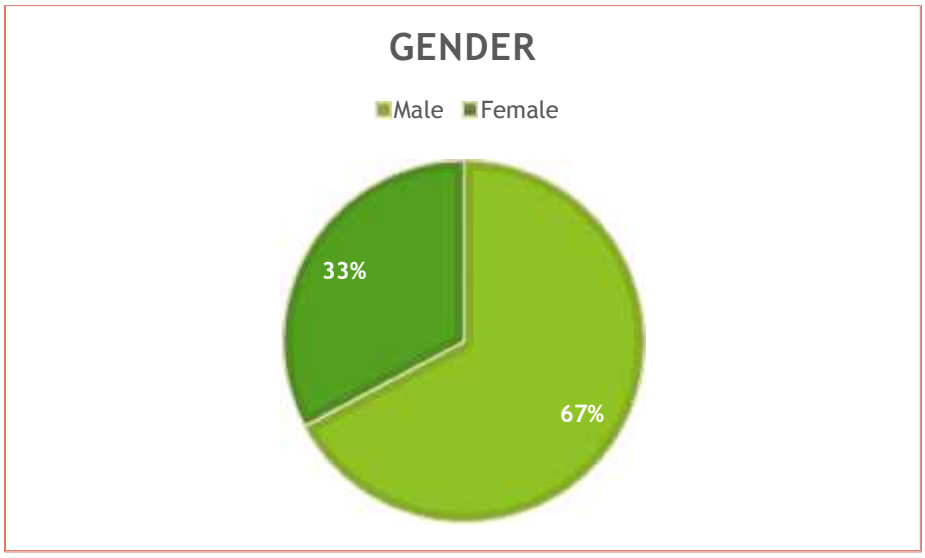
The descriptive statistics part of this study describes the general characteristics of the respondents and study variables.

4.2.1 GENERAL INFORMATION OF RESPONDENTS

Under this study, 384 respondents were involved and out of these 12 questionnaires were not completely filled due to incomplete data and these were rejected. Therefore, the study takes 372 questionnaires as valid input for the analysis. The general information includes sex, age, educational background, connection flight and nationality of the customer.

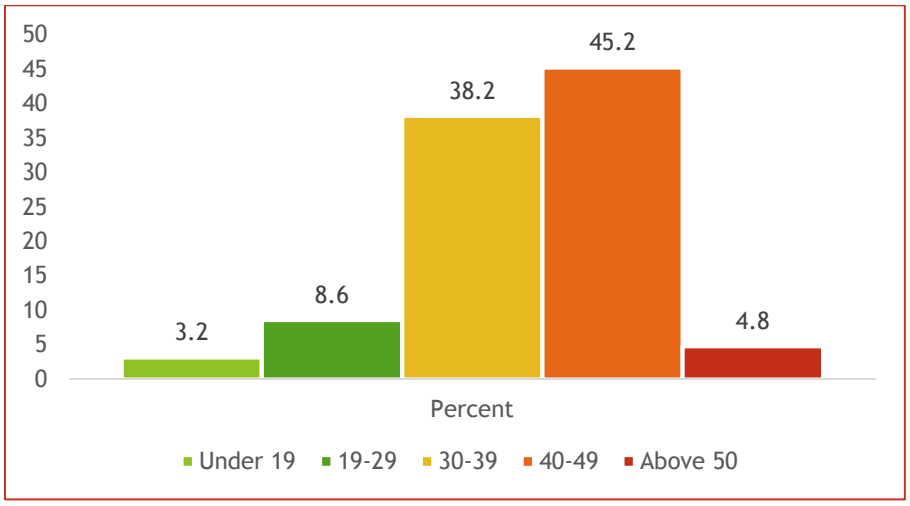
As it is clearly seen from pie chart figure 4.1 below, the majority of respondents are male (250 respondents or 67%). Only 122 females nearly (33%) took part in the survey. This can be attributed to the composition of passengers in AABIA, which indicates more male customers than females.

Figure 4.1: Respondent's Gender



The chart represented below in figure 4.2 deals with the age of respondents. It is clearly seen from the chart that the largest age group is people at the age of 40-49 which is 45.2%. The smallest age group is people under 19 years' age which is 3.2%. The rest 8.6% of the respondents were in the age range of 19-29 years, 38.2% of the respondents were in the age range of 30-39 years, and 4.8% of the respondents were 50 and above years. This reveals that most air traveler in AABIA are in the adult age group.

Figure 4.2: Respondent's age range



Results with regard to educational background, that are shown below in figure 4.3 report the following facts. 6.5% of the respondents were below Diploma, 41.4% of respondents were diploma holders, 47.8% of the respondents were degree holders and 4.3% of the respondents were above degree, that means a majority of the respondents are diploma and degree holders and this indicates that the respondents have the educational readiness to back them when they answer the questions they are asked while receiving service.

Figure 4.3: Educational Background of Respondent's

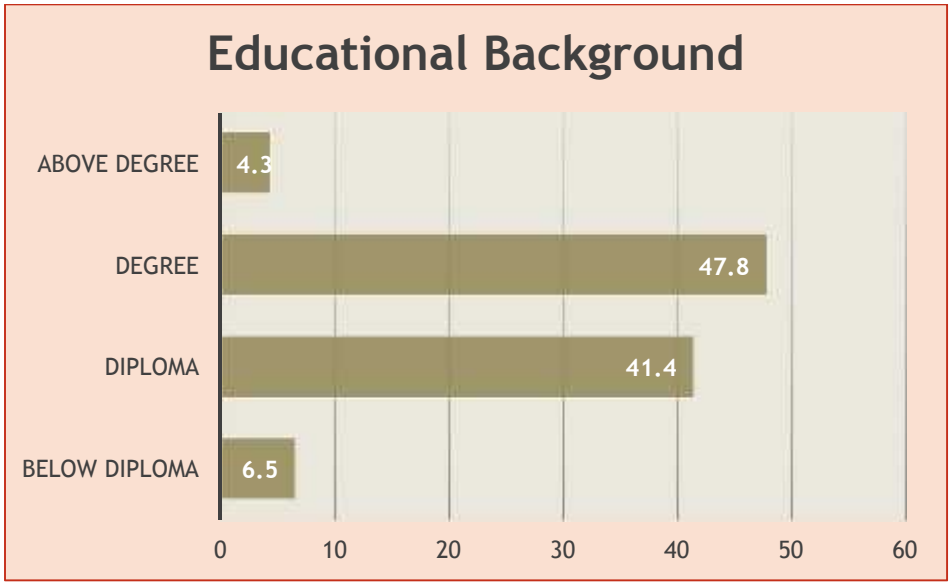
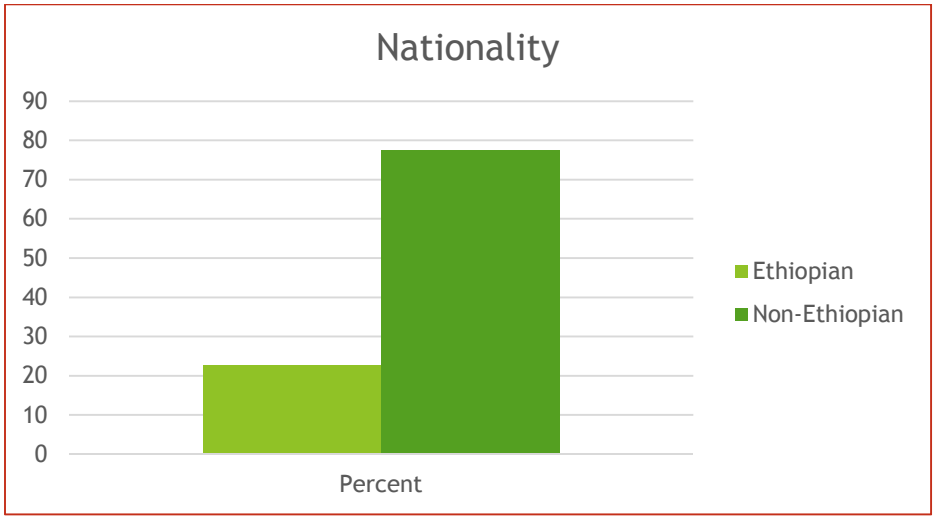
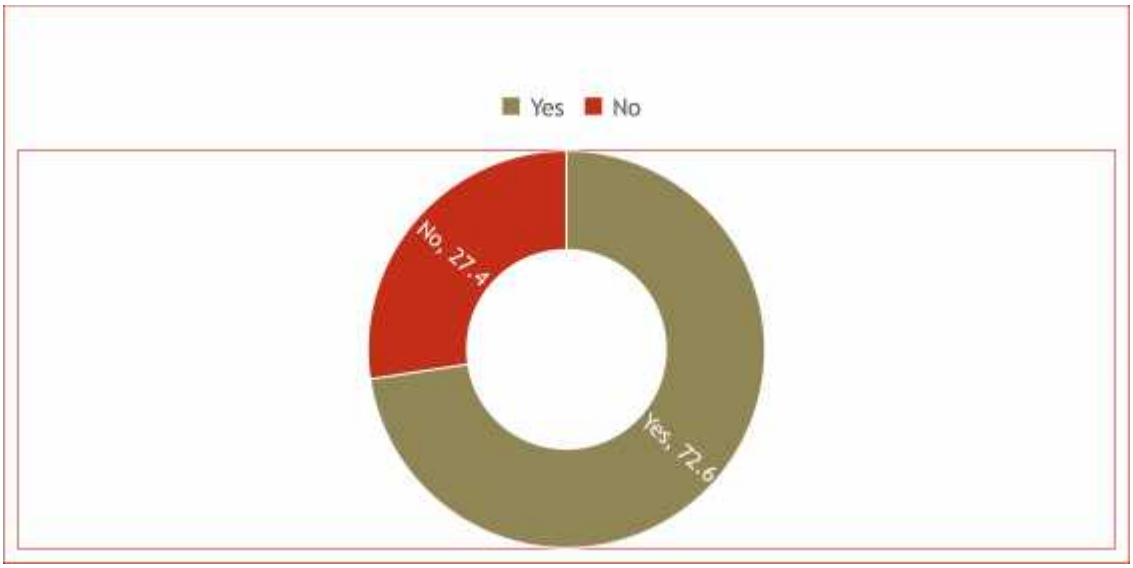


Figure 4.4: Respondent's Nationality



According to showings in figure 4.4 above, when we differentiate the respondent's citizens, 22.6% are Ethiopian and more than a half of (81%) respondents are non-Ethiopian around the world.

Figure 4.5: Respondent's view for connection flight



Respondents' answers to the connection flight question figure 4.5 show that most of the respondents are transit passengers which is 72.6% and 27.4% of the passengers are direct flight travelers. This data is nearer to the actual total population of passengers in the terminal currently according to company data (compiled January 2021). This is because we have collected the data 50% from departing passengers and the other from arriving passengers to be logical and get the right feedback of facilities services inclusively in the wings of the terminal.

4.2.2 RELIABILITY TEST

In addition to respondents' rate, reliability test has to be undertaken to measure repeatability (Bryman and Bell, 2007) and accuracy. Reliability test is essential to measure internal consistency of scale i.e., the extent to which respondents rate the items in a similar pattern. Cronbach's alpha coefficient is important measurement of reliability which is discussed below in relation to this study.

TABLE 4.1: CRONBACH'S ALPHA (RELIABILITY ANALYSIS)

Dimensions	Cronbach's Alpha value	Number of items
Tangibility	.841	5
Reliability	.852	5
Responsiveness	.827	4
Assurance	.834	4
Empathy	.803	4
Overall scale reliability	.832	22

Cronbach Alpha coefficient can be between 0 and 1. As a number approach to 1 the internal consistency of the items gets stronger implying that all items measure the same variable (quality and satisfaction). Further supporting this statement, (Bass and Avolio, 1993) confirm that the instruments can be accepted as a reliable when reliability coefficient is greater than 0.5.

Accordingly, the overall reliability of the scale is acceptable as its coefficient (0.832) is greater than 0.5. Moreover, the scale consistency of each dimensions are also acceptable for the reliability coefficient of tangibility, reliability, responsiveness, assurance and empathy are of value 0.841, 0.852, 0.827, 0.834 and 0.803 respectively which are more than 0.5 and closer to 1. Therefore, it is logical to conclude that reliability of the scales are acceptable as indicated in the table 4.1.

4.2.3 NORMALITY TEST

Normality test is used to determine whether the sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by kurtosis and skewness by using SPSS, so there exist normal values for kurtosis as well as skewness. According to Asghar and Saleh (2012), for kurtosis the normal value is greater than 3, whereas for skewness the normal value is supposed to be less than 6 or near to 0.

TABLE 4.2: SKEWNESS & KURTOSIS

		Tangibility	Reliability	Responsiveness	Assurance	Empathy
N	Valid	372	372	372	372	372
	Missing	0	0	0	0	0
Skewness		0.418	0.293	0.407	0.166	0.441
Std. Error of Skewness		0.128	0.128	0.128	0.128	0.128
Kurtosis		-1.4	-1.238	-1.125	-1.938	-1.101
Std. Error of Kurtosis		0.255	0.255	0.255	0.255	0.255

Source: survey result

The values from table 4.2 shows that skewness values are all under three for all independent variables (Tangibility, reliability, responsiveness, assurance, and empathy) and dependent variable (customer satisfaction) and the same thing exists for kurtosis values which are under six for the existing variables independent and dependent variable listed above. Therefore, from the results shown above we can say that the data was normally distributed among the sample population.

4.2.4 ANALYSIS OF SERVICE QUALITY DIMENSIONS

According to Zaidatol & Bagheri (2009), the mean value indicates the average value of all customer response on certain dimensions while, standard deviation expresses how the responses of the respondents are diverse which means if the standard deviation shows smaller number, it shows that the response of the respondents are close to opinions and when the standard deviation is high; it means the response of the respondents shows high variation.

Table 4.3 illustrates that the mean scores and standard deviation of service quality dimensions and customer satisfaction. Based on 372 respondent's perceptions towards the service quality offered by AABIA, the instrument used a 5 point Likert scales ranging from poor to excellent. Well-structured questionnaire was used in these research to take feedback from 22 questions and divided into 5 constructs (service quality dimensions, namely Responsiveness, Assurance,

Empathy Reliability and Tangibility) with the purpose to find out the level of perception by users on the service offered.

Based on the mean value from the table 4.3, the highest mean is scored by assurance (3.4778) followed by responsiveness (3.3563) and empathy (3.3521). The least mean score is for reliability (3.2192) followed by tangibility (3.2844). According to table 4.3, the assurance dimension of service quality is carried out superior to the other four dimensions, with a mean score of 3.4778. This indicates the AABIA is performing at a satisfactory level with the staff in possessing courtesy, safety & security, discipline and; knowledgeable and skillful to answer customer's questions. The second dimension is responsiveness (3.3563) mean score. The third dimension, as per the rating of the customers is, empathy with a mean score of 3.3521. The least performed dimensions are reliability and tangibility with a mean score of 3.2192 and 3.2844 respectively. As per the response of the customers, AABIA is not good in delivering proactive, appealing, neat and always right for the first time service. This indicates that there are weaknesses in resolving customer problems sincerely, delivering prompt service and communicating information timely.

TABLE 4.3: DESCRIPTIVE STATISTICS FOR SERVICE QUALITY DIMENSIONS

SERVICE QUALITY DIMENSIONS	Mean	Std. Deviation	N
Tangibility	3.2844	.70939	372
Reliability	3.2192	.76883	372
Responsiveness	3.3563	.77149	372
Assurance	3.4778	.79522	372
Empathy	3.3521	.80156	372
Customer satisfaction	3.39	.933	372

Source: own result

4.2.5 DESCRIPTION OF OVERALL CUSTOMER SATISFACTION

As we can see on table 4.4, 4.3 % of the respondents are rated poor service with the service quality they get from AABIA. 11.8% of the respondents are average and 37.1% are good that means they are neither satisfied nor dissatisfied with the service quality given. 35.5% of the respondents are very good and the remaining 11.3% rated excellent service. That means AABIA

can satisfy only 46.8 % of passengers which can rate their satisfaction as very good and Excellent, which is below 50% of respondents.

TABLE 4.4: FREQUENCY DISTRIBUTION OF OVERALL CUSTOMER SATISFACTION

Overall Customer satisfaction					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	16	4.3	4.3	4.3
	Average	44	11.8	11.8	16.1
	Good	138	37.1	37.1	53.2
	very good	132	35.5	35.5	88.7
	Excellent	42	11.3	11.3	100.0
	Total	372	100.0	100.0	

Source: own result

Generally, the mean value for customer satisfaction is 3.39, with a standard deviation of 0.933, respectively (Table 4.5). The mean value for overall customer satisfaction is low and that shows there is an enormous gap between what it should be and what it actually is.

TABLE 4.5: OVERALL CUSTOMER SATISFACTION STATISTICS

		Overall Customer satisfaction
N	Valid	372
	Missing	0
Mean		3.39
Std. Deviation		.933

Source: own result

4.3 CORRELATION ANALYSIS

Vignaswaran (2005) as explained, correlation refers to association or the relationship between variables and it measures the degree to which two sets of data are related. As we can see from

table 4.6 higher correlation value shows a stronger relationship between both sets of data. When the correlation is 1 or -1, a perfectly linear positive or negative relationship exists; when the correlation is 0, there is no relationship between the two sets of data.

TABLE 4.6: CORRELATION VALUE OF COEFFICIENT

Value of coefficient	Relation between variables
0.70-0.90	Very strong association
0.50-0.69	Substantial association
0.30-0.49	Moderate association
0.10- 0.29	Low association
0.01-0.09	Negligible association

Source: Alwadael (2010)

As shown in the methodology part of this study, to test the relationship between service quality dimensions and customer satisfaction, the following correlation analysis is performed. As we can see it on table 4.7 all the service quality dimensions have a significant positive relationship with customer satisfaction. The results indicate that, there is positive and strong relationship between empathy and customer satisfaction ($r = 0.596$, < 0.01), reliability and customer satisfaction ($r = 0.544$, $P < 0.01$), responsiveness and customer satisfaction ($r = 0.556$, $p < 0.01$) and there is substantial positive correlation among assurance and customer satisfaction ($r = 0.514$, $p < 0.01$) and finally there is a moderate positive correlation among tangibility and customer satisfaction ($r = 0.483$, $P <0.01$. Empathy has a very strong positive correlation with customer satisfaction, which is .596. Among the service quality dimensions, the one which has the least correlation with customer satisfaction is Tangibility that has a value of .483 which is in moderate association. The other three dimensions, which are reliability, responsiveness and assurance have the correlation value of more than 5 that means they do have a positive substantial association with customer satisfaction.

TABLE 4.7: CORRELATION MATRIX OF ALL SERVICE QUALITY DIMENSIONS WITH CUSTOMER SATISFACTION

SERVPERF items		Overall Customer satisfaction
Tangibility	Pearson Correlation	.483**
	Sig. (2-tailed)	.000
Reliability	Pearson Correlation	.544**
	Sig. (2-tailed)	.000
Responsiveness	Pearson Correlation	.556**
	Sig. (2-tailed)	.000
Assurance	Pearson Correlation	.514**
	Sig. (2-tailed)	.000
Empathy	Pearson Correlation	.596**
	Sig. (2-tailed)	.000

Source- own result

4.4 REGRESSION ANALYSIS

Basically, regression analysis was carried out in order to test to what extent the effect of independent variables on dependent variable. However, before regression analysis is formulated, we have to take the co-linearity test; check the VIF (variance inflation factor) and degree of tolerance.

Multi-co-linearity is the situation in which the independent variables are highly correlated. According to (Ho, et al., 2006), if tolerance values are above 0.1 and variance inflation factor, which is 1/tolerance is less than 10, thus it's possible to construct a regression model.

TABLE 4.8 REGRESSION ESTIMATES MULTI CO-LINEARITY STATISTICS

Model	Un-standardized Coefficients		Standardized Coefficients	T	Sig.	Co- linearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.513	.208		2.472	.014		
Mean Tangibility	.326	.082	.061	.976	.024	.467	2.143
Mean Reliability	.158	.089	.130	1.764	.031	.332	3.008
Mean Responsiveness	.210	.087	.174	2.409	.017	.347	2.880
Mean Assurance	.287	.081	.024	.344	.013	.376	2.659
Mean Empathy	.390	.082	.336	4.789	.000	.367	2.724

Source: own result

As we can see it from table 4.8 the tolerance value for all service quality dimensions are above 0.1 and the VIF is less than 10, thus we can conclude that there is no multi-co-linearity problem so that we can run regression model. Regression model is performed to address hypotheses "All service quality dimensions have a strong positive effect on customer satisfaction".
Thus, this co-linearity analysis is performed to address the problem with the equation below: -

$$\mathbf{Y= \beta_0+ \beta_1X_1+ \beta_2X_2+ \beta_3X_3+ \beta_4X_4+ \beta_5X_5+ e}$$

Where Y= customer satisfaction (the dependent variable)

β_0 = the constant

β_1- β_5 = the Beta coefficients for their respective variables

X_1- X_5 = the independent variables

Regression Test

The following Hypothesis Test had exhibited.

Null Hypothesis: Ho= $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5 = 0$, Independent variables (Reliability, Assurance, Tangibility, Empathy, and Responsiveness) have no significant effect on customer satisfaction.

Alternative Hypothesis: Ho= $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5 \neq 0$, Independent variables (Reliability, Assurance, Tangibility, Empathy, and Responsiveness) have significant effect on customer satisfaction.

$$\mathbf{Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e}$$

Where Y= customer satisfaction (the dependent variable)

β_0= the constant

β_1- β_5= the Beta coefficients for their respective variables

X_1- X_5= the independent variables

Thus, Customer Satisfaction = .513 +.158 (Reliability) +.287 (Assurance) +.326 (Tangibility) +.390 (Empathy) +.210 (Responsiveness) + e

Since β_1- β_5 are not equal to zero the independent variables [(Reliability (X_1), Assurance (X_2), Tangible (X_3), Empathy (X_4), and Responsiveness (X_5)] have a relationship with customer satisfaction. Therefore, Ho is rejected.

The table 4.8 shows that assurance, responsiveness, empathy, reliability and tangibility (the independent variables) have effect on dependent variable (customer satisfaction) are positive as values of coefficient β confirms. This means, service quality dimensions contribute positively and significantly to overall service quality which in effect confirms the acceptability of the research hypotheses of this paper. Reciprocally, the finding rejects the null-hypothesis which states service quality dimensions do not contribute positively and significantly to customer's satisfaction.

From the estimated model, Customer satisfaction= .513 +.158 (Reliability) +.287 (Assurance) +.326 (Tangibility) +.390 (Empathy) +.210 (Responsiveness) + e

- If the there is no effect of the independent variables, then the customer satisfaction increase on an average 0.513.
- If other independent variables remain constants, then 1-unit change in Tangibles will increase customer satisfaction on an average 0.326.
- If other independent variables remain constants, then 1-unit change in Reliability will increase customer satisfaction loyalty on an average 0.158.

- If other independent variables remain constants, then 1-unit change in Responsiveness will increase customer satisfaction on an average 0.210.
- If other independent variables remain constants, then 1-unit change in Assurance will increase customer satisfaction on an average 0.326.
- If other independent variables remain constants, then 1-unit change in Empathy will increase customer satisfaction on an average 0.390.

4.4.5 The effects of service quality dimensions on overall customer satisfaction

The regression results in table 4.9 indicate all the service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) combined significantly influence the satisfaction of customers. The adjusted R square of 0.400 indicates 40% of the variance in customer satisfaction can be predicted by the service quality offered by the AABIA.

In addition, the results ($p<0.05$, $F=.723$) demonstrate that there is positive and statistically significant relationship between service quality dimensions and overall customer satisfaction. Therefore, all the service quality dimensions are significant and have a positive impact on customer satisfaction of AABIA.
As shown on the table 4.9 below, the service quality dimensions separately have different significant levels. This indicates that they have a different effect on customer satisfaction. For instance, there is a positive and statistically significant ($p< 0.05$, $\beta= 0.390$) effect between empathy and customer satisfaction that means a unit increase in empathy will increase customer satisfaction by 39% if other independent variables remain constants.

In addition, R-square which is computed in table 4.9. It enables to understand the degree to which the model explains the variance in the dependent variable (customer satisfaction) in terms of independent variables (tangibility, reliability, responsiveness, assurance and empathy).

R-square (Table 4-9) shows, in aggregate the dependent variable (customer satisfaction) is explained (impacted) by all independent variables (tangibility, reliability, responsiveness, assurance and empathy) by 40.9% which shows the model's fitness to explaining the variability in dependent variable. In small sample size, there is a possibility of overestimation of the model by R-square value. To avoid overestimation of the model, it merits to check the

normal R-square vis-a-vise to adjusted R-square. In the case under consideration, the R- square is not over estimated while evaluating the model's fitness for its gap from adjusted R-square 40% is not big. As depicted in the table 4.9, the significance value of F statistics is 0.000, which is less than 0.05, showing that there is relatively significant relationship between the dependent and independent variables.

TABLE 4.9 REGRESSION ANALYSIS OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION

Model Summary of Overall SERVPERF Dimensions on Customer Satisfaction					
Model	R	R Square	Adjusted R Square	F Change	Sig. F Change
1	.639[a]	.409	.400	.723	0.000

Coefficients					
Model	Un-standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.513	.208		2.472	.014
Mean Tangibility	.326	.082	.061	.976	.024
Mean Reliability	.158	.089	.130	1.764	.031
Mean Responsiveness	.210	.087	.174	2.409	.017
Mean Assurance	.287	.081	.024	.344	.013
Mean Empathy	.390	.082	.336	4.789	.000

Source: own result

4.5 HYPOTHESIS TESTING

As indicated in the below table 4.10, the variables that were tested by using descriptive and inferential analysis like mean, standard deviation, correlation and multiple regressions test result summarized as follows. Correlation statistical tests, which are the five service quality dimensions, have a strong relationship with customer satisfaction and also there is a positive relationship between overall service quality and customer satisfaction. Therefore, the five hypotheses (H1-H5) that assumed earlier to accomplish the study were supported by all dimensions or Service quality dimensions contribute positively and significantly to the level of customer satisfaction.

TABLE 4.10 SUMMARY OF HYPOTHESIS TESTING

Hypothesis	Statistical Test	Result
H1-H5: Service quality dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy) have a positive and significant effect on customer satisfaction.	Multiple regression	Supported

Source: Own Survey (2021)

CHAPTER FIVE

5.SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study obtained through the questionnaire distributed to 372 passengers of AABIA, the following summary, conclusions and recommendations were made.

5.1 SUMMARY OF FINDINGS

The aim of the research was to explore the effects of service quality on customer satisfaction of AABIA by using the **SERVPERF** model. As stated in the analysis part, the five service quality dimensions have a significant impact on customer satisfaction. To this effect, hypotheses were developed to determine the main determinant factors of service quality dimensions and how they affect the level of customer satisfaction.

The paper adopted quantitative research strategy and used self-administered questionnaire to collect data from the customers. Descriptive statistics like frequency, mean and Pearson correlation analysis techniques were applied to analyze general information of respondents, respondents' perception on service quality and satisfaction as well as relationship between service quality dimensions and customers' satisfaction. In addition, regression analysis technique was applied to investigate impacts of service quality dimensions on customers' satisfaction and also to test the research hypothesis.

To determine the sample size from the total population of the study, the researcher uses formula based-sample size determination.
Respondents were chosen from the target population by using simple random sampling technique. The service quality was measured using the five service quality dimensions (tangibles, reliability, responsiveness, assurance and empathy) and the satisfaction level of respondents was measured using a five point Likert scale ranging from Poor (1) to excellent (5). For the survey, 384 questionnaires were distributed to the randomly selected passengers, among these 372 were returned, of which 12 responses were incomplete. Thus, 372 returned questionnaires are analyzed using a statistical package for social science (SPSS version 23).

Through the process of research analysis, descriptive statistics, correlation analysis and simple regression analysis were used.

The descriptive finding of the survey shows that all the five attributes of service quality have a positive relationship with overall service quality and customer satisfaction, but tangibility and reliability have a low mean value. Assurance has the highest mean value among the other dimensions. Regarding customer satisfaction level of the AABIA 4.3% of the respondents are rated poor service, 11.8% average, 37.1% are good that means neither dissatisfied nor satisfied, 39.5% are rated very good service and the rest 11.3% are rated excellent service.

A simple linear regression model measured the impact of service quality dimensions on customer satisfaction. The results show that there is a positive ($p<0.01$) relationship between service quality dimensions and customer satisfaction.

5.2 CONCLUSION

The aim of this research is to determine the effects of service quality dimensions on customer satisfaction in customers of AABIA by using the **SERVPERF** model. The findings of the study reveal that there is a positive and significant relationship between service quality dimensions and customer satisfaction.

The mean score values for service quality dimensions was between 3.4778 and 3.2192. This indicates that improvements of service quality should be conducted in all the five service quality dimensions, especially the dimensions of reliability and tangibility. This study also found a positive relationship between all service quality dimensions and customer satisfaction.

Accordingly, the results of this research paper confirmed the theory of literature regarding the relationship between service quality dimensions and customer satisfaction. Although this research provides some significant insights into service quality in AABIA, there is still a chance to extend the findings to gain a more comprehensive understanding of the nature of airport services.

This study also involves an attempt to provide essential findings to management as they develop their business strategies in relation to airport service. From result of this study, AABIA customers have not been delighted of service provided by Ethiopian. Therefore, the research study provides

important information about the perceptions of AABIA services that can enable airport management to improve service quality and attain customer satisfaction.

5.3 RECOMMENDATION

As per the result of the study, the least performed dimensions are reliability and tangibility with a mean score of 3.2192 and 3.2844 respectively. Specifically, AABIA is not good in delivering proactive, appealing, neat and always right for the first time service. Therefore, improving these and weaknesses in resolving customer problems sincerely, delivering prompt service and communicating information timely is vital.

AABIA should work hard to improve the service quality in order to get satisfied customers since 4.3% of the respondents are rated poor service, 11.8% are dissatisfied and 37.1% of the respondents are rated good service. So improving the overall quality of the service is unquestionable to raise the customer satisfaction to be the choice of customers.

Although the service quality dimensions (i.e. tangibles, reliability, responsiveness, assurance and empathy) are considered very preliminary predictor of the customer satisfaction, but still have a strong impact on the customer satisfaction so these factors must be incorporated as a core of the strategy that is aiming at enhancing customer satisfaction.

Delivering excellent quality service will make AABIA standout among its competitors in the aviation industry. For these civilized customers, like most of service industries, delivering quality service is essential for the existence, survival and success of the business. So, AABIA needs to monitor and measure the level of service quality it delivers to its customers on a regular base by conducting different surveys.

5.4 LIMITATION OF THE STUDY

This study is limited to Addis Ababa airport environment particularly Addis Ababa Bole International Airport (AABIA). However, there are different airports throughout the country that AABIA service reaches to its customers like domestic airports and regional airports which connect passengers and other stakeholders. This study will consider only customers of AABIA. I analyzed the study from the customer perspective only, and it does not measure the impact of service quality on customer satisfaction from the company side. Though customer satisfaction results from of many other variables, especially in the aviation industry, the study focuses only the effects of services quality on customer satisfaction. Besides, practically in the customer's perspective the service has been affected by inflight service also but the study mainly focused on the ground service.

5.5 FUTURE AREA OF RESEARCH

An attempt to extend the study coverage on a wider geographical area or city, change factors and apply advanced models for future studies in order to enhance the generalization of the findings and to further investigate the actual contribution of service quality on customer satisfaction in aviation business.

Besides, future researchers who want to investigate similar area, may include and investigate the levels of service quality and customer satisfaction considering both the inflight and ground services altogether because the passengers are facing both scenarios with the same flight, therefore, they can easily evaluate the two aspects at the same moment. Since this study mainly focuses on the relationship between service quality and customer satisfaction, I will suggest for future researchers to include other factors that can affect customer satisfaction, so conducting a survey into this concept will contribute knowledge and make a difference to the globe.

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ANNEXES

ANNEX-A. QUESTIONNAIRE

Dear Respondents,

On this particular travel occasion, you have been randomly selected to be involved in the survey. Your opinions (inputs) are very important for the study and any information you fill will not be disclosed, rather used solely for academic purpose.

The questioner will take a few minutes to complete so you are kindly requested to fill all questions completely considering facility services provided to you in this airport terminal.

I would wish you many thanks beforehand for filling this questionnaire.

Part-I: Service Quality Questions

Instruction 1: Please thick (Ĕ) the appropriate answer which expresses your opinion on the following five point Likert scale airport terminal facility services questions:- where, 1. Excellent 2. Very Good 3. Good 4. Average 5. Poor

Respondents Views for Service Quality Dimensions

No.	Service Quality Attributes	Rating				
	Reliability	**Excellent**	**Very good**	**Good**	**Average**	**Poor**
1	Employees in the airport show sincere interest in solving the problems you have as a customer.					
2	The service given at the airport terminal is always right for the first time.					
3	Every information is communicated at the right time and with clarity in the airport terminal.					
4	Waiting time in service counters/premises.					
5	Terminal facilities efficiency in handling customers' requests (order).					
	Assurance	**Excellent**	**Very good**	**Good**	**Average**	**Poor**
6	Courtesy and friendliness of staff at the airport.					
7	Feeling of being safe and secure in the airport terminal when the staff handle the cases.					
8	Airport staffs discipline and manner of serving.					
9	Employees knowledge and skill to answer customer's questions.					
	Tangibility	**Excellent**	**Very good**	**Good**	**Average**	**Poor**
10	Availability of sufficient modern terminal facilities in the airport.					
11	The neatness of terminal facilities in the airport.					
12	The appealing environment of the Airport terminal.					
13	The employees' neatness and grooming in the airport terminal.					
14	Getting to and from the Airport, and ease of access or finding your way through Airport.					
	Empathy	**Excellent**	**Very good**	**Good**	**Average**	**Poor**
15	The employees give customers individual attention.					
16	The employees of Ethiopian have their customers' "best interest at heart".					
17	Value for money of terminal facilities services and supplies.					
18	Ease of making connections with other flights.					
	Responsiveness	**Excellent**	**Very good**	**Good**	**Average**	**Poor**
19	Information is kept in a way to be easily obtainable by a customer at any time.					
20	The employees at the airport terminal service counters are always willing to help a customer.					
21	The Ethiopian staff are willing to accept feedback and comments on irregularities.					
22	Employees in the airport gives a promise service to a customer					

Part-II: General information

Instruction 2: Please thick (Ĕ) the box or complete the space provided to you.

23.Sex

◯ Male ◯ Female

24.Can you mention your age group?

◯ Under 19 ◯ 19-29 ◯ 30-39 ◯ 40-49 ◯ 50 & above

25. Educational level.

◯ Below Diploma ◯ Diploma ◯ Degree ◯ Above Degree

26. What is your nationality? _____

27. Do you have a connection flight in this airport? ◯ Yes ◯ No

Part III - Overall Customer Satisfaction question

Instruction 3: Please thick (Ĕ) in the space provided the appropriate reply which expresses your opinion.

28. How do you evaluate the overall level of terminal facilities services offered in the terminal?

◯ Excellent ◯ Very good ◯ Good ◯ Average ◯ poor

Thank You!

ANNEX-B. STATISTICS OF SERVICE QUALITY DIMENSIONS

Statistics of Service Quality Dimensions for respondents' view

No.	Service Quality Attributes	Values	
	Reliability (N=5)	**Mean**	**Standard Deviation**
1	Employees in the airport show sincere interest in solving the problems you have as a customer.	3.18	1.179
2	The service given at the airport terminal is always right for the first time.	3.35	1.048
3	Every information is communicated at the right time and with clarity in the airport terminal.	3.18	1.045
4	Waiting time in service counters/premises.	3.19	1.121
5	Terminal facilities efficiency in handling customers' requests (order).	3.2	1.104
	Assurance (N=4)		
6	Courtesy and friendliness of staff at the airport.	3.53	0.96
7	Feeling of being safe and secure in the airport terminal when the staff handle the cases.	3.25	0.973
8	Airport staffs discipline and manner of serving.	3.55	1.113
9	Employees knowledge and skill to answer customer's questions.	3.57	1.093
	Tangibility (N=5)		
10	Availability of sufficient modern terminal facilities in the airport.	3.09	1.043
11	The neatness of terminal facilities in the airport.	3.07	1.245
12	The appealing environment of the Airport terminal.	3.41	0.963
13	The employees' neatness and grooming in the airport terminal.	3.5	1.068
14	Getting to and from the Airport, and ease of access or finding your way through Airport.	3.46	1.032
	Empathy (N=4)		
15	The employees give customers individual attention.	3.29	1.197
16	The employees of Ethiopian have their customers' "best interest at heart".	3.29	0.988
17	Value for money of terminal facilities services and supplies.	3.32	1.02
18	Ease of making connections with other flights.	3.49	1.048
	Responsiveness (N=4)		
19	Information is kept in a way to be easily obtainable by a customer at any time.	3.2	1.106
20	The employees at the airport terminal service counters are always willing to help a customer.	3.35	1.008
21	The Ethiopian staff are willing to accept feedback and comments on irregularities.	3.56	1.063
22	Employees in the airport gives a promise service to a customer	3.3	0.984

ANNEX-C. GENERAL INFORMATION OF RESPONDENTS

General Information of Respondents

Item/variable	Category	Frequency	Percent
Gender	Male	250	67.2
	Female	122	32.8
	Total	372	100
Age	Under 19	12	3.2
	19-29	32	8.6
	30-39	142	38.2
	40-49	168	45.2
	Above 50	18	4.8
	Total	372	100
Educational level	Below Diploma	24	6.5
	Diploma	154	41.4
	Degree	178	47.8
	Above Degree	16	4.3
	Total	372	100
Connection flight	Yes	270	72.6
	No	102	27.4
	Total	372	100
Nationality	Ethiopian	84	22.6
	Non-Ethiopian	288	77.4
	Total	372	100

Source: survey result

ANNEX-D. ORIGINAL SKYTRAX LIST OF RANKING ITEMS

The Airport Customer survey measures satisfaction across a range of 39 service delivery and product parameters that track the customer experience at each airport, for departing, arriving and transit passengers;

1. Getting to & from Airport / Accessibility
2. Public transportation options
3. Taxi availability / prices
4. Availability of luggage trolleys (airside & landside)
5. Terminal comfort, ambience & general design / appearance
6. Terminal cleanliness
7. Seating facilities throughout terminal(s)
8. Immigration - queuing times (departure / arrivals)
9. Immigration - staff attitude (departure / arrivals)
10. Waiting times - at Security
11. Courtesy & Attitude of Security staff
12. Check-In facilities
13. Terminal signage
14. Clarity of Boarding Calls / Airport PA's
15. Flight Information Screens - clarity / information
16. Friendliness of Airport Staff
17. Language skills for Airport Staff
18. Ease of Transit thru Airport (between flights)
19. Location of Airline Lounges
20. Washroom / Shower facilities
21. Cleanliness of Washroom facilities
22. TV / Entertainment facilities

23. Quiet areas / Day rooms / Rest areas
24. Children's play area / facilities
25. Choice of Shopping
26. Prices charged in retail outlets
27. Choice of bars / cafes & restaurants
28. Prices charged in bars / cafes & restaurants
29. Internet facilities / Wi-Fi availability
30. Business center
31. Telephone / fax locations
32. Bureau de change facilities
33. ATM facilities
34. Smoking policy / Smoking lounges
35. Standards of disabled persons' access / facilities
36. Baggage Delivery times
37. Priority Baggage Delivery efficiency
38. Baggage Delivery - efficiency / lost luggage
39. Perception of airport security / safety standards

ANNEX-E. ORIGINAL ASQ QUESTIONNAIRE

AIRPORT SERVICE QUALITY

Dear Passenger

You have been randomly selected to take part in a survey which is part of this airport's continuing commitment to provide the highest levels of service. This survey is an ACI (Airports Council International) initiative; it helps airports understand how you, the customer, judge their performance and helps the airport improve services to meet your needs more effectively.

Your opinion of your airport experience today is essential to us. Please take a few minutes to complete this questionnaire and hand it back to the interviewer before your departure.

Write in Your Response or Place an 'X' in the Box Where Applicable

1. **Airline:**

Flight Number (Letters / Numbers) | Departure Date (D D / M M) 2012 | Departure Time (24 hours e.g. 19:30)

2. **Have you just made a connection/transfer at THIS Airport?** Yes ☐ No ☐

3. **Which airport are you flying to on the flight that you are about to board?**

4. **What is/was your MAIN reason for this air trip?**

Business ☐ Leisure ☐ Other ☐

5. **Which section of the aircraft are you travelling in?**

First Class ☐ Business/Upper Class ☐ Economy/Tourist ☐

6. **Including this trip, how many return trips by air have you made in the last 12 months?**
(A departing and arriving flight counts as one trip)

1-2 ☐ 3-5 ☐ 6-10 ☐ 11-20 ☐ 21 or more ☐

01

Write in Your Response or Place an 'X' in the Box Where Applicable

7. Based on your experience today, please rate THIS airport on each service item:

	7 Did not notice/use	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
ACCESS						
A. Ground transportation to/from airport	☐	☐	☐	☐	☐	☐
B. Parking facilities	☐	☐	☐	☐	☐	☐
C. Value for money of parking facilities	☐	☐	☐	☐	☐	☐
D. Availability of baggage carts/trolleys	☐	☐	☐	☐	☐	☐
CHECK-IN (at this airport)						
E. Waiting time in check-in queue/line	☐	☐	☐	☐	☐	☐
F. Efficiency of check-in staff	☐	☐	☐	☐	☐	☐
G. Courtesy and helpfulness of check-in staff	☐	☐	☐	☐	☐	☐
PASSPORT/PERSONAL ID CONTROL						
H. Waiting time at passport/personal ID inspection	☐	☐	☐	☐	☐	☐
I. Courtesy and helpfulness of inspection staff	☐	☐	☐	☐	☐	☐
SECURITY						
J. Courtesy and helpfulness of security staff	☐	☐	☐	☐	☐	☐
K. Thoroughness of security inspection	☐	☐	☐	☐	☐	☐
L. Waiting time at security inspection	☐	☐	☐	☐	☐	☐
M. Feeling of being safe and secure	☐	☐	☐	☐	☐	☐
FINDING YOUR WAY						
N. Ease of finding your way through airport	☐	☐	☐	☐	☐	☐
O. Flight information screens	☐	☐	☐	☐	☐	☐
P. Walking distance inside the terminal	☐	☐	☐	☐	☐	☐
Q. Ease of making connections with other flights	☐	☐	☐	☐	☐	☐
AIRPORT FACILITIES						
R. Courtesy and helpfulness of airport staff *(excluding check-in, passport control and security)*	☐	☐	☐	☐	☐	☐
S. Restaurant/Eating facilities	☐	☐	☐	☐	☐	☐
T. Value for money of restaurant/eating facilities	☐	☐	☐	☐	☐	☐

Write in Your Response or Place an 'X' in the Box Where Applicable

AIRPORT FACILITIES	? Did not notice/use	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
U. Availability of bank/ATM facilities/ money changers	☐	☐	☐	☐	☐	☐
V. Shopping facilities	☐	☐	☐	☐	☐	☐
W. Value for money of shopping facilities	☐	☐	☐	☐	☐	☐
X. Internet access/Wi-fi	☐	☐	☐	☐	☐	☐
Y. Business/Executive lounges	☐	☐	☐	☐	☐	☐
Z. Availability of washrooms/toilets	☐	☐	☐	☐	☐	☐
AA. Cleanliness of washrooms/toilets	☐	☐	☐	☐	☐	☐
BB. Comfort of waiting/gate areas	☐	☐	☐	☐	☐	☐
AIRPORT ENVIRONMENT						
CC. Cleanliness of airport terminal	☐	☐	☐	☐	☐	☐
DD. Ambience of the airport	☐	☐	☐	☐	☐	☐
Overall satisfaction with the airport	☐	☐	☐	☐	☐	☐

8. Which of the items listed in Question 7 are MOST IMPORTANT to you at THIS airport?
(Please use the letters in front of the items for your rating)

1st: ☐ (e.g. P) 2nd: ☐ (e.g. K) 3rd: ☐ (e.g. V)

9. What was your BEST and WORST experience at THIS airport today?

Best: ☐

Worst: ☐

10. Arrivals services at this airport: *(Based on previous experience in last 3 months)*	? Did not notice/use	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
A. Passport/Personal ID inspection	☐	☐	☐	☐	☐	☐
B. Speed of baggage delivery service	☐	☐	☐	☐	☐	☐
C. Customs inspection	☐	☐	☐	☐	☐	☐

Private/Company Car	☐	Bus/Shuttle	☐	Taxi/Limo	☐
Rail/Subway	☐	Rental Car	☐	Other	☐

12. How long before the scheduled departure time of your flight did you arrive at the airport?

Less than 30 mins	☐	30 - 45 mins	☐	45 - 60 mins	☐	1hr - 1hr 15 mins	☐
1hr 15 mins – 1hr 30 mins	☐	1hr 30 mins – 2 hours	☐	More than 2 hrs	☐		

13. When you checked in at this airport, did you use a: *(more than one answer possible)*

Self-service kiosk	☐	Check-in desk	☐	Internet check-in	☐
Phone check-in	☐	Bag drop-off desk	☐	Other	☐

14. What is your nationality/country of citizenship?

15. What is your country of residence? *(If different from above)*

16. Postal/Zip Code (residence): ☐☐☐☐☐☐☐☐☐

17. Are you ... Male ☐ Female ☐

18. What is your age group?

16-21	☐	22-25	☐	26-34	☐	35-44	☐
45-54	☐	55-64	☐	65-75	☐	76 & over	☐

Additional Comments:

Thank you for completing this questionnaire. Please hand it back to the interviewer before boarding your flight.

Questionnaire No	Airport	I or D	Terminal	Gate No.	Interviewer No.

English 2012

Write in Your Response or Place an 'X' in the Box Where Applicable

7. Based on your experience today, please rate THIS airport on each service item:

	7 Did not notice/use	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor
ACCESS						
A. Ground transportation to/from airport	☐	☐	☐	☐	☐	☐
B. Parking facilities	☐	☐	☐	☐	☐	☐
C. Value for money of parking facilities	☐	☐	☐	☐	☐	☐
D. Availability of baggage carts/trolleys	☐	☐	☐	☐	☐	☐
CHECK-IN (at this airport)						
E. Waiting time in check-in queue/line	☐	☐	☐	☐	☐	☐
F. Efficiency of check-in staff	☐	☐	☐	☐	☐	☐
G. Courtesy and helpfulness of check-in staff	☐	☐	☐	☐	☐	☐
PASSPORT/PERSONAL ID CONTROL						
H. Waiting time at passport/personal ID inspection	☐	☐	☐	☐	☐	☐
I. Courtesy and helpfulness of inspection staff	☐	☐	☐	☐	☐	☐
SECURITY						
J. Courtesy and helpfulness of security staff	☐	☐	☐	☐	☐	☐
K. Thoroughness of security inspection	☐	☐	☐	☐	☐	☐
L. Waiting time at security inspection	☐	☐	☐	☐	☐	☐
M. Feeling of being safe and secure	☐	☐	☐	☐	☐	☐
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N. Ease of finding your way through airport	☐	☐	☐	☐	☐	☐
O. Flight information screens	☐	☐	☐	☐	☐	☐
P. Walking distance inside the terminal	☐	☐	☐	☐	☐	☐
Q. Ease of making connections with other flights	☐	☐	☐	☐	☐	☐
AIRPORT FACILITIES						
R. Courtesy and helpfulness of airport staff *(excluding check-in, passport control and security)*	☐	☐	☐	☐	☐	☐
S. Restaurant/Eating facilities	☐	☐	☐	☐	☐	☐
T. Value for money of restaurant/eating facilities	☐	☐	☐	☐	☐	☐

Private/Company Car	☐	Bus/Shuttle	☐	Taxi/Limo	☐
Rail/Subway	☐	Rental Car	☐	Other	☐

12. How long before the scheduled departure time of your flight did you arrive at the airport?

Less than 30 mins	☐	30 - 45 mins	☐	45 - 60 mins	☐	1hr - 1hr 15 mins	☐
1hr 15 mins – 1hr 30 mins	☐	1hr 30 mins – 2 hours	☐	More than 2 hrs	☐		

13. When you checked in at this airport, did you use a: *(more than one answer possible)*

Self-service kiosk	☐	Check-in desk	☐	Internet check-in	☐
Phone check-in	☐	Bag drop-off desk	☐	Other	☐

14. What is your nationality/country of citizenship?

15. What is your country of residence? *(If different from above)*

16. Postal/Zip Code (residence): ☐☐☐☐☐☐☐☐☐

17. Are you ... Male ☐ Female ☐

18. What is your age group?

16-21	☐	22-25	☐	26-34	☐	35-44	☐
45-54	☐	55-64	☐	65-75	☐	76 & over	☐

Additional Comments:

Thank you for completing this questionnaire. Please hand it back to the interviewer before boarding your flight.

Questionnaire No	Airport	I or D	Terminal	Gate No.	Interviewer No.

English 2012