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A study on air traveller's satisfaction of service quality for Jaipur international airport (JIA)

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Abstract
The satisfaction of air travellers is tool for increasing air traffic at airports. The aim of this study is to explore and analyse several aspects of airports. They related service quality to air traveller dissatisfaction and satisfaction throughout the airport. Context. Study several kinds of literature that focused on a variety of factors or attributes of airport Service quality. There is a significant impact that airport-related services have on both the domestic & foreign tourism industry and economy. The goal of this study is to identify the factors that influence passenger satisfaction with airport service quality and establish a conceptual framework for measuring satisfaction with airport services. I conducted a survey of 150 passengers between 15th Oct. 2021 and 30th Nov. 2021 at Jaipur international airport. These results found that airport facility, finding your way into the terminal, and security were the important satisfiers factor, while the check-in process was the factor of dissatisfaction.

Keywords: satisfaction, airport service quality (ASQ), socio-demographic characteristics, factor analysis

Introduction
Airports play a significant role in the global transportation system. Within the terminals, the airport offers a variety of facilities and services to travellers. Airport marketers are under mounting demands to set themselves apart through providing excellent customer service to travellers. Many airlines and airport management firms measure customer opinions of service without understanding expectations. (Adisasmita, 2012) [3]. Previous research on airport services has identified several important factors for passenger satisfaction such as flight timeliness, information convenience, efficient security and check-in procedures, signage and orientation, and terminal amenities (Chen & Chang, 2005) [9] Measuring the overall level of service (LOS) at an airport is one of the most important aspects in terms of passenger satisfaction, and it includes total service time, total walking distance, and two orientation index components. Correia, Wirasinghe, & De Barros, 2008) [10]. Airport service quality expectations are a multidimensional, hierarchical construct with three key dimensions: function, interaction, and diversion. Fodness and Murray introducing new variables to the airport service quality literature. (Fodness & Murray, 2007) [14]. servicescape and Image," "Signage," and "Service" are three distinct, independent, and invariant characteristics that best define service quality (Pantouvakis & Renzi, 2016) [29].
Maintaining high levels of service quality across several different service areas requires ongoing monitoring of t he airport's passenger service evaluation process. (Mohd Isa, Ghaus, Hamid, & Tan, 2020) Passenger satisfaction is an important performance indicator for airport services. Airport council international recognize some universal dimensions related to airport service quality and identifying the key satisfiers and dissatisfiers from a large sample of responses utilizing visual data mining techniques. Bearing in mind that ‘‘tourism service quality begins at the airport’’, (Rendeiro, 2006) [31] the evaluation of passenger satisfaction levels with airport services has become an important issue for airport management. (Chen & Chang, 2005) [9]. This study focuses on airport ground service and the results would provide important theoretical and practical contribution to the travel and tourism fields.

Review of Literature
Airports facility and Passenger satisfaction
The ASQ parameters create a link between academic study and descriptive research dimensions in the aviation sector. The authors feel this study can help future research on airport service quality and passenger satisfaction measurements. (Carman, 1990) [8]. The standard of service has emerged as a key aspect of consumer satisfaction. It has been proven by some researchers that service quality is directly associated to air Traveller's satisfaction Security, check-in, airport facilities, and custom inspection are a few examples of air service quality parameters that can be used to determine satisfaction level. (Cronin & Taylor, 1992) [11]. Passenger satisfaction is achieved when an airport's facilities exceed passengers' expectations. (Chen & Chang, 2005) [9]. When a service attribute fails, the entire airport value chain is likely to suffer. The possibility of promoting an airport online is negatively impacted by the absence of any one of the specific service qualities. (Halpern & Mwesiumo, 2020) [19]. The

airport has made it possible for societies to expand economically by enhancing their capacity for trade and tourism, thereby creating major advantages. (Haywood & Farmer, 1988) [20]. To investigate the impact of airport service quality on passenger satisfaction, the measurement of service quality is becoming a relevant issue. (Bellizzi, Eboli, & Mazzull, 2020) [5]. Traveller's satisfaction is directly related to service. Service quality is defined as the totality of explicit and implicit aspects upon which passengers' expectations are completely satisfied. (Eboli & Mazzulla, 2009) [12]. How well a corporation meets the individual requirements of its customers is indicated by the level of satisfaction expressed by its passengers. A customer's evaluation of a service's quality is affected by characteristics including ease of use, safety, and efficiency. (Haywood & Farmer, 1988) [20]. The passengers' expectations about the performance of the service providers are different from their evaluations of the services they actually received. Therefore, the difference between what was expected and what was really accomplished is usually understood to determine service quality. (Jones, Mothersbaugh, & Beatty, 2002) [21]. Customers evaluate the quality of the service they receive based on five service parameters, the most common of which are tangible, empathy, reliability, responsiveness, and assurance. There are five aspects of service quality. (Parasuraman, Zeithmal, & Berry, 1988) [30]. The SERVQUAL dimension can potentially lead to the four aspects that will influence the level of satisfaction experienced by passengers. The features of the product, the performance of the employees, the quality of the service, the atmosphere, the location, and the cost of ownership are all factors to take into account. (zeithmal, Berry, & Parasuraman, 2002) [33]. Passenger's satisfaction is the most important factor considered in the marketing literature. (Halpern & Mwesiumo, 2020) [19]. A passenger may anticipate an airport service factor. Expedited service improves passenger expectation. (Fodness & Murray, 2007) [14]. Table 1 shows examples of a few pieces of literature on airport service quality. Based on researcher was concluded that most studies agree that service quality is multi-dimensional.

Table 1: Research conducted in the field of airport service quality

Researcher	Research area and finding
	Airport service quality (ASQ) and the level of service in the passenger terminal
	Exploring the passengers' needs and their perception of services and facilities provided in airport terminals.
,	Analysing customer-oriented service performance
,	Analysing passenger perceptions of ASQ passenger perception towards Airports are expected to operate as self-sufficient service organizations providing efficient and high-quality services to a variety of customers.
	Effects of service quality dimensions and passenger characteristics on passenger's overall satisfaction with an airport
	Analysed the quality of airport services using 36 criteria reflecting the physical dimension of the quality of the airport. The methods of fuzzy multicriteria analysis and alpha-cut concept.
	Evaluation of the airport service quality using the dimension of Responsiveness, Assurance, Empathy

Research framework

It is widely discussed that the service quality for the airport has always been taken from the management's perspective rather than from the passengers' perspective. (Wiredja, 2017) [32]. Furthermore, the service quality dimensions used for the airports seem too tailored for the airport and are not like the general service quality dimensions such as SERVQUAL and SERVPERF. (Jungki, 2007) [22]. The ASQ survey captures the passengers' perception of the airport service quality elements and their overall satisfaction. Therefore, it is a direct source that can be used to investigate passengers' perspectives for specific airports as well as for all airports in general. (ACI ASQ Brochure, 2021) [2].

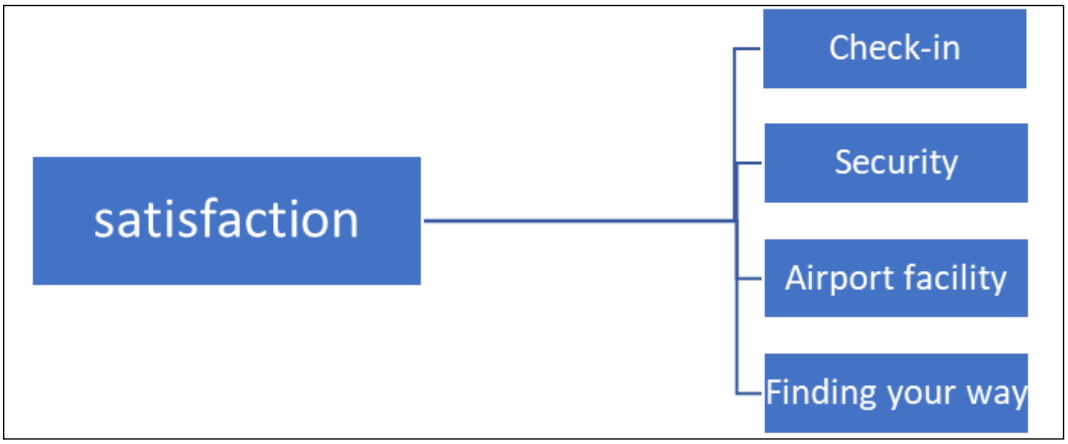

Fig 1: Research Framework (ADOPTED FROM ACI ASQ SURVEY FRAMEWORK)

Research objective

This study examined whether the measures used for the ACI ASQ survey can be explained by a theoretical model and whether the airport service quality elements (related to the various airport service aspects) can predict the variance of the overall satisfaction scores. Since the ASQ survey data used for this study is only for JIA.
Accordingly, the research objectives of this study are:

1. To explore the airport service quality dimensions for JIA passengers based on the ASQ survey framework.
2. To determine the relationship between airport service quality dimensions as the drivers for passengers' overall satisfaction at the JIA terminal.

Hypotheses

Ha: there is a significant positive relationship between Check-in and passenger satisfaction
Hb: there is a significant positive relationship between Security and passenger satisfaction
Hc: there is a significant positive relationship between airport facility control and passenger satisfaction
Hd: there is a significant positive relationship between finding your way in airport and passenger satisfaction

Research methodology

The purpose of this study was to design, implement and test an objective approach to measuring passengers' satisfaction with airport service quality. Quantitative research methods were being used to undertake an in-depth evaluation with comprehensive coverage. The population of this study consisted of passengers departing from the Jaipur International airport between October to December of 2021. Respondents are selected, accordingly passenger list provided by the Jaipur international airport they happen to be in the right place and at the right time. In this research, the researchers used probability stratified sampling in distributing the questionnaire. Stratified sampling means each entity (person, element, or object) is selected to study is divided in homogenous strata. This method is considered obtaining the responses Passengers were asked to complete a questionnaire while waiting in airport departure lounges. All questionnaires, whether completed or not, were returned before passengers boarded. Incomplete questionnaires with an excessive amount of missing data were excluded from further analysis. Sample size is 150 determines by the Cochran formula. 200 questionnaires were distributed at Jaipur international airport. The questions covered four dimensions of passenger Satisfaction as follows check-in, Security, Airport facility and finding your way in airport. In this questionnaire, respondents had five choices from excellent to poor. Where 5 denote strongly satisfied and 1 strongly dissatisfied. The questionnaire was adopted from the ASQ scale by ACI (ASQ ACI). Survey questionnaires attempt to address the overall satisfaction of passengers of Jaipur international airport (JIA). According to (Seth *et al*., 2005), the service quality is function of perception and expectations and can be modelled as:

$$\mathrm{SQ} = \sum_{j=1}^{k} (\mathrm{Pij} - \mathrm{Eij})$$

Where SQ = overall service quality
Pij=performance perception of stimulus i with respect of attribute j.
Eij= service quality expectations for attribute j that is the relevant norm for stimulus i.

Research Procedure

In 2021, travellers who travelled through JIA filled out self-administered questionnaires to collect data regarding their overall level of satisfaction with the airport. A Likert scale with five points, ranging from one to five, was used to make the measurements for each category. 1 indicates for very unsatisfied, 2 stands for dissatisfied, 3 stands for neutral, 4 stands for satisfied, and 5 stands for very satisfied. Statistical Package for the Social Science (SPSS) version 26 was utilised for the analysis of the data that was gathered. A reliability check of the factors output was carried out by calculating Cronbach's alpha in order to measure the internal consistency of the instrument, and in the end, multiple regression analysis was utilised in order to investigate the determinants, which influence the level of satisfaction that passengers experience at Jaipur International Airport. The statistical technique known as multiple regression gives us the ability to examine the connections between a number of different independent variables and a single dependent variable. In the course of this study, thirteen determinants were constructed in order to determine the amount of satisfaction associated with each individual determinant. The total level of satisfaction was used as the dependent variable. In order to narrow down the dimensions of the independent variables, factor analyses were carried out. Using multivariate regression analysis, we were able to identify significant characteristics that contribute to the level of passenger satisfaction at JIA.

Demographic profile of air passenger

The sample included 134 males, which made up 89.3% of the total, and 16 females, which made up 10.7%. The passenger demographic with the youngest average age was determined to be between 15 and 30 years old (43.3%), while the passenger demographic with the oldest average age was between 31 and 45 years old (16.7%). In response to the question concerning the section in which the passenger travelled, the majority of passengers travelled in the economy class (54.7%), while 45.3% travelled in the business class. in addition, the majority of travellers came from India (89.3%), while passengers from other nations made up 10.7% of the total. The demographic characteristics are laid forth in table 1 which may be found below.

Table 2: demographic characteristics

Demographic profile		Frequency	Percentage (%)
Gender	Male	134	89.3
	Female	16	10.7
Total		150	150
Age group	15-30	65	43.3
	31-45	25	16.7
	46-60	30	20.0
	60 AND ABOVE	28	18.7
Total		150	150
which section of aircraft	Business class	68	45.3
	Economy	82	54.7
Total		150	150
Nationality	Indian	134	89.3
	Foreigner	16	10.7
Total		150	150

Data Analysis and Finding

Test of Reliability and validity of the Constructs

In this article, a number of statistical procedures were carried out making use of the Statistical Package for the Social Sciences (SPSS, version 26.0). In light of the fact that each quality dimension is composed of a number of different items, it was essential to make certain that all of the different items were measuring the identical attribute within their respective dimension. Cronbach's alpha was used to evaluate the survey items in order to establish how reliable they were in terms of measuring the desired attribute. (Bland & Altman, 1997). Cronbach's formula $\alpha=K/K-1\{1-\sum S^2_i/S^2_T\}$ where k represented the number of items, S2i represented the variance of the i item, and S2t represented the variance of the total score created by adding up all the individual scores. The value of Cronbach's alpha could only fall within the range of 0.0 to 1.0, and a high number would suggest that there was a high positive correlation among the items, or, to put it another way, that there was high internal consistency. The value of Cronbach's was.852, which is higher than the threshold limit of.80, suggesting that the scale has satisfactory levels of both internal consistency and reliability. (Nunnally, 1978) [26]. The reliability of the scale, as measured by Cronbach's alpha, was determined before proceeding with the additional studies. The results of the Cronbach's alphas for the dimensions are presented in Table 2; they were.852, which shows a high degree of internal consistency. Additionally, both the number of variables and the outcome of those analyses were suitable for further examination. The Kaiser-Meyer-Olkin test for sampling adequacy was utilised so that we could determine whether or not the data were reliable. The KMO test is a test that is carried out to determine the degree to which the variables have a partial correlation with one another (how the components explain each other). KMO values that are closer to 1.0 are regarded as excellent, whilst values that are lower than 0.5 are deemed unsuitable. Table 2 presents our findings, which reveal that the KMO value we obtained was.855. This suggests that there is a significant degree of overlap in the information contained within the variables as well as the existence of a robust partial correlation. Therefore, it is plausible to conduct factor analysis, and the bartlett's test of sphericity is employed to test the null hypothesis that the correlation matrix is an identity matrix. Consequently, it is plausible to do factor analysis. In the event that you have an identity correlation matrix, it indicates that your variables are unrelated to one another and are not suitable for factor analysis. Bartlett's test of sphericity shows that the value for p (sig.) is 0.00, as shown in the table below. Therefore, the sample size is sufficient for carrying out a factor analysis, and there is a connection between the variables. A significant statistical test with a p value of.000 (normally less than 0.05) establishes that the correlation matrix is indeed not an identity matrix (rejection of the null hypothesis), as shown in table 2.

Table 3: Reliability analysis Cronbach's alpha and validity KMO and Bartlett's test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.837	17
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	2151.175
	Df	66
	Sig.	.000

Descriptive statistics

According to the information shown in table 3, the total service provided by the airport was broken down into 13 different variables, and the final question inquired about the passengers' level of satisfaction with the airport's services as a whole. For the purpose of this research, the researcher hypothesised four dimensions and thirteen variables for measuring the level of satisfaction experienced by passengers departing from JIA. The results of the survey are presented in table 3, which shows that the passengers were satisfied. The findings are presented in Table 3, which reveals that there are seven factors, including Mean Value of Waiting Time in Check-In Queue (3.92), Thoroughness of Security Inspection (3.55), and Feeling of Being Safe and Secure (3.73). 3.98, Restaurant's Relative Value to Its Cost 3.81, Shopping Facility, Availability of Washroom, and Flight Information Screen show 3.83,3.96 and 3.97 respectively, which suggested that the customer was relatively satisfied. The results of the other six variables—namely, the effectiveness of the check-in staff, the length of time passengers had to wait for the security inspection, the politeness and helpfulness of the security staff, the restaurant, and the ease with which passengers could navigate the airport—showed mean values that were greater than 4, indicating that passengers were highly satisfied. The overall satisfaction with the quality of airport services was rated as having a mean value of 4.64 and a standard deviation value of 0.638, both of which suggest a high level of satisfaction with the quality of airport services. The result is presented in table 3, and it demonstrates that the passengers have a high level of satisfaction with the services provided by Jaipur International Airport.

Table 4: Descriptive Statistics

Varriable	N	Mean	Std. Dev.
Check-In			
Waiting Time in Check In Queu	150	3.92	1.179
Efficiency of Check In Staff	150	4.63	.639
Security			
Thoroughness of Security Inspection	150	3.55	1.027
Waiting Time In Security Inspection	150	4.23	.951
Feeling of Being Safe and Secure	150	3.98	.952
Courtesyand Helpfulness of Security Staff	150	4.15	1.091
Airport Facility			
Restaurent	150	4.18	1.062
Value For Money of Restaurent	150	3.81	.972
Shopping Facility	150	3.83	1.064
Availibility of Washroom	150	3.96	.940
Way Finding Facility At Airport			
Ease of Finding Your Way Through Airport	150	4.25	.779
Flight Information Screen	150	3.97	1.223
Overall Satisfaction	150	4.64	.638
Total	150	53.1133	8.23769
Overall Mean of All 4 Factor			

Source SPSS Version 26

Multiple regression analysis and hypothesis test

The regression analysis model determines if the independent variable affects the dependent variable. Multiple regression was used to determine the impact of airport service quality on air traveller satisfaction. All assumptions were checked before running the generalised procedure. Multiple-term regression equation: y=b0+b1X1+b2X2+...+bkXk

In the regression equation, the letters represent the following: y is the response variable, b_0 is the constant, b_1, b_2,..., b_k are the coefficients, X_1, X_2,..., X_k are the values of the term.

Multiple Regression Equation

Based on the value of R2 (correlation coefficient of determination), we may determine that the variables listed in table 4 explain 99.5% of the observed variation in passengers' overall levels of satisfaction. i.e., the chosen element of airport service with the potential to affect travellers' opinions. With an adjusted R2 of.984, we may conclude that 98.4% of the variance in air passengers' levels of satisfaction can be accounted for by known factors. Therefore, the studied airport services may account for a sizable proportion of the total variance in passengers' levels of satisfaction. While the adjusted R2 is higher, the gap between the two measures of model fit suggests that less variance in the result would be accounted for if the model were drawn from the population.

Table 5: Multiple Regression Equation

Hypotheses	Variables	Unstandardized Coefficients		t-value	p-value	Decision
		B	Std. error			
	Constant	0.108	0.061	1.767	0.08	Rejected
H1	Check-in	.065	.052	1.264	.208	Rejected
	Waiting Time in Check in Queu	.006	-.007	.517	.004	Accepted
	Efficiency of Check in Staff	.011	.993	.000	.991	Rejected
H2	Security Services	3.470	.279	13.764	.000	Accepted
	Thoroughness of Security Inspection	.136	.054	2.508	.013	Accepted
	Waiting Time in Security Inspection	.043	.058	.742	.459	Rejected
	Feeling of Being Safe And Secure	-.018	.057	-.320	.750	Rejected
	Courtesyand Helpfulness of Security Staff	.139	.050	2.799	.005	Accepted
H3	Airport Facility	3.609	.262	30.216	.000	Accepted
	Restaurent	.161	.048	13.764	.000	Accepted
	Value For Money of Restaurent	-.098	.057	3.321	.001	Accepted
	Shopping Facility	.207	.050	-1.712	.089	Rejected
	Avalibility of Washroom	-.015	.062	4.161	.000	Accepted
H4	Finding Your Way	3.745	.282	13.289	.000	Accepted
	Ease of Finding Your Way Through Airport	.263	.084	3.116	.002	Accepted
	Flight Information Screen	-.056	.054	-1.046	.297	Rejected

Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1.	Regression	59.650	12	4.971	748.159	.000[b]
	Residual	.910	137	.007		
	Total	60.560	149			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.992[a]	.985	.984	.082	.386	43.837	9	627	.000

The regression equation of this study is Y = 0.108 + 0.65 X1 + 3.470 X2 + 3.609 X3 + 3.745 X4. The regression equation indicates that Security Services, Airport facility and finding your way are positively related with passenger satisfaction. The overall predictability of the model was also calculated. The F statistics 784.18 giving P- value as 0.00, shows that the regression model is highly significant which implies that the data are well suited in explaining the influence of airport service factors on overall passenger satisfaction of Jaipur International Airport. Above table 4, Discloses the regression result of explanatory variables which reveals that all the select factors positively influence the overall satisfaction of air passengers at Jaipur International Airport, expect check-in factor. Regression analysis table supports the hypothesis i.e., there is positive relationship between airport services and overall passenger satisfaction of Jaipur International Airport. In the above table column b value indicates the influence of the factor named restaurant, availability of washroom, value for money of restaurant, on overall tourist satisfaction is the highest if the effect of other dimensions is held constant. Similarly, it is observed from the table that influence of the factor named "efficiency of check-in staff" and "waiting time in check-in queue" on the overall satisfaction of passengers is the lowest out of the twelve predictors. The result of corresponding t value and p value make it crystal clear that two important factors that significantly influence satisfaction of Jaipur International Airport passengers are restaurant, availability of washroom, value for money of restaurant, and ease of finding your way through airport. On the other hand, flight information screen, shopping facility, feeling of being safe and secure, waiting time in security inspection, efficiency of check - in staff has shown no positive significant cause and effect relationship between above mention service and overall satisfaction of tourist of Jaipur international airport. The P- value is more than 0.05, which mean the association between airport service and passenger satisfaction variable is statistically significant. (At the 5% level significant). The results of hypothesis testing proposed in this research paper can be noticed in above Table 4. In both the cases of hypotheses H2, H3 and H4 as well as security, airport facility and finding way in airport show significant relation with overall satisfaction of air passenger towards the Jaipur International Airport (JIA), P- value is less than .05, both the hypotheses are accepted but check -in show the .286 value is more than .05 which indicated check in is not significantly related to the overall passenger satisfaction of Jaipur international Airport. The study found positive relationship of each service quality predictors toward passenger satisfaction. Furthermore, it was also found the positive influence of passenger satisfaction toward 3 airport

services dimensions namely, security, airport facility and finding your way in airport. Based on hypothesis testing results, it can be viewed that all hypotheses are supported.

Discussion and conclusion

The purpose of this study was to determine how satisfied air travellers were with the level of service at the Jaipur international airport. The level of satisfaction with airport services was measured using four factors, and the findings indicate that the check-in procedure' two service quality components have no significant impact on overall visitor satisfaction. Tourists are dissatisfied with the check-in process's two services. The result also indicates that airport security, airport facility and finding your way service attributes show a significant relationship with air tourist of Jaipur international airport. Above 3 determinant's 10 service element satisfied the passenger significantly. Airport industry is different than used to be, highly competitive market situation is forcing airports emphasize on fulfilling passengers' satisfaction. Management of airports must understand the requirement of passengers before making any improvement for airport service. Researchers also felt that Jaipur International Airport was facing problem when making service improvement. This study has developed the research framework that could be a reference for airport service quality. The study discovered that there is a direct relationship between passengers' expectation of airport service quality and passengers' satisfaction.

Implications for future research

This study only covered four constructs that might relate with tourist satisfaction. However, the researcher might ignore certain significant factors that play an important role in determining the satisfaction level towards the quality of service delivered by Jaipur International Airport. Check in service, security, airport facility and finding your way in airport are often emphasized by passengers. Thus, these four factors should be examined in future research to obtain in-depth understanding on passengers' satisfaction level in the operation of Jaipur International Airport and other similar Airports. Moreover, the relationship between service quality and tourist satisfaction in services of airports requires research efforts, especially as the sector has not been covered in this work and other studies so far reviewed. Also, in this study, Airport council international (ACI) service quality model is used for tourist on domestic routes. This study holds implications for further research in the service quality and passenger satisfaction domains. Significant contributions could result from additional study of the relationships among service quality, check-in. The study leaves the scope for future research, where other airport services could be studied in the airport service quality area. The study could further be extended to the other areas of the country for more generalizability of the results. A more explicit and systematic investigation of how the check -in facilitates or frustrates customers' activity goals (productivity, maintenance, and leisure) should be of interest to researchers of service quality in check in where customers spend extended periods of time and to services marketers who focus on waiting time and queuing issues (e.g. Bus terminals, train stations and cruise ships).Given that prior academic research in airport service quality is limited and primarily focused on service performance measure methodologies, that literature could benefit from further application of gap theory methodology for analysing service quality. Two critical investigations needed are further study of the relationships between air tourist satisfaction and airport service quality/ important airport performance measures. The relative importance of service quality in the passengers' airport choice decision is currently the subject of speculation requiring empirical inquiry and specification. In a related area, the influence of passenger preferences for airports service on airports requires to further study.

Limitations of the study

Several limitations of this study must be recognized. To begin with, there is no focus on a particular type of airport (e.g., location, size, number of passengers per year, arrival services, covid 19 protocol, access etc). However, without direct insight into content of the comments, the differences between levels of satisfaction and dissatisfaction expressed for each factors remain relatively small. For instance, A passenger may perceive that employee who care about their working environment would care about their customers. Considering that majority of the identified factors can be characterized as performance factors, a particular attention should be given to performance factors in the airport context. Apparently, most occurring attributes in passenger comments were performance factors such as staff, baggage, and shopping options. As a result, a conclusion is that passenger satisfaction would depend on the performance of these attributes. Other side airport situations leave a strong impact on passengers' impressions with the overall service, generating positive and negative reputation of the airports. Furthermore, not only that good variety of retail stores and restaurants increases passenger satisfaction, but also it is closely connected with increase in revenue and profitability. Therefore, previously mentioned performance factors should unquestionably serve as benchmarks of airport service quality.

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