URN etd-0407109-183724-2022
Author Mai-Ha Thi Vo
Author's Email Address No Public.
Statistics This thesis had been viewed 47 times. Download 0 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Airline Service Quality and Its Relationships with Satisfaction, Value, and Behavioral Intentions of Air Passengers: An Empirical Study of Vietnamese
Date of Defense 0000-00-00
Page Count 134

Keyword
service quality
value
satisfaction
behavioral intentions
structural equation model.

Abstract
As a result of a transition to a more competitive market structure, the airlines in the world have recognized the need for radical change to ensure their survival and prosperity. They have made major adjustments to the way they did business. Service quality is an important area where airlines can differentiate themselves from their competitors. Moreover, the airlines seeking customer retention which then leads to profitability need to consider service quality in the relationships with other factors such as value, satisfaction, and behavioral intentions of passengers. This study aims to analyze the relationships among airline service quality, passenger value, satisfaction and their impacts on behavioral intentions in terms of Vietnamese perspectives. At the same time, dimensions of perceived service quality are measured to identify key drivers of overall airline service quality as well as examine their effects on passenger value and passenger satisfaction. A theoretical framework is developed to test the interrelationships among these constructs simultaneously, using structural equation modeling.
Results from the study indicate that three dimensions of reliability, empathy, and tangibles are the key drivers of overall airline service quality. Overall airline service quality and passenger value are found to be antecedents of passenger satisfaction. Also, passenger value and passenger satisfaction are found to directly effect on behavioral intentions, while airline service quality has an indirect effect on behavioral intentions of air passengers. Findings of the study contribute to improving our understanding of air passengers' decision-making processes as well as facilitating the responds of airline executives, especially executives of Vietnam's airlines, to the service quality issue and other related issues that may greatly determine the efficiency of their operation programs.
Keywords: service quality, value, satisfaction, behavioral intentions, structural equation model.
Advisory Committee Shu-Ling Chen - advisor

Files No Any Full Text File.
Date of Submission 2007-07-20