THESIS

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Antecedents and outcomes of customer satisfaction: Empirical evidence from airline travelers in Norway.

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Preface

This study concludes my study of Master of Science in Business at Nord University. This study is a learning process for me where it gives me insight knowledge about how to conduct research and enrich my knowledge about service quality and customer satisfaction in airline industry and its impacts.

During the study period, I had learnt about so many topics regarding marketing, economics, international business etc., but transportation and customer satisfaction fascinate me a lot that is why I have chosen this topic to write.

I would like to thank my supervisor, Professor Tor Agnar Korneliussen for your guidance, competence, encouraging words, time and constructive feedback which has been part of the study. Without your support it is not possible to shape and carry out the study. I am thankful to my family to support my study.

Finally, I would like to express my gratitude to all the participants to be a part of my research.

Bodø. May 19, 2019
Abu Zafar Md Shaleh

Abstract

The aim of the study is to examine the effects of brand image, price and service quality perception of SAS airline travellers on customer satisfaction and the impact of customer satisfaction on customer loyalty, word-of-mouth, repurchase intension and habit. Eleven theory-based hypotheses are tested. A questionnaire is designed based on AIRQUAL along with other seven variables: brand image, airline tangibles, personnel, empathy, image, price, customer satisfaction, customer loyalty, word-of-mouth, repurchase intension and habit. 152 survey data collected from airline travellers by using convenience sampling method. Structural equation model (SEM) has been used for testing conceptual model by using R studio 3.5.2 with lavaan package. Findings of the study depicts that brand image, price and all the dimensions of AIRQUAL have a positive, significant and direct relationship with customer satisfaction. Findings also reveal that customer satisfaction is positively related with customer loyalty, word-of-mouth and repurchase intension. Study results also reveal that brand image also significantly related with customer loyalty, but there is no direct relationship between customer satisfaction and habit. The results indicate that SAS airline should focus and maintain the all the dimension of AIRQUAL, brand image and price to enhance customer satisfaction. SAS Airline need to invest more on the service quality dimensions to make customer loyal, make repurchase and spread positive massage about the services.

Keywords: Service quality, Customer satisfaction, Customer loyalty, SAS airline, AIRQUAL, SEM.

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1. Introduction

15.2 million passengers used air transport in 2nd quarter of 2018 in Norway (Satistisk sentralbyrå, 2018). Avinor reports that 5 million travellers used Avinor's airport in the month of September which shows passengers increased 2.8% compared to same month of last year (Avinor 2018). In 2016, Norway earned 1029 Million NOK after tax from the airline travellers and number of travellers is increased from 2.2 to 4.2 million from 2011 to 2016 (Avinor and Norwegian Aviation 2017). All these number give us a hunch about how important air travellers and their satisfaction, and it is equally important to maintain and increase those numbers gradually. SAS and Norwegian airlines operate both domestic and international flights whereas Widerøe operates only in domestic region. In 2015, SAS was the largest domestic operating airline with 47 percent market share where Norwegian airlines hold 35 percent and Widerøe gained 17 percent market share (Larsen and Farstad, 2016). Day by day all the numbers are increasing as well as expectations are also increasing, this is the demand of todays.

Due to the advancement of globalization and transport system, airline industry become highly competitive where customer's expectations are changing over the time. To meet those expectations sometimes airlines face difficulty. The key to survive and compete into the airline industry is measuring, maintaining and updating customer satisfaction continuously delivering high quality service and meeting the customer expectations industry (Park et al.,2005). To achieve the highest customer satisfaction firms often provide high quality services so that customer remain loyal and stay with airline (Hu et al., 2009) and it is always costly to get new customer so, it is better to retain customer (Nadir et al., 2008; Saha and Thengi, 2009). The study focuses on the relationship between service quality and customer satisfaction and impact of customer satisfaction.

Several studies show that there is positive relationship among service quality and customer satisfaction. Most of the previous studies only focuses on conceptual model of service quality (Parasuraman at al., 1985, 1988, 1991; Ekiz et al., 2006; Suhartanto and Noor, 2012; Ali et al., 2015; Farooq et al., 2018). Those studies could not show any consequences of customer satisfaction. On the other hand, there are some studies where it focuses on the customer satisfaction's consequences: behavioural intension. However, satisfied customer can be a loyal customer (Leong et al., 2015), can provide positive word-of-mouth and can make repurchase (Nadiri et al., 20018; Şimşek, and Demirbağ, 2017).

Most of the previous studies emphasise on conceptual model of service quality, but there are other factors that could influence customer satisfaction for example price can influence customer satisfaction (Suhartanto and Noor, 2012) and brand image could impact on customer satisfaction. This is not studied yet in the airline industry and brand image might influence customer loyalty, brand image has a positive relationship with intension (Shafiee et al., 2014). Due to the changes of technology, aircraft, customer's demand and preferences there could be an impact of brand image on customer satisfaction and loyalty.

We have seen that researchers are not coming into the agreement that brand image can influence customer satisfaction, and this is the topic which is poorly understood. This is the topics that need to be studied in the airline industry due to the new information could depict that whether brand image can influence customer satisfaction or not. This study is worthy because the finding of could be useful to SAS airlines to retain customer and make profit which is important to them due to increasing competition. The result of the analysis would help to the top management of SAS airlines to make effective and efficient strategies to make customer loyal. At present, brand image is essential to draw attention of new customer, and also important to make customer loyal. Customer loyalty is not only influenced by brand image but also customer satisfaction. This study is the one that is considering habit as an outcome from the customer satisfaction in airline industry and this could be a new insight that customer satisfaction can influence habit of travellers along with behavioural intensions. To fill the gap, it is necessary to study the factors that influence customer satisfaction and the impact of customer satisfaction. From the result we can understand that either brand image is crucial factor or not.

This study is going to focus on: identifying factors that are influencing customer satisfaction, revealing the impact of those factors on customer satisfaction and identifying the consequences of customer satisfaction. This study suggests that there is a direct relationship among brand image, price and AIRQUAL model to customer satisfaction and brand image have a positive and direct relationship with customer loyalty. To achieve the goal, I have proposed a conceptual model (figure 1) that is going to solve the mentioned equation.

The study is going to investigate the research question: **'What are the factors that affect customer satisfaction and what are the impacts of customer satisfaction among SAS airline travellers in Norway?'**

This research contributes to the literature by showing empirically that AIRQUAL dimensions along with brand image and price influence customer satisfaction. There is another contribution in the literature that brand image has direct impact on customer loyalty along with customer satisfaction, but previous study (Leong et al., 2015) shows only customer satisfaction has impact on customer directly. This study can also contribute to the statistical analysis that R studio with lavaan package also be used for this type of study, where previous study has been conducted on SPSS and LISREL. Beside these, study contributes to the airline industry, government and researchers but also the travellers. SAS airline can get a new insight of traveller's expectations, government can look out what else can be done for betterment, travellers can know about the other's perception and researchers can get help for doing further research.

To read this paper easily, it is divided into five chapters, begin with introduction and the background of the study. Second chapter is about the theoretical perspective of brand image, service quality, price, customer satisfaction and customer loyalty. Next one is chapter three which demonstrates the research methodology. Next chapter is four which discuss about survey analysis and findings, fifth chapter is about discussion, last but not the least chapter six is about conclusion, implementation, contribution and limitation of the study.

2. Theoretical perspective

2.1 Brand image

There is no difference between the life cycle of airlines and other firms (Gudmundsson, 1998). Nadiri et al., (2008) mentioned that airlines are concerned about their image, reputation, and brand recognition value. Brand image of airline is relying on the entire perception of airline, advertisement, promotional offers, good value for money and goodwill (Ekiz et al. 2006). According to American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers". According to Keller (1993) brand image is "perceptions about a brand as reflected by the brand associations held in consumer memory". Saleem and Raja (2014) think about brand image that what comes to customers' mind at first when they see the brand. In other words, it means that when customers heard the brand name they start think about the features of the brand. Kotler (2001) defined brand image as "the set of beliefs, ideas, and impression that a person holds regarding an object".

At present business environment is more challenging where customers get many products or services for a single segment, here interesting fact is that the difference of those are very negligible. This is the place where brand plays a vital role to put preference over one product. Many firms use brand as a competitive advantage (Mohammadian and Ronaghi 2010). Brand image concept can be divided into three types on the basis of constomer interest and the concept developed by Park, Jaworski, and MacInnis (1986). First concept is functional brand image: this is basically trying to fulfil external need of customers. Take an example of school, its external need is architectural equipment, environmental resources and curricular instruction.

Symbolic brand image is the second concept, where it is designed to make connection within a specific groups, roles or self-image. For instance, school as a brand can increase the self-value of students, put their focus on the students' social role, improve the harmony among themselves and improve personnel qualities.

Last concept is experiential brand image, where the main aim is to please the consumer's internal needs for the pursuit of stimulation and diversity. This one is about students' learning, educational and living experiences. Keller (1993) also described these concepts as functional, experiential and symbolic benefits, and this work was inspired from the original work of Park et al., (1986). Schiffman and Kanuk (1997) talked about some factors whose are indispensable to build brand image: quality of products, trustworthiness or reliability, benefits or functionality of the product, administration who carries out the manufacturing process, price level, other related information about products. Factors of Schiffman and Kanuk (1997) also supported Aaker's (1991) perception; customers would like to buy products from brand shop which is popular because it gives them satisfaction of comfort. This perception had been made because it is reliability, availability, accessibility and no question about brand.

To sum up, brand image provides all the information which is required by customer, positive vibe and expectation (Aaker, 1991). For marketing the most important task is to build and maintain brand image (Roth, 1995) and branding strategy (Keller, 1993; Aaker, 1991). Brand image drives customer to satisfaction and loyalty. Generated hypothesis:

H$_1$: There is a positive relationship between brand image and customer satisfaction.

A strong brand image can make customers loyal. Customer's need is always changing when a

brand cannot respond to the change customer change the brand. Strong brand influence customer to repurchase so as a result customer become loyal to the brand. Those are loyal to the brand they usually recommend others and do not change the brand easily (Andreani et al., 2012).

H$_2$: There is a positive relationship between brand image and customer loyalty.

2.2 Service quality

It has been a long time, service quality has become recognized and been studied in business management (Martinez Caro and Martinez Garcia, 2007). Zeithaml, Bitner, and Gremler (2009) defined service quality as the judgement of consumer's regarding the superiority of a product or service in a holistic view. Parasuraman, Zeithaml, and Berry (1988) defined service quality is the gap as a function of the difference between the customer's service expectations and perceptions of the delivered service. Martey and Frempong (2014), mentioned that service quality is about the extent to which the perception of customer's regarding service meet or exceed their expectations. There are two factors: expected service and perceived service which influence service quality. Customers become satisfied when received service as expected, customers become delighted when received service exceed expectations (Parasuraman et al., 1985).

Airlines can improve their service quality by continuously meeting the needs and desires of passengers which is depends on the airline's ability. This is one of the ways to satisfied customers by crafting and maintaining service quality, it can be treated as well as competitive advantage. Airlines can be benefited from it such as: making and constructing strong bond among passengers and airlines, re-purchasing activities, becoming loyal to the airline, recommending others and generating profits (Park et al., 2005; Rizan, 2010). To keep the importance in mind, airlines need to modify and upgrade their service, it might not be considered as a cost rather than it should be considered as an investment which will give much more return in future (Hussain et al., 2015).

Suhartanto and Noor (2012) mentioned that there are two main conceptualizations of service quality such as the Nordic approach and the American approach. They also said, in the Nordic approach, there are two types of quality consists: technical and functional quality in service quality. Technical quality is an interaction between buyer and seller where customer gets technical outcome from the service delivery (Lau, Akbar, and Fie, 2005), while functional

quality is the interaction between employees and customers where there is influence of other customers and customer himself participate in this process (Grönroos, 1984).

Suhartanto and Noor (2012) stated that in the American approach, service quality consists of five components: reliability, responsiveness, empathy, assurances, and tangibles components these are familiar by SERVQUAL dimensions (Suhartanto and Noor, 2012). The foundation of these model is on Expectancy-Disconfirmation theory, look into the gap of service quality of customers' perceptions and expectations.

Both approaches are not superior but SERVQUAL approach are widely acceptable and has been questioned by many scholars (Cronin and Taylor, 1992; Culiberg and Rojšek, 2010). Along with Culiberg and Rojšek, (2010), Park et al. (2005) argued that it is not possible to measure all the dimensions of service industry specially airline industry with these five components (reliability, responsiveness, empathy, assurances, and tangibles). Cronin and Taylor, (1992) and Buttle (1996), mentioned that this approach make the comparison between perceived service quality and expected service quality. Park et al. (2005) opposed that this approach cannot measure some of airline activities: online ticketing, check-in, luggage allowance, boarding service and on-board facilities.

Acknowledging all short comings, Bari et al. (2001) developed an AIRQUAL scale to overcome this problem. This model contains also five dimensions as follow: airline tangibles, terminal tangibles, personnel, empathy and image (Bari et al., 2001). This model has been presented by Ekiz et al. (2006) on perceptions of service quality in North Cyprus national airline, Nadiri et al. (2008) also validated AIRQUAL scale by using it to assess impact of airline service quality on customer loyalty of North Cyprus Airlines, later on followed by Ali et al. (2015) used it for assessing service quality in Pakistan International Airlines. AIRQUAL's five dimensions can be defined precisely.

Airline tangibles are the condition of aircraft which includes quality of interior and exterior equipment, meal service, seats and cleanliness (Ali et al., 2015). All of the AIRQUAL model's dimensions are part of service quality. Saha and Theingi (2009) examined the relationship among customer satisfaction and service quality; and they have found a very strong relationship among them. Previously scholars have founded and suggested that there is a relationship among service quality and customer satisfaction (Fornell et al., 1996; Lee et al., 2000; Parasuraman et al., 1985). In this regard, following hypothesis is proposed:

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H$_3$: There is a positive relationship between airline tangibles and customer satisfaction.

Terminal tangibles are those services which can be found at terminal (Ekiz et al., 2006), such as sign boards, security, air-conditioning system, cleanliness of toilets and information booth (Ali et al., 2015). As this study is solely focus on customer satisfaction of SAS airline, so we are not taking into account of Bodø airport (terminal tangibles).

Personnel services are the quality of service provided by the airline's staff and cabin crews (Ekiz et al., 2006). Personnel are important factor customer satisfaction and it has significant impact on customer satisfaction (Ali et al., 2015). Following hypothesis is proposed:
H$_4$: There is a positive relationship between personnel and customer satisfaction.

Empathy is the spontaneous hassle-free service: luggage handling, well-mannered ticketing service and compensation (Ekiz et al., 2006). This is an open secret that there is a benefit of emotional intelligence and empathy in airline business and it has direct effect in customer satisfaction (Farooq et al., 2018). From here I can propose a hypothesis is:
H$_5$: There is a positive relationship between empathy and customer satisfaction.

Finally, image is the perception of airline overall, value for money; promotional offers and reputation (Ekiz et al., 2006). Airlines are very much conscious regarding their image, good will because Farooq et al. (2018) have found that there is a strong relationship among image and customer satisfaction. I can propose another hypothesis:
H$_6$: There is a positive relationship between image and customer satisfaction.

2.3 Price

Price is one of the components of marketing mix, also price is vital topic in the airline industry. Lovelock and Wirtz (2007), defined price as what customers pay to get the benefits from a product or service. Zeithaml (1988) also explained the word 'price', it contains both monetary and non-monetary characteristics. The monetary part could be said as objective price that means what customer pays for the desired product or service, while the non-monetary part could be called as perceived price which is how customer encoded price (Jacoby and Olson, 1977).

Pricing decision is very much crucial for airline industry because customers are also price sensitive. Decades ago, when there was no regulation in the world aviation industry, price was

used to be same for same route. Many airlines come to industry, they start making strategy on pricing (Siriwardena and Silva, 2017). Aviation industry now not only generating from core ticket price but also earning revenue from checked baggage, onboard food, premium seat selection, and extra legroom (Boin et. al., 2017). Another way to charge high price when demand is high due to capacity constraint airlines, they can charge high, it can be named as seasonal pricing (Siriwardena and Silva, 2017). Like other industry, aviation industry use pricing strategy to extent profit margin by aiming different segments: vacationers, business travellers and group operators (De Pew and Stripling, 2003).

Customer satisfaction is also depending on the price, customer measure the satisfaction in accordance with the price what they have paid for the product or service and they compare with other companies or customers for the same goods. If the customer experience is not good, perhaps customer is not going to buy the product for the company. When customer is satisfied with the product or service, then they are ready to purchase more at buyer's asking price (Low et al., 2013). Form here I can propose another hypothesis:

H$_7$: There is a positive relationship between price and customer satisfaction.

2.4 Customer satisfaction

"Customer is always right". This quote emphasizing, prioritising and giving so much importance on customer satisfaction (Fecikova, 2004). Customer satisfaction is one of the hot topics in marketing for all time because it plays a vital role in achieving organizational goal and it is not only measured performance but also quantify the quality of organization (Munusamy and Chelliah, 2011). There is no specific definition of customer satisfaction which is universally accepted (McCollough, 2000). Kotler and Keller (2009) defined customer satisfaction as "a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with his/her expectations".

Customer satisfaction is one of the key concepts in many fields such as marketing, consumer research, ergonomics, welfare-economics, and economics (Waemustafa et al., 2014). According to Woodruff and Gardial (1996), customer satisfaction is accumulation of positive or negative feelings about the value which has been acquired from using a product or service of a company. Basically, it is the immediate reaction of consumer, it could be satisfied, or it could be dissatisfied. This thing is totally depending on the performance of the products or services, by satisfied or dissatisfied consumer, company can easily evaluate the performance

of the product or services. To explain this, Hill and Alexander (2006) mentioned that nowadays, firms of all types and sizes have started to give more emphasize on customer satisfaction because they have realized that to get new customer is costly than to keep existing customers.

There is a strong connection lies between customer satisfaction, customer retention and profitability. Park et al. (2005) pointed out that satisfied customer gives positive feedback and word-of-mouth which works as indirect marketing for brand building. On the other hand, satisfied customers are also profitable for the company by repurchasing the products and provide them new customer through their word-of-mouth. It is a challenging task to make and maintain customer satisfied when business is operating in airline industry (Li et al., 2017).

Gronroos (1984) pointed out that customer satisfaction of airline passengers can be measured by employees of airline, technical and physical resources, aircraft, food and other passengers. Archana and Subha (2012) added the list of drivers of customer satisfaction in airline industry, where customer satisfaction is carried out by multi-dimensional service quality such as pre-fight services, in-flight services, baggage handling, in-flight digital services, and post-flight services. Airlines enjoy more satisfied customer and consequently, more passengers when they deliver more quality services than airlines with dissatisfied customers (Khan and Khan, 2013).

Basically, word-of-mouth (WOM) is a communication between customer to customer regarding goods and services (Dean and Lang, 2008). This is very powerful, because 'positive WOM seven times more effective than newspaper and magazine advertising, four times more effective than personal selling and twice as effective as radio advertising in influencing consumers to switch brands, (Katz and Lazarsfeld, 1955). Park et al. (2005) mentioned that there is a positive relationship among customer satisfaction and WOM which is good for firm as it works as indirect marketing. Hypothesis can be formulated as:
H_8: There is a positive relationship between customer satisfaction and word-of-mouth.

Repurchase intention is that consumer is willingly buy the service by online, physical channel and they also recommend others about the services (Kim et al., 2012). Suhaily and Soelasih (2017) said that there is positive relationship among customer satisfaction and repurchase intension. Those are happy with the services; they influence of their repurchase intention. Customer satisfaction play a vital role to increase the customer repurchase intention.

Hypothesis can be formulated as:

H_9: There is a positive association between customer satisfaction and repurchase intention.

Thorngate (1976) said there is a relationship among customer satisfaction and habit and also mentioned 'If a response generated in an interaction is judged to be satisfactory, it will tend to be reproduced under subsequent, equivalent circumstances from habit rather than thought'. This indicates that people who are satisfied will use the product and services in future and dissatisfied will not use it anymore. From here I can generate hypothesis as:

H_{10}: There is a positive association between customer satisfaction and habit.

2.5 Customer loyalty

Several scholars defined customer loyalty as it is customer intention to purchase things from a specific brand again and again, always be with the brand and psychologically committed to a brand for own desire and distinct value (Back, 2005; Chaudhuri and Holbrook, 2001; Oliver, 1997; Zeithaml, Berry, and Parasuraman, 1996). Customer loyalty can be divided into two dimensions of loyalty: attitudinal and behavioural loyalty (Bandyopadhyay & Martell, 2007). Buying repeatedly can be called as behavioural dimension loyalty where attitudinal aspect loyalty is psychological commitment such as without buying a product, customers recommend others to buy (Jarvis and Wilcox, 1976).

In the airline industry, customer loyalty put a significant footprint by generating profit, deducting marketing and operational costs, influencing to rise price and playing as competitive advantage in the market. (Dolnicar et al., 2011; Tepeci, 1999). Keeping the importance in the mind Kim et al. (2015) said that key drivers of loyalty are airline's frequent-flyer membership, price, service quality, and reputation. In addition to these, here in this study will also look for other drivers: meal quality, entertainment availability, cabin conditions, cleanliness of toilet, spontaneous activeness of flight attendants.

To find the relationship among customer satisfaction and customer loyalty, Hirschman's (1970) developed a theory named exit-voice theory. In the theory Hirschman explained that each customer has two option, when customer becomes dissatisfied with the product, they either exit from that products' brand which means they stop buying or voice a complaint about the problem regarding products. On the other hand, when customers become satisfied, they consume the product once again which lead to customer loyalty (Bloemer and Odekerken-Schroder, 2002). It can be hypothesized that customer satisfaction has a positive

correlation with brand loyalty.

H_{11}: There is a positive relationship between customer satisfaction and brand loyalty.

Based on my research question and hypothesis I have proposed a research model:
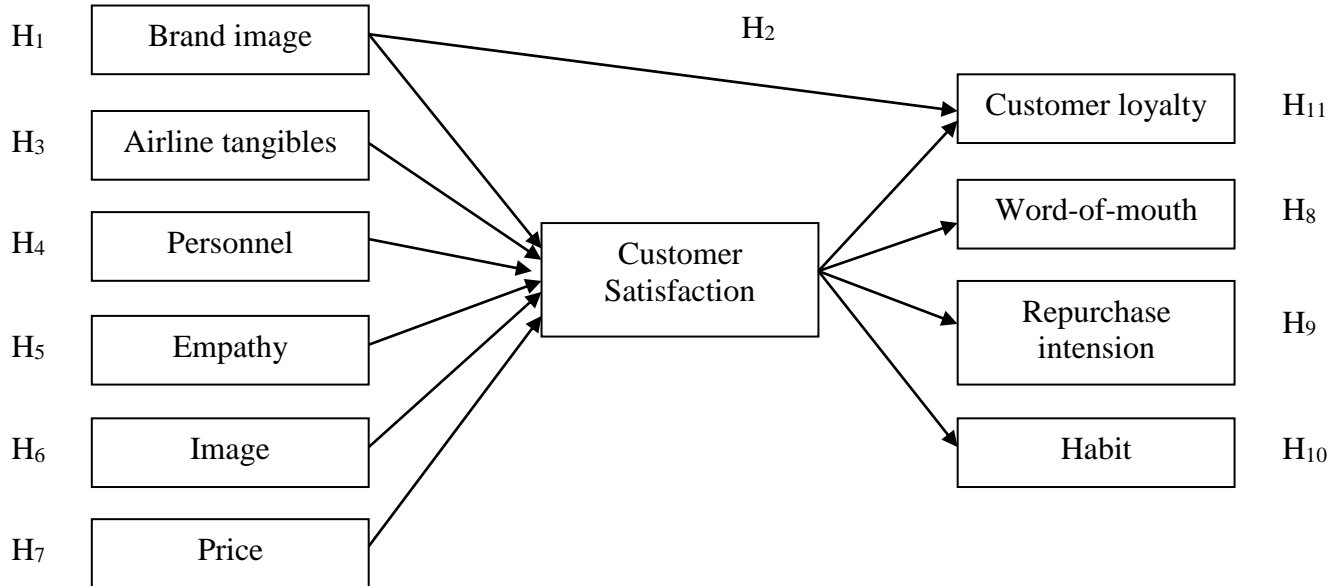

Figure 1: Conceptual research model

Conceptual research model is divided into three stages, in the first stage, there are independent variables are: brand image, airline tangibles, personnel, empathy, image and price. In the second stage there is only one variable that is customer satisfaction which is mediating variable. In the third stage, variables are customer loyalty, word-of-mouth, repurchase intension and habit. Alost every independent variable directly related to the customer satisfaction; brand image also directly affects the customer loyalty. Four impacts are coming through customer satisfaction.

3.Methodology

3.1 Research design

Descriptive research design is applicable in this study, because the study seeks to describe meaningful observations of market phenomena (Malhotra and Birks, 2006). One research question and eleven hypothesises is going to examined by this study. Descriptive research design is the procedure to collect data through questionnaire and it is generally used for collecting quantitative data from a large sample (Malhotra and Birks, 2006).

Survey has been conducted at Bodø airport and Nord University. The sample has been measures and reveal the relationship between independent and intervening variable and will depict the outcome of the intervening variable. The survey also includes three control variables: Age, gender and education.

3.2 Questionnaire development

Questionnaire is required for primary data collection, so to develop questionnaire. I have developed questionnaire with the aid of literature, which give the idea about what could be the hypothesis. Questionnaire is designed in two section: one section for hypothesis and another one is for demographic information of respondents. I have followed the suggestion of Zikmund (2000) to keep the identity of respondent as anonymous. Likert scale is also used to get the respondent's opinion about statement that how strongly they agree or disagree.

I have conducted pre-test to see whether the result of study is going to the right direction or not. It helps to ament the measures, questions. Pre-test has been conducted on 10 participants where some of them are my friends, classmates and colleague. I have done factor analysis to find out the questionnaire is appropriate or not and alter questionnaire to get desired output.

3.3 Data collection and sample selection

The objective is to measure the customer satisfaction and effect of it, based on SAS airline travellers of Norway. My study is based on primary data mainly and primary data has been collected from face to face survey. Convenience sampling method is used to collect data. As the population is SAS airline travellers of Norway, but I have tried to collect the data from the SAS airline travellers of Bodø those who travels not only in Norway but also rest of the world. For collecting the data, I have got one-month permission from the Bodø airport, so I was able to collect 77 respondents from the airport. Data has been collected at the different time of the day. To reduce the refusal of participation, I explained the purpose of the research to the participant. First few working days, it was difficult to collect data because travellers were busy and was in hurry, but on Sundays most of the data was collected. People had time because on Sunday there was one bus per hour, so they had to wait so long. Rest of the data (75) was collected from the students of Nord university. Students were helpful and most of data were collected from the main lobby, library and canteen. Demographic information of the participants is presented in the table 1.

Table 1: Summary of respondents

Attributes		Sample number	Percentage (%)
Gender	Female	71	47.3
	Male	79	52.7
Education	High school	16	10.7
	Professional certificate	8	5.3
	Bachelor's degree	61	40.7
	Master's degree	56	37.3
	Doctoral degree	9	6
Age	18	1	0.67
	19	3	2.00
	20	11	7.33
	21	11	7.33
	22	10	6.67
	23	14	9.33
	24	13	8.67
	25	8	5.33
	26	8	5.33
	27	9	6.00
	28	11	7.33
	29	6	4.00
	30	8	5.33
	31	6	4.00
	32	3	2.00
	33	3	2.00
	34	4	2.67
	35	4	2.67
	36	2	1.33
	37	3	2.00
	38	4	2.67
	39	2	1.33
	40	1	0.67
	42	1	0.67
	43	1	0.67
	48	1	0.67
	49	1	0.67
	58	1	0.67
Total		150	100

In total 150 respondents participate in the survey where 71 are female (47.3%) and 79 are male (52.7%), male participated more than the female. From the participants most of them are bachelor's and master's degree holder. We can see the different age range of respondents from 18 to 58 years old. Majority of them belongs to 20 to 31years old. There are respondents who are in the 32 to 39 years old and one respondent is above 55+ age.

3.4 Measures

All the measures are taken from the previous studies. The measures of AIRQUAL are taken from several authors (Ekiz et al., 2006; Nadiri et al., 2008; Ali et. al., 2015 and Şimşek, and Demirbağ, 2017). To collect respondent's data a five-point Likert scale (1 – Strongly disagree, 2 – Disagree, 3 - Neither agree or disagree, 4 – Agree, 5 –Strongly agree) has been used with the statements. Two demographic variables: age, gender and level of education also use in the survey, gender and level of education can be treated as control variable.

Airline tangibles. Airline tangibles is a measure of what travellers think about facilities of airline. To measure, airline tangible I asked six questions which are based on Ekiz et al. (2006):
'Aircrafts are clean'
'Aircrafts are modern looking'
'Quality of catering served in plane is satisfying'
'Plane toilets are clean'
'Plane seats are clean'
'Quality of air-conditioning in the planes is good enough'

Terminal tangibles. Terminal tangibles are a measure of what are the facilities used by travellers in airport. To measure terminal tangibles concept is taken from Nadiri et al. (2008):
'Airport toilets are clean'
'Number of shops in airport is enough for my need'
'Parking space availability in airport is enough'
'Air-conditioning in airport is effective'
'There are effective air-conditioned areas for smokers'
'Sign system in airport is noticeable'
'Availability of trolleys in airport is enough'
'Reliability of security control system is effective'
'I feel comfort of waiting in hall of the airport'

Personnel. Personnel is a measurement of how travellers think about the qualified and skilled regarding their duty. Six items are used to measure personnel based on Ali et al. (2015):
'Airline employees' general attitude is good'
'Flight attendants are well-dressed'

'Airline personnel can give exact answers to my questions'

'Personnel show personnel care equally to everyone'

'Personnel are Aware of their duties'

'Personnel are good at providing error-free reservations and ticketing transactions'

Empathy. Empathy is a measure of how travellers perceive airline's punctuality, availability of flights and entertainment and security of online service. Six items have been borrowed from Şimşek, and Demirbağ (2017):

'Punctuality of the departures and arrivals'

'Number of flights to satisfy passengers' demands'

'Compensation schemes in case of loss or hazard'

'Transportation between city and airport'

'Services regarding entertainment (magazines, TV etc.)'

'Quality of online services'

Image. Image is a measurement where travellers think about the overall reputation of the airline. Three items are taken form Ekiz et al. (2006) and respondents gave answer of my three statements:

'Airlines offer low-price ticket regularly'

'Ticket price is consistent with given service'

'Airline company has a good reputation'

'Promotion offerings are very much attracting to me'

Customer satisfaction. Customer satisfaction is the positive or negative felling of customers towards product or services. It is measured with four items which are borrowed from Leong et al. (2015) and Ekiz et al. (2006) and I asked respondents five statements:

'I am satisfied with my decision to use this airline'

'My choice to fly with this airline was a wise one'

'I think, I did the right thing when choosing this airline'

'I feel that my experience with this airline has been enjoyable'

'My satisfaction with the airline has increased'

Service quality. Service quality is the gap between what customer receives and what customers expects form the goods. Respondents give their feedback on my three statements which are taken from Ekiz et al. (2006):

'The service quality of the airline company was outstanding'

'Provides better service when compared with competitors'

'My quality expectations were met by the airline services'

Repurchase intention is the repeat buying action of consumer which has been done by the satisfied customer.I have asked respondents four statements where two has been taken from - Nadiri et al. (2008) and rest has been borrowed from Şimşek, and Demirbağ (2017) and Shafiee et al. (2014):

'I consider this airline company my first choice for air transportation'

'I will consider this airline company more for air transportation in the next few years'

'I would select the same airline again when another company has more suitable flight time'

'I have enough reasons for preferring this airline to other companies'

Habit. Habit is the action that people like to use or purchase in future if they are satisfied with the product or services. I have asked four statements to respondents where two of them are borrowed form Fu and Juan (2016) and Zhang (2014):

'Air traveling is almost part of your daily life'

'It's been a long time that you travel by air'

'The use of air travelling has become a habit for me'

'I don't even think twice before using air transportation'

Word-of-mouth. Word-of-mouth is a term which is what the travellers say positive thing or recommend airline to others. This term is measured based on Şimşek, and Demirbağ (2017) and I asked travellers four statements such as,

'I would recommend my family and relatives to fly with this airline'

'I would recommend my friends to fly with this Airline'

'I say positive things about this airline company to other people'

'I say positive things about this airline company on the internet'

Brand image. Brand image concept is what travellers think about the characteristics of the airline company. To measure this concept, I borrowed and asked ten statements from Shafiee et al. (2014):

'Airplane is regarded as a good choice for air trip'

'Airplane acts whatever is expected from an airplane'

'I have positive perceptions and beliefs about the characteristics of this airplane'

'Advantage and superiority: differentiated and special status of airplane in comparison with competitors'

'The airplane is exciting and attractive (the joy of travelling by plane)'

'Interest in airplane and positive feeling towards it'

'Airplane is beautiful, luxurious and smooth'

'Airplane is suitable with your class and social status'

'I think airplane have positive impression to other users'

'The country image: the positive attitude towards the airplane manufacturer country is important to me'

Customer loyalty. Customer loyalty is a concept that is measure how travellers prioritize the airline compared to others and want to be associated with it for a long period of time. To measure customer loyalty concept, I asked four statements to respondents which are taken from Leong et al. (2015) and Briliana (2018), they are:

'To me, the airline clearly is able to provide the best services'

'I intended to continue being a client of the airline for a long time to come'

'Consider this airlines your first choice to buy services'

'Continue to do business with this airline if its prices increase somewhat'

'Switch to a competitor if you have experienced a problem with this airlines service'

Price. Price is a term which measure the monetary value of service what travellers get from the airlines. Respondents gave answer to my three statements which are borrowed and altered from Riandarini et al. (2015) and Saha and Theingi (2009), Johnson et al. (2001) they are:

'Fairness of the price of airline tickets Price'

'Discount programs'

'Fairness of price and service delivery'

'The price of air ticket was reasonable'

'My expectations are fulfilled according to price'

3.5 Validity and reliability

To measure the credibility of research, I need to examine the validity and reliability of latent variables so that the study can get error free uninfluenced results (Wong, 2013).

According to Thatcher (2010) validity is the extent to which any measuring instrument measures what it is supposed to be measured in quantitative research. Validity consists:

internal validity and external validity (Easterby-Smith et al., 2015). Internal validity means that the research can be replicated (Willis, 2007). To enhance internal validity, I have explained how I generated hypothesis and showed the relationship with theory. I also distributed the survey to the right population, Bodø airport and Nord University is the suitable place to conduct survey because it consists of potential respondents. Pre-test has been conducted before making the questionnaire which helps to select the right measures so that respondents do not face any kind of confusion. I was present during the survey to ensure that respondent do not left the survey without completing. I also depict the logic behind my research model and also provide justification for the hypothesises.

Last (2001) said that a study will have external validity when the results of it can be transferable to other people who want to test the model again. To enhance external validity, I have collected data from convenience sample and respondents are belongs to SAS air line travellers. I have made the questionnaire in English as I am writing the article in English, English language also help respondents to understand and answer the survey. During the survey I was standing couple of meters away so that travellers can participate the survey without interruption.

A confirmatory factor analysis (CFA) is used to access the measurement model and to examine reliability and construct validity (Ali et al., 2015). Ahmad et al. (2016) mentioned that 'Construct validity is achieved when the fitness Indexes achieve the level of acceptance'. Where fitness indexes are chi-square ($\chi2$) /degree of freedom (d.f), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI) and, root mean square of approximation (RMSEA). Discriminant validity will be accepted when the square root of the AVE values of each latent variable is higher than the correlation between the latent variables (Fornell and Larcker, 1981).

According to Hair et al. (2010) the factor loadings are supposed to be the value of 0.50 when factor loadings are equal to 0.7 then it could be considered as good indicator. AVE is acceptable when it is 0.5. There is an exceptional rule that if a variable's AVE is less than 0.4, we can accept it if that variable's composite reliability is higher than 0.6 (Fornell and Larcker, 1981).

According to Ahmad et al. (2016) the aim of the construct reliability is to measure of reliability and internal consistency of the measured variables representing a latent construct.

Construct reliability will be achieved when composite reliability (CR) would be higher than 0.6.

3.6 Data analysis

Collected data first imported to excel to clean and recode. In my questionnaire every field is mandatory but two of the respondents could not fulfil the requirements, so I have rejected those data. Then data was analysed using SmartPLS version 3 for pre-testing and used R studio 3.5.2 with lavaan package for the final analysis. The reason to use this software, because it considers causal relationship among latent constructs and takes account measurement errors in the structural model (Hair et al., 2017). Validity and reliability test have been performed and confirmatory factor analysis is conducted as well due to find out patterns in correlation among variables (Johannessen, 2009) which help me do decide to work with which variables.

In this study, conceptual framework is structural equation modelling. Conceptual model has been shown in figure 1 where it takes account all the variables which will provide new relationship. The aim of structural equation models (SEM) is to analyse the relationship of variables which are used in marketing and consumer research (Schumacker and Lomax, 1996). This model is structure between the bunch of latent variables whereas latent variable work as indicator of observed variables (Park et al., 2006).

4. Analysis

In this study, confirmatory factor analysis (CFA) has been used to measure and to validate the unidimensional, reliability, construct validity and discriminant validity. CFA also measure AIRQUAL dimensions (airline tangibles, personnel, empathy and image), brand image, price, customer satisfaction, customer loyalty, word-of-mouth, repurchase intension and habit. To test the hypothesises, I have used structural equation modelling (SEM) and data analysis has been done by R studio 3.5.2 with Lavaan package.

Measure validation

The initial measurement model did not show a satisfactory fit ($\chi2 = $ 2580.881, d.f $= 1484$, p $=.00$, CFI $= 0.768$, TFI $= 0.751$ and RMSEA $= 0.07$) However, modification indexes and standardised residuals indicated that a more parsimonious model could be achieved (Anderson and Gerbing, 1988).

I have removed those items who have poor factor loadings or multiple loadings. One item (Promotion offerings are very much attracting to me) has been removed from image and one item (My expectations are fulfilled according to price) is deleted from price. From habit one item is deduced that is 'It's been a long time that you travel by air' and also one item is deleted from word-of-mouth which is 'I would recommend my friends to fly with this Airline'. One item is deleted from repurchase intension that is 'I have enough reasons for preferring this airline to other companies.'

Two items have been deducted from airline tangibles, they are: 'Plane toilets are clean', 'Plane seats are clean'. Two items have been deducted from customer satisfaction, they are: 'I feel that my experience with this airline has been enjoyable', 'My satisfaction with the airline has increased'. Two items have been deleted from customer loyalty such as 'Continue to do business with this airline if its prices increase somewhat' and 'Switch to a competitor if you have experienced a problem with this airlines service'.

Three items have been removed from personnel, they are: 'Airline personnel can give exact answers to my questions', 'Personnel show personnel care equally to everyone' and 'Personnel are good at providing error-free reservations and ticketing transactions'. Three items have been lessened from empathy, they are: 'Transportation between city and airport', 'Services regarding entertainment (magazines, TV etc.)' and 'Quality of online services'.

Six items have been deducted from brand image they are: 'Airplane is regarded as a good choice for air trip', 'Airplane acts whatever is expected from an airplane', 'I have positive perceptions and beliefs about the characteristics of this airplane', 'Advantage and superiority: differentiated and special status of airplane in comparison with competitors', 'The airplane is exciting and attractive (the joy of travelling by plane)' and 'Airplane is beautiful, luxurious and smooth'.

After removing above mentioned measures from the factor analysis, I conducted a new and accepted value which is given in table 2. Beside factor analysis we will see also composite reliability and AVE.

Table 2 Standardised factor loadings of constructs and indicators.

Constructs and indicators	Factor loading	Composite reliability/AVE
Airline tangibles:		0.767/0.527
Aircrafts are clean	0.67	
Plane seats are clean	0.66	
Quality of air-conditioning in the planes is good enough	0.84	
Personnel:		0.764/0.51
Airline employees' general attitude is good	0.78	
Flight attendants are well-dressed	0.70	
Personnel are Aware of their duties	0.69	
Empathy:		0.648/0.380
Punctuality of the departures and arrivals	0.62	
Number of flights to satisfy passengers' demands	0.60	
Compensation schemes in case of loss or hazard	0.64	
Image:		0.763/0.521
Airlines offer low-price ticket regularly	0.69	
Ticket price is consistent with given service	0.63	
Airline company has a good reputation	0.84	
Brand image:		0.82/0.46
Interest in airplane and positive feeling towards it	0.66	
Airplane is suitable with your class and social status	0.60	
I think airplane have positive impression to other users	0.77	
The country image: the positive attitude towards the airplane manufacturer country is important to me.	0.66	

Price:		0.80/0.58
Fairness of the price of airline tickets Price	0.68	
Fairness of price and service delivery	0.96	
The price of air ticket was reasonable	0.61	
Customer satisfaction:		0.903/0.757
I am satisfied with my decision to use this airline	0.85	
My choice to fly with this airline was a wise one	0.90	
I think, I did the right thing when choosing this airline	0.86	
Customer loyalty:		0.79/0.57
To me, the airline clearly is able to provide the best services	0.87	
I intended to continue being a client of the airline for a long time to come	0.78	
'Consider this airlines your first choice to buy services	0.60	
Word-of-mouth:		0.80/0.58
I would recommend my friends to fly with this Airline	0.66	
I say positive things about this airline company to other people	0.97	
I say positive things about this airline company on the internet	0.60	
Repurchase intension:		0.72/0.47
I consider this airline company my first choice for air transportation	0.73	
I will consider this airline company more for air transportation in the next few years	0.63	
I would select the same airline again when another company has more suitable flight time	0.70	

Habit:		0.79/0.6
Air traveling is almost part of your daily life	0.50	
The use of air travelling has become a habit for me	1.13	
I don't even think twice before using air transportation	0.54	

Notes: $\chi 2$ = 634.197 (df. = 440, p = .00), CFI = 0.917, TLI= 0.90, RMSEA = 0.054

There is an improvement of the model. The fit of the re-specified model improved to chi-square ($\chi 2$) = 634.197 (degree of freedom (df) = 440, p = .00), Comparative Fit Index (CFI) = 0.917, Tucker-Lewis Index (TLI) = 0.90, root mean square of approximation (RMSEA) = 0.054 where these results are above the recommended level (Hair et al. 2010).

In the table 2 two measure of reliability have been conducted where composite reliabilities are 0.64 or higher which satisfied the recommended level suggested by Fornell and Larcker (1981) and the average variance extracted (AVE) lies between 0.38 to 0.757. Brand image (0.46) and repurchase intention (0.47) do not each the suggested 0.50 value, but we can accept them under a certain condition if their composite reliability (CR) is more than 0.6 (Fornell and Larckler, 1981) where brand image's CR is 0.82 and repurchase intension's CR is 0.72 which is higher than 0.60. To measure construct validity, fit of the model need to be achieved the recommended value where $\chi 2/d.f$ is 1.44 which is less than 5, CFI is 0.917 which is higher than 0.9, TLI (0.90) is equal to 0.90 and RMSEA is 0.054 which is less than 0.08. We can say construct validity is satisfied in every aspect.

The purpose of the discriminant validity is to measure construct of each other and should not be redundant. According to Fornell and Larcker (1981) the square root of the AVE value of each latent variable should be greater than the correlation between the latent variables. Table 3 depicts the bold value of the square root of AVE and other values is the correlation value. If the bold value is greater than the other value in rows and columns then discriminant validity is achieved (Safiih and Azreen, 2016) Brand image-repurchase intension, brand image-word-of-mouth, customer satisfaction-empathy, empathy- image, empathy-word-of-mouth and repurchase intension-word-of-mouth are facing problem. This has been happened, may be all these items are measuring the same thing from the respondents' point of view.

Table 3: Discriminant validity

		1	2	3	4	5	6	7	8	9	10	11
1	Airline tangible	**0.722**										
2	Brand image	0.340	**0.672**									
3	Customer loyalty	0.392	0.685	**0.748**								
4	Customer satisfaction	0.480	0.643	0.728	**0.871**							
5	Empathy	0.722	0.65	0.577	0.643	**0.619**						
6	Habit	0.040	0.367	0.284	0.019	0.281	**0.788**					
7	Image	0.428	0.666	0.676	0.716	0.883	0.172	**0.72**				
8	Personnel	0.614	0.386	0.44	0.634	0.491	0.091	0.523	**0.72**			
9	Price	0.297	0.456	0.649	0.483	0.588	0.194	0.657	0.314	**0.772**		
10	Repurchase intension	0.361	0.7	0.989	0.701	0.589	0.32	0.556	0.437	0.637	**0.686**	
11	Word-of-mouth	0.565	0.806	0.786	0.799	0.719	0.235	0.672	0.715	0.528	0.801	**0.8**

Construct reliability need to be achieved in every measurement; it could be achieved when the composite reliability (CR) value is 0.6. CR test the internal consistency of the model; higher reliability shows when the value of CR is higher. In my research model the value lies from 0.64 to 0.903 (Table 2) which is acceptable and good indicator. To conclude, the model is satisfied the reliability, construct and discriminant validity.

Structural equation model

SEM has been used to test hypothesises. The goodness-of-fit tests for the structural models are satisfactory ($\chi 2$ = 612.306, d.f. = 432, p. = 0.00, CFI = 0.917, TLI = 0.905, RMSEA = 0.053) To get the acceptable result, two weak variables (I don't even think twice before using air transportation from habit, I say positive things about this airline company on the internet from word-of-mouth) has been deleted. Table 4 represents the result of hypothesises.

The results depict that the model is acceptable like CFA model which is determined by the goodness of fit measures. Acceptable model demonstrates that CFI is 0.917 which is greater than 0.90 and TLI is 0.905 which is also higher than the recommended value and RMSEA is lower than 0.08. This model could be plausible demonstration of data which has been collected from Bodø, Norway.

Table 4: Standardised structural parameter estimates.

Concepts	Customer satisfaction	Customer loyalty	Word-of-mouth	Repurchase intension	Habit
Brand image	.718 (0.00*)	. 842 (0.00*)			
Airline tangibles	.515 (0.00*)				
Personnel	.810 (0.00*)				
Empathy	.730 (0.00*)				
Image	.818 (0.00*)				
Price	.488 (0.00*)				
Customer satisfaction		.782 (0.00*)	.822 (0.00*)	.815 (0.00*)	.059 (0.659*)
Goodness-of-fit					
$\chi 2$ (df)	612.306 (432)				
p-value	0.00				
CFI	0.917				
TLI	0.905				
RMSEA	0.053				

Note: *p<0.00

Hypothesis 1 states that brand image has positive relationship with customer satisfaction. Hypothesis is accepted by the data ($\beta=0.718$, $p\leq0.000$). Hypothesis 2 depicts that brand image has positive relationship with customer loyalty. Hypothesis is accepted by the data ($\beta=0.842$, $p\leq0.000$). Hypothesis 3 shows, airline tangibles have positive relationship with customer satisfaction. Hypothesis is supported by the data ($\beta=0.515$, $p\leq0.000$). Hypothesis 4 shows, personnel have positive relationship with customer satisfaction. Hypothesis is supported by the data ($\beta=0.810$, $p\leq0.000$). Hypothesis 5 demonstrates that empathy have positive relationship with customer satisfaction. Hypothesis is supported by the data ($\beta=0.730$, $p=\leq0.000$). Hypothesis 6 demonstrates that image have positive relationship with customer satisfaction. Hypothesis is supported by the data ($\beta=0.818$, $p\leq0.000$). Hypothesis 7 predicts that price have positive relationship with customer satisfaction. Hypothesis is supported by the data ($\beta=0.488$, $p\leq0.000$). Hypothesis 8 says that customer satisfaction has positive relationship with word-of-mouth. Hypothesis is accepted by the data ($\beta=0.822$, $p\leq0.000$). Hypothesis 9 says that customer satisfaction has positive relationship with repurchase

intension. Hypothesis is accepted by the data (β=0.815, p≤0.000). Hypothesis 10 says that customer satisfaction has positive relationship with habit. Hypothesis is not supported by the data (β=0.059, p=0.659). Hypothesis 11 says that customer satisfaction has positive relationship with customer loyalty. Hypothesis is accepted by the data (β=0.782, p≤0.000).
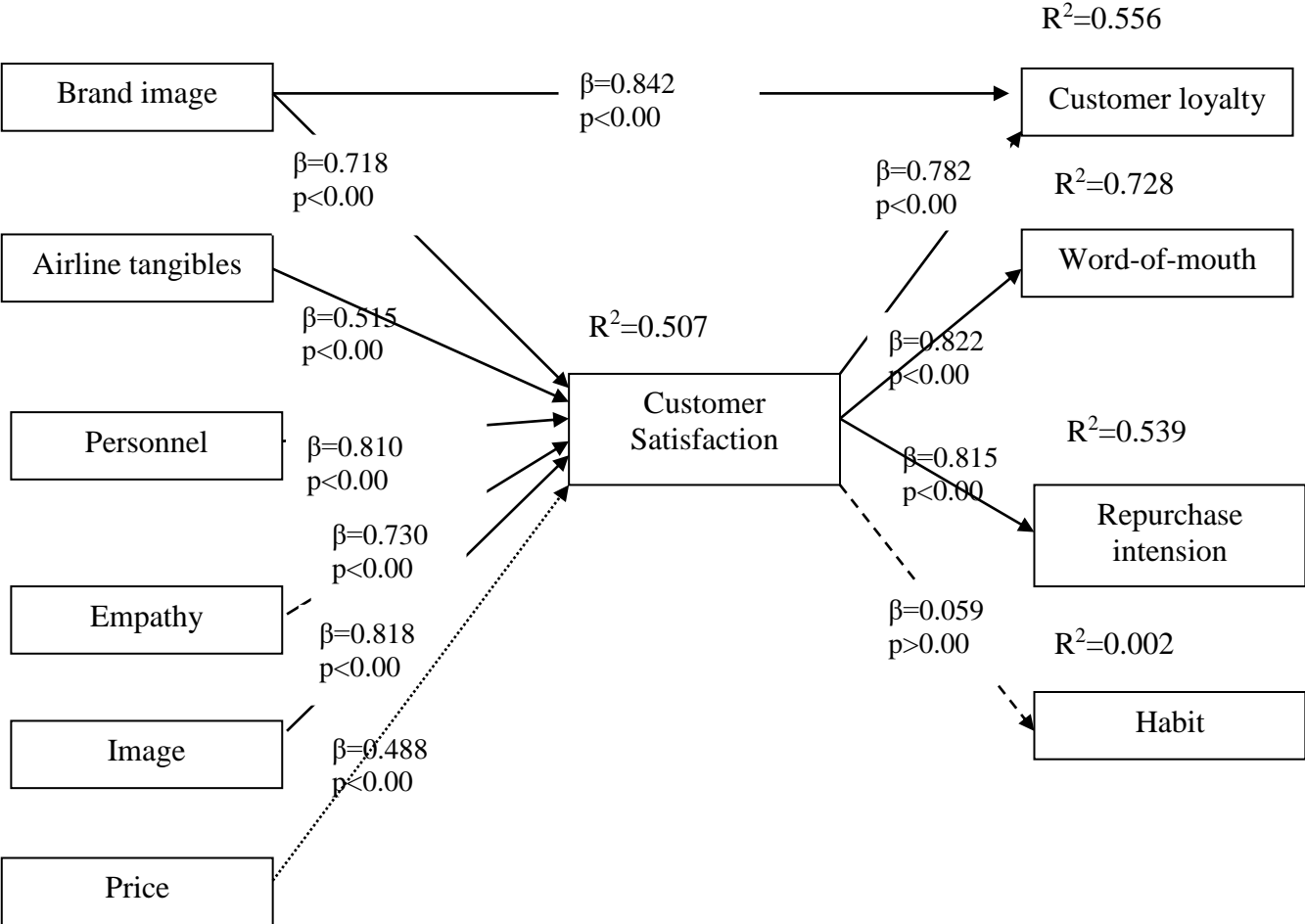
Figure 2: SEM analysis result

To sum up I can say from figure 2, there is standardized path coefficient (β) and p value which is explained the model by R^2. It shows that 50.7% of variance in customer satisfaction is illustrated by the independent variables (airline tangibles, personnel, empathy, image, price and brand image) and also customer satisfaction accounts for 55.6% of customer loyalty, 72.8% word-of-mouth and 53.9% repurchase intension of total variance.

5. Discussion

This study is examining the effects of AIRQUAL model (airline tangibles, personnel, empathy and image) and brand image and price on customer satisfaction. Also finding out the consequences of being satisfied where it could lead to customer loyalty, word-of-mouth,

repurchase intension and habit.

The study supports the direct relationship between brand image and customer satisfaction and brand image and customer loyalty. This is indispensable for airline to maintain it properly because it led to satisfaction and loyalty. Airline need to provide high quality, reliable, functional and beneficial services to the customer to enhance brand image which will increase customer satisfaction and loyalty. Previous study also supports the result where Aaker (1991) mentioned that customer will come back to the brand when they are comfortable and satisfied. The study also confirms that all of the dimensions of AIRQUAL has significant impact on customer satisfaction. When plane is modern, and seats and toilet are clean and comfortable then customer become satisfied. Airlines need to take care of the aircraft and to check it whether it is clean or not, if anything happen surrounding the aircraft they need to be fixed and provide new aircraft. Saha and Theingi (2009) support this and mentioned in their study that airline tangibles are not only increasing customer satisfaction but also enhance the good will of organization.

Personnel have strong direct impact on customer satisfaction. This is because customers want to see the well dressed up, well manner personnel who can help them by providing food, information. Another reason could be airlines put more emphasize on airline personnel so that they can provide desired service to the customer. Previous studies (Ali et al., 2015, Farooq et al., 2018) Leong et al. (2015) mentioned that to increase customer satisfaction airline companies invest in the education of their employees.

There is also strong relationship among empathy and customer relationship. To enhance empathy, airlines try to maintain their schedule, provide frequent flight and give compensation if flight is delayed. Naridi et al. (2008), Ekiz et al. (2016) also supported this relationship. Naridi et al. (2008) mentioned that personal empathy positively contributed to the service quality of Cyprus National Airline.

Image is reported to have significant impact on customer satisfaction which is also proved by Naridi et al. (2008), Ali et al. (2015) and Ekiz et al. (2016) Companies have to assure the consistency of the price and also provide low price ticket so that customer remain satisfied. Price is recorded to have a significant relationship with customer satisfaction. The result is in line with the Riandarini et al. (2015), they also acknowledged that price have influence on customer satisfaction, but price does not influence customer loyalty. Airlines provide

discounted price, affordable price to retain satisfied customer.

Those who are satisfied with the services of airline they have intention to repurchase and give positive word-of-mouth. These results match with the prior research, Nadiri et al. (2008) Airlines must have those customers who can become advocate of the airlines so that companies will get the benefit of indirect marketing. It is less risky and easy marketing tool if your customer is satisfied. The study reveals that there is one more outcome of customer satisfaction that is customer loyalty, the result collaborates with Naridi et al. (2008), Saha and Theingi (2009) and Nadiri et al. (2008) did not used any customer loyalty as a single measure they treated of repurchase intentions and word-of-mouth communication as a characteristics of customer loyalty. It is always beneficial for companies to have loyal customer they always be with the company. To measure these companies can arrange a short survey, online survey or face to face interview so company can get the fact and they can work on those. One hypothesis has been rejected that there is no relationship among customer satisfaction and habit in contrary to the findings of Fu and Juan (2016), because they proved that there is relationship between themselves, it was possible due to research are was public transportation. In our study it happens may be when people become satisfied, they become loyal and make repurchases and give positive word-of-mouth.

6. Conclusion and implications

The study investigates brand image, price and AIRQUAL dimensions which are catalysing the customer satisfaction and loyalty of SAS airline. Service quality is an important factor in an airline industry, here customers demand is changing over the time. However, companies are trying to provide their best service so that they can meet the challenges of customer's demand. The key success factor of airline industry is up to date technology, and airline fails when they have so many dissatisfied customers (Ekiz et al., 2006).

The study response with the research question that brand image, airline tangibles, empathy, personnel, image and price have a strong influence in customer satisfaction which make loyal customer so that they make repurchase and provide positive word-of-mouth. 10 of the eleven hypothesises support the study expect one where it shows that there is not any significant impact of customer satisfaction to habit. In my study SEM has been used and it depicts that customer satisfaction has more influence towards word-of-mouth, customer loyalty and repurchase intension. When customers become satisfied with the services, they spread the

positive message towards other and this is very much effective rather than any other marketing tools because people get the confidant and trust when they hear some positive massage from trusted, beloved friends, family members, colleagues etc. SAS airline would love to have loyal customers so that they will stick with the with airline, they do not have trend to leave the airline when there is some other airline is available. SAS airline would enjoy repurchasing like other companies, repurchase gives the firm more and more profit. There is a circle of the outcome of the study, satisfied customer use spread positive words they become loyal and they repurchase tickets when they travel.

Theoretically, the study is able to carry out the literature in forward by examining the impact of AIRQUAL, brand image and price on customer satisfaction, and customer satisfaction on customer loyalty, word-of-mouth and repurchase intention. The model has been tested with multistage SEM which could be a resource who are interested in studying customer satisfaction in airline industry.

Implications

Practical implication for SAS airline's policy makers CEOs and managers. They can get the vital information that other than AIRQUAL dimensions, there are other factors which have significant impact on customer satisfaction and those will also lead to customer loyalty. They need to understand the dimensions of service quality and other factors. SAS have to carefully recruit employees and also provide training so that they can give the best service to the customer with empathy which is important to the customer. Customers expect that they will receive warm welcome and services by well-dressed and manner employees. Arline industry is very competitive so that continuous improvement is required, and they can conduct a survey, telephone interview or face-to-face interview to find out their lacking and they can improve on those areas. SAS have to maintain sustainable customer satisfaction so that customer remain loyal.

About the contribution of this survey it can be acknowledged that most of the surveys have been used only AIRQUAL model (Ali et al., 2015; Farooq et al., 2018; Nadiri et., 2008 and Şimşek,and Demirbağ 2017), where I have used also AIRQUAL along with brand image and price and it shows that AIRQUAL model is not only the factors of satisfaction but also brand image and price. Brand image and price is one of the vital factors for satisfying customer. Nadiri et., (2008) proved that customer satisfaction leads to word-of-mouth and repurchase

intension, whereas from Shafiee et al. (2014) mentioned that brand image has relationship with intension. Those studies have missed that customer satisfaction and brand image can directly influence customer loyalty. This study contributes to the statistical analysis technique, this study is analysed by using SEM in R studio with lavaan package where most of the study has been measured SEM by SPSS.

Limitations and further research

There are several issues that need to be considered as limitations. Firstly, sample size is relatively small, and it would be better to conduct a survey with larger sample size. Secondly, to get more representative sample, it would be better to use random sampling technique rather than convenience sampling. Thirdly, this study has not taken account safety matters, technology and other factors which can influence satisfaction. Finally, future study can be done based on this research gap. It would give more insight information if any study uses other factors which are related to customer satisfaction and to find other outcomes that may influence customer loyalty. If there is a comparison between SAS and Norwegian which will provide another insight of the information that which one is more successful to make their customer happy.

Acknowledgement

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