

CHAPTER 4

FINDINGS AND DISCUSSION

The findings and discussion of the international passenger's satisfaction of service quality by comparing expectations and perceptions are divided into 8 parts:

Part 1: Theoretical methodology that underpins the findings

Part 2: Descriptive result

Part 3: Hypothesis testing result

Part 4: Gap Analysis

Zeithaml (1988, p. 3) indicated that customers form their perception of quality from the following service elements, which they have developed in a SERVQUAL model: Tangibles, Reliability, Responsiveness, Assurance and Empathy. They found that the most important factor in all service sectors was reliability. The model used to explain quality in service relationships was able to provide insights about the gaps between client expectations of service quality and service provider standards.

Theoretical Underpinnings of the Findings

Rust and Oliver (1994, p. 71) describe the dominant model of customer satisfaction in the services literature as follows: "Customer satisfaction is a summary cognitive and affective reaction to a service incident (or sometimes

to a long-term service relationship)". Oliver (1983, p. 140) argued that satisfaction judgments are influenced by: both positive and negative affective (i.e. emotional responses and cognitive disconfirmation). Customer satisfaction/ dissatisfaction is likely to be determined by how well focal brand performance fulfills the innate needs, wants or desires of consumers, rather than how performance compares with pre-purchase predictions.

Zeithaml (1988, p. 3) defined service quality as a comparison to excellence in service encountered by the customer. Bitner and Hubbert (1994, p. 72) defined service quality as "The consumer's overall impression of the relative inferiority, superiority of the organization and its services". The relationship between customer satisfaction and service quality is a complex and unresolved issue characterized by confusion about the distinction between the two constructs as well as the causal direction of their relationship. Often, practitioners use the term service quality and customer satisfaction interchangeably. Zeithaml (1988, p. 4) stated that although service quality and satisfaction are closely related, at times these two constructs appear to diverge. The following are the issues that differentiate the two constructs:

Conceptual Domains

The distinction between the two constructs is reflected in conceptual domains. Service quality perception reflects a consumer's evaluative perceptions of a service encounter at a specific point of time. In contrast, consumer satisfaction judgments are experiential in nature, involving both an end state and a process and reflecting both emotional and cognitive elements.

Assessment

Customer satisfaction is distinct from service quality assessments in that assessment of customer satisfaction results from comparison between predicted service and perceived service, while assessments of service quality result from a comparison of desired service and perceived service. Moreover, while predicted service plays a direct role in satisfaction assessment, it only indirectly affects service quality assessment by influencing (positive correlation with) adequate service (i.e. if customers predict good service, their level of adequate service is likely to be higher than if they predict poor service). Predicted service level may moderate how a customer interprets the service quality assessment gap. For example, if the level of service perceived by a passenger falls at the midpoint of his tolerance zone, this passenger's interpretation of this performance level (and hence assessment of service quality) varies depending on whether the predicted service level was above or below the adequate service level.

Expectation Role

Previous literature has conceptualized the two constructs in nearly identical fashion as the difference between service expectations and perceptions of the actual service received. However, Zeithaml (1988, p. 3) have clarified the relationship between them.

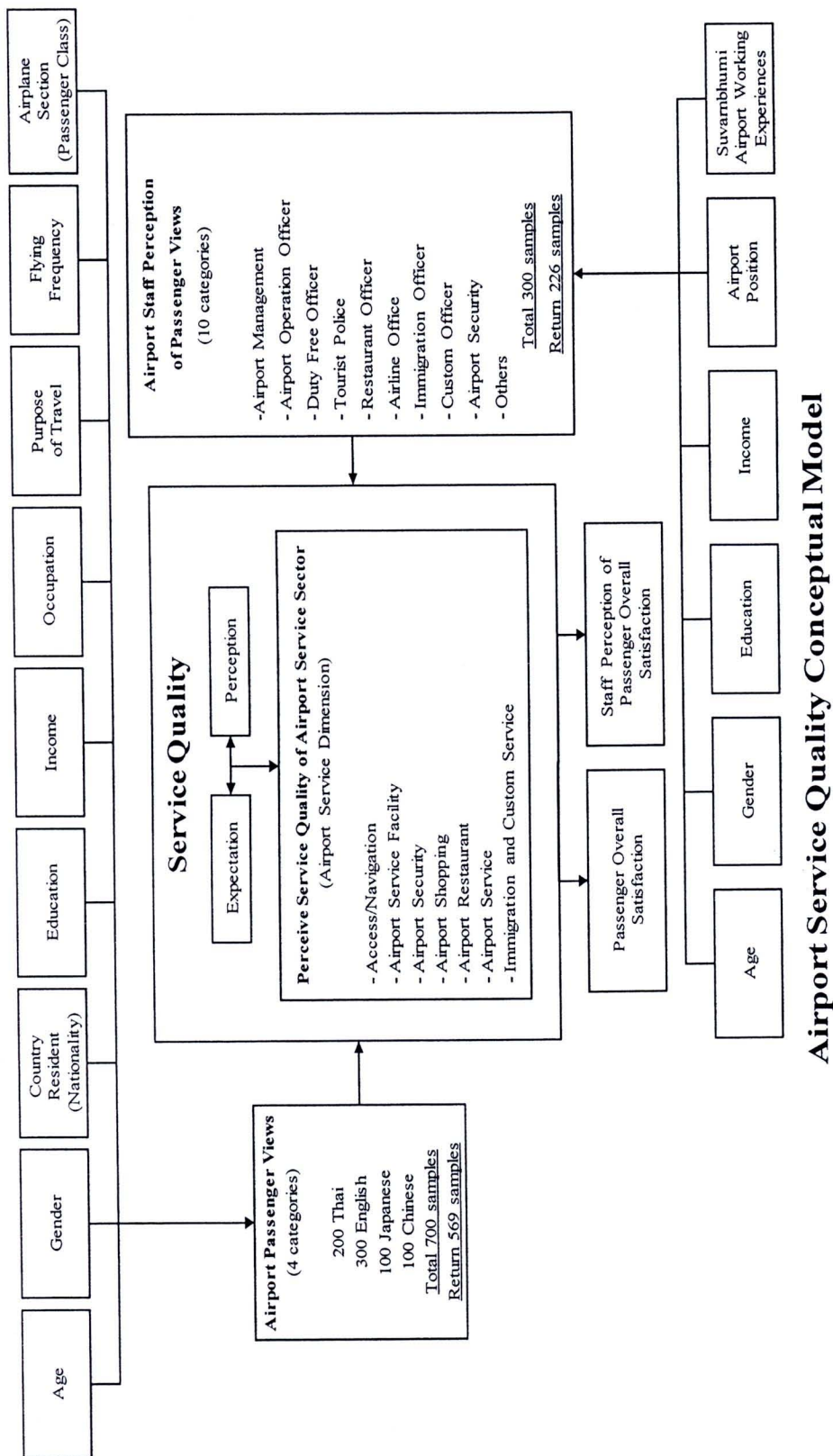


Figure 6 Shows the number of staff and passengers surveyed II frequency distribution.

Descriptive Result

Table 12

Frequency Distribution

Group	Frequency	Percent
Staff	226	28.4
Passengers	569	71.6
Total	795	100.0

Table 13

Gender, Age, Education, Marital Status, Working Position, Working Periods and Income of Respondents

	Staff	Frequency	Percent
Gender	male	96	42.48
	female	130	57.52
Age	Less than 25	45	19.91
	25 to 34	111	49.12
	35 to 44	46	20.35
	45 to 54	18	7.96
	55 to 64	6	2.65
Education	junior high school lower	5	2.21
	high school	34	15.04
	bachelor's school	160	70.80
	master's degree	21	9.29
	other	6	2.65

Table 13 (continued)

	Staff	Frequency	Percent
Marital status	single	142	62.83
	married	78	34.51
	widowed	2	0.88
	divorced	4	1.77
Working position	airport management	10	4.42
	tourism police	12	5.31
	immigration officer	11	4.87
	airport free officer	24	10.62
	restaurant officer	19	8.41
	custom officer	9	3.98
	duty free officer	42	18.58
	airline officer	36	15.93
	airport security	39	17.26
	other	24	10.62
	Working period	less than 6 months	35
6 months to 1 year		65	28.76
1 year to 2 years		77	34.07
more than 2 years		49	21.68
Income	less than 100,000 bath	47	20.80
	100,001 to 300,000 bath	142	62.83
	301,001 to 500,000 bath	29	12.83
	500,001 to 700,000 bath	3	1.33
	701,001 to 1,000,000 bath	4	1.77
	more than 1,000,000 bath	1	0.44

Table 14

Gender, Age, Country of Residence, Education, Person who Travels with, Occupation, Income, Frequency of Travelling of Passengers, Purpose of Travelling, Airplane Section and Duration Arrived in the Airport

	Passengers	Frequency	Percent
Gender	male	293	51.49
	female	276	48.51
Age	Less than 25	103	18.10
	25 to 34	187	32.86
	35 to 44	143	25.13
	45 to 54	71	12.48
	55 to 64	49	8.61
	More than 64	16	2.81
	Country of residence	Thailand	168
Japan		87	15.29
China		78	13.71
other Asian countries		32	5.62
Europe		64	11.25
North America		57	10.02
South America		30	5.27
Africa		4	0.70
Australia/New Zealand		47	8.26
other		2	0.35
Education	junior high school lower	12	2.11
	high school	100	17.57
	bachelor's school	319	56.06
	master's degree	107	18.80

Table 14 (continued)

	Passengers	Frequency	Percent
	doctoral degree	19	3.34
	other	12	2.11
Are you traveling	by yourself	117	20.56
	with spouse	76	13.36
	with friends	134	23.55
	with family	133	23.37
	with party or group tour	77	13.53
	with colleagues	32	5.62
	Occupation	professional	70
	skilled/semi skilled worked	64	11.25
	senior manager	48	8.44
	retired	29	5.10
	middle management	90	15.82
	housewife/homemaker	53	9.31
	student	124	21.79
	clerical/administration	76	13.36
	other	15	2.64
Income	Less than 5,000 \$	122	21.44
	5,001 to 20,000 \$	213	37.43
	20,001 to 40,000 \$	128	22.50
	40,001 to 60,000 \$	67	11.78
	More than 60,000 \$	39	6.85
How often do you travel per year	1 to 2	279	49.03
	3 to 5	221	38.84

Table 14 (continued)

	Passengers	Frequency	Percent
	6 to 10	48	8.44
	11 or more	21	3.69
Objective	education	32	5.62
	travel	368	64.67
	working	55	9.67
	visit friend	65	11.42
	business	47	8.26
	other	2	0.35
Airplane section	economy class	404	71.00
	premium economy class	72	12.65
	business class	76	13.36
	first class	17	2.99
How long since you arrived at the airport	less than 30 mins	32	5.62
	30 mins to 1hour	368	64.67
	1 hour 1 mins to 1 hour		
	30 mins	55	9.67
	1 hour 31 mins to 2 hours	65	11.42
	more than 2 hours	47	8.26
	other	2	0.35

Table 15

Mean and Standard Deviation of Expectations and Perceptions of Service Quality as Perceived by the Staff

Staff	Expectation and Perception					
	Expectation			Perception		
	Mean	SD	Level	Mean	SD	Level
Access/navigation			slightly			
	5.01	1.091	satisfied	4.20	0.923	neutral
Airport services/ facilities			slightly			
	5.05	1.151	satisfied	4.06	1.023	neutral
Airport security			slightly			
	5.24	0.922	satisfied	4.24	0.957	neutral
Shopping			slightly			
	5.21	0.873	satisfied	4.35	0.906	neutral
Restaurant			slightly			
	5.17	0.992	satisfied	4.14	0.995	neutral
Airline			slightly			
	5.26	0.916	satisfied	4.28	0.899	neutral
Arrival			slightly			
	5.27	1.005	satisfied	4.25	1.008	neutral

Table 15 shows that the staff has consistently higher expectations than actual perceptions of their service quality. This means that in the staff eyes service quality as needing to be improved.

**Table 16***Descriptive Statistics for Expectation and Perception Level of Passengers*

SERVQUAL Dimensions	Expectation level			Perception level		
	Mean	SD	Satisfaction level	Mean	SD	Satisfaction level
1. Reliability						
Navigation	4.34	0.642	very good	4.11	0.728	good
	4.15	0.715	good	4.05	0.729	good
	4.32	0.742	very good	4.18	0.721	good
Sub total	4.27	0.581	very good	4.12	0.596	good
2. Tangibles						
Airport Security	4.30	0.705	very good	4.32	0.695	very good
	4.24	0.695	very good	4.11	0.815	good
Sub total	4.27	0.614	very good	4.22	0.646	very good
3. Responsiveness						
Service Facilities	4.11	0.781	good	3.98	0.819	good
Shops	4.30	0.779	very good	4.02	0.950	good
Sub total	4.20	0.656	good	4.00	0.762	good
4. Assurance						
Shops			very good			good
Restaurants			very good			very good
Navigation			good			good
Facilities						
Sub total	4.25	0.651	very good	4.02	0.722	good

This table shows that in all dimensions the passenger expectations and actual experience tend to be fairly close together.

It can be seen that the expectations are higher compared to actual perceptions of service. The expectations are not too high at around the 5.2 level and actual perception is around 4.2, leaving a gap of 1 mean.

Table 17

Mean, Std Deviation and Level of Expectation and Perception of Passengers. Expectations Again Higher Compared to the Perception of Service Levels

Passengers	Expectation			Perception		
	Mean	SD	Level	Mean	SD	Level
Access/navigation	5.35	0.913	satisfied	4.66	1.002	satisfied
Airport services/ facilities	5.39	0.894	satisfied	4.60	1.050	satisfied
Airport security	5.31	0.916	satisfied	4.56	0.967	satisfied
Shopping	5.34	0.833	satisfied	4.59	0.953	satisfied
Restaurant	5.37	0.857	satisfied	4.61	1.003	satisfied
Airline	5.35	0.820	satisfied	4.58	0.951	satisfied
Arrival	5.29	0.908	satisfied	4.58	1.027	satisfied

The scale breakdown used, for example, 1-1.86 is very unsatisfied.

very unsatisfied	1.00-1.86
unsatisfied	1.87-2.72
slightly unsatisfied	2.73-3.58
neutral	3.59-4.44
slightly satisfied	4.45-5.30
satisfied	5.31-6.16
very satisfied	6.17-7.00

Hypothesis Testing

There are 17 hypotheses developed in this research. This section presents the result of hypothesis testing.

Hypothesis 1: There is a significant difference in expectation of airport service quality between passengers and staff. The result is shown in Table 18 below.

Table 18

Hypothesis 1 Result

Expectation	Staff		Passengers		<i>t</i>	<i>P</i>
	<i>n</i> = 226		<i>n</i> = 569			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
Access/navigation	5.01	1.091	5.35	0.913	-4.096	0.000*
Airport services/ facilities	5.05	1.151	5.39	0.894	-3.949	0.000*

Table 18 (continued)

Expectation	Staff		Passengers		<i>t</i>	<i>P</i>
	<i>n</i> = 226		<i>n</i> = 569			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
Airport security	5.24	0.922	5.31	0.916	-1.041	0.298
Shopping	5.21	0.873	5.34	0.833	-1.899	0.058
Restaurant	5.17	0.992	5.37	0.857	-2.683	0.008*
Airline	5.26	0.916	5.35	0.82	-1.213	0.226
Arrival	5.27	1.005	5.29	0.908	-0.225	0.822

*($p < 0.05$)

From Table 18, it can be seen that as far as expectations are concerned, access/navigation, airport services/facilities and restaurants show significance levels of 0.05 or below and therefore we can conclude that the staff and passenger expectations on these dimensions are significantly different. These are important dimensions for the passengers as it is important that the passenger expectations and staff expectations match.

Hypothesis 2: There is a significant difference in perception of airline service quality between passengers and staff.

Table 19*Hypothesis 2 Result*

Perception	Staff		Passengers		<i>t</i>	Sig.
	<i>n</i> = 226		<i>n</i> = 569			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
Access/navigation	4.2	0.923	4.66	1.002	-5.904	0.000*
Airport services/ facilities	4.06	1.023	4.60	1.05	-6.568	0.000*
Airport security	4.24	0.957	4.56	0.967	-4.284	0.000*
Shopping	4.35	0.906	4.59	0.953	-3.272	0.001*
Restaurant	4.14	0.995	4.61	1.003	-5.961	0.000*
Airline	4.28	0.899	4.58	0.951	-4.093	0.000*
Arrival	4.25	1.008	4.58	1.027	-4.131	0.000*

*($p < 0.05$)

The results show that in all the dimensions, the staff and passenger perceptions are significantly different.

It seems that the passengers' perceptions of service dimensions are higher than the staff perceptions. This is good as the passengers actually experience higher level of service.

Hypothesis 3: There is a significant difference in overall satisfaction and perceived airport service quality between passengers and staff. This hypothesis was tested by using univariate analysis, where the responses on all the dimensions were analyzed and compared on perception and expectation. Further Post hoc analysis was carried out to examine the relationship between and within each group.

Table 20*Hypothesis 3 Result*

		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	5	4.409	0.882	0.877	0.496
	Within					
	Groups	563	566.226	1.006		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	5	2.860	0.572	0.517	0.764
	Within					
	Groups	563	622.982	1.107		
	Total	568	625.842			
P_airport security	Between					
	Groups	5	4.560	0.912	0.976	0.432
	Within					
	Groups	563	526.079	0.934		
	Total	568	530.639			
P_shopping	Between					
	Groups	5	2.761	0.552	0.606	0.695
	Within					
	Groups	563	512.670	0.911		
	Total	568	515.431			
P_restaurant	Between					
	Groups	5	3.500	0.700	0.694	0.628

Table 20 (continued)

		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
	Within					
	Groups	563	568.295	1.009		
	Total	568	571.796			
P_airline	Between					
	Groups	5	2.883	0.577	0.635	0.673
	Within					
	Groups	563	511.067	0.908		
	Total	568	513.950			
P_arrival	Between					
	Groups	5	1.027	0.205	0.193	0.965
	Within					
	Groups	563	598.631	1.063		
	Total	568	599.659			

*($p < 0.05$)

In all the dimensions there was no significant difference between the staff and passengers in terms of their totality of expectations and perceptions. However, there are significant differences in the dimension of navigation and security.

Hypothesis 4: There is no significant difference between males and females in terms of their perceptions of the seven service dimensions.

Table 21*Hypothesis 4 Result*

Perception	Male		Female		<i>t</i>	Sig.
	<i>n</i> = 293		<i>n</i> = 276			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
Access/navigation	4.70	1.037	4.61	0.964	1.005	0.102
Airport services/ facilities	4.70	0.991	4.50	1.101	2.327	0.083
Airport security	4.62	0.920	4.50	1.012	1.504	0.193
Shopping	4.68	0.897	4.49	1.001	2.276	0.083
Restaurant	4.70	1.010	4.52	0.989	2.160	0.599
Airline	4.65	0.953	4.51	0.945	1.740	0.904
Arrival	4.59	0.997	4.56	1.061	0.347	0.497

*($p < 0.05$)

The results as per Table 21 of *t* test shows that there is no significant difference between males and females in their perceptions of service.

This would indicate that the service is not gender biased as both genders agree in terms of their perceptions.

Hypothesis 5: There is no significant difference in perceptions in terms of airport service based on passengers' nationality.

Table 22*Hypothesis 5 Result*

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	9	63.372	7.041	7.759	0.000*
	Within					
	Groups	559	507.263	0.907		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	9	79.417	8.824	9.027	0.000*
	Within					
	Groups	559	546.426	0.978		
	Total	568	625.842			
P_airport security	Between					
	Groups	9	53.691	5.966	6.992	0.000*
	Within					
	Groups	559	476.948	0.853		
	Total	568	530.639			
P_shopping	Between					
	Groups	9	67.066	7.452	9.291	0.000*
	Within					
	Groups	559	448.365	0.802		
	Total	568	515.431			
P_restaurant	Between					
	Groups	9	56.296	6.255	6.783	0.000*

Table 22 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_airline	Within					
	Groups	559	515.500	0.922		
	Total	568	571.796			
	Between					
	Groups	9	39.985	4.443	5.240	0.000*
	Total	568	513.950			
P_arrival	Within					
	Groups	559	473.965	0.848		
	Total	568	513.950			
	Between					
	Groups	9	51.695	5.744	5.860	0.000*
	Total	568	599.659			

*($p < 0.05$)

It can be seen from Table 22 that at the .000 level in all the dimensions, the hypothesis is rejected in that there are differences between passengers from different countries. Different nationalities seem to have different perceptions of service dimensions.

Thailand attracts visitors from many countries and therefore it is important that the needs of all nationalities are understood. It appears that they rate service differently and therefore Thailand needs to account for the requirements of each individual country.

Hypothesis 6: There is no significant difference in perception in terms of airport service based on passengers' education level.

Table 23

Hypothesis 6 Result

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	5	6.651	1.330	1.328	0.251
	Within					
	Groups	563	563.984	1.002		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	5	12.031	2.406	2.207	0.052
	Within					
	Groups	563	613.811	1.090		
	Total	568	625.842			
P_airport security	Between					
	Groups	5	8.333	1.667	1.796	0.112
	Within					
	Groups	563	522.307	0.928		
	Total	568	530.639			
P_shopping	Between					
	Groups	5	5.649	1.130	1.248	0.285
	Within					
	Groups	563	509.782	0.905		
	Total	568	515.431			

Table 23 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_restaurant	Between					
	Groups	5	6.511	1.302	1.297	0.264
	Within					
	Groups	563	565.285	1.004		
	Total	568	571.796			
P_airline	Between					
	Groups	5	2.448	0.490	0.539	0.747
	Within					
	Groups	563	511.502	0.909		
	Total	568	513.950			
P_arrival	Between					
	Groups	5	7.800	1.560	1.484	0.193
	Within					
	Groups	563	591.859	1.051		
	Total	568	599.659			

*($p < 0.05$)

It can be seen from Table 23 that there are no significant differences in perceptions of service amongst the passengers based on their educational background.

Different educational groups have similar expectations of service quality.

Hypothesis 7: There is no significant difference in perception in terms of airport service based on passengers' income level.

Table 24

Hypothesis 7 Result

Perceptions		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	4	13.242	3.310	3.350	0.010*
	Within					
	Groups	564	557.393	0.988		
Total	568	570.635				
P_airport services/ facilities	Between					
	Groups	4	15.152	3.788	3.498	0.008*
	Within					
	Groups	564	610.690	1.083		
Total	568	625.842				
P_airport security	Between					
	Groups	4	5.158	1.290	1.384	0.238
	Within					
	Groups	564	525.481	0.932		
Total	568	530.639				
P_shopping	Between					
	Groups	4	17.263	4.316	4.886	0.001*
	Within					
	Groups	564	498.169	0.883		
Total	568	515.431				

Table 24 (continued)

Perceptions		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_restaurant	Between					
	Groups	4	15.138	3.785	3.835	0.004*
	Within					
	Groups	564	556.657	0.987		
	Total	568	571.796			
P_airline	Between					
	Groups	4	16.034	4.009	4.541	0.001*
	Within					
	Groups	564	497.916	0.883		
	Total	568	513.950			
P_arrival	Between					
	Groups	4	10.760	2.690	2.576	0.037*
	Within					
	Groups	564	588.898	1.044		
	Total	568	599.659			

*($p < 0.05$)

Table 24 shows that the perception of service level does not differ in some of the dimensions such as access/navigation, and airport security but differs significantly in all other dimensions reflecting facilities, shopping, restaurants, airline and arrivals.

Income is an important demographic factor and it is not surprising that in some of the dimensions there are differences. It seems that the higher

income groups tend to be less satisfied compared to the lower income group people. The higher income groups tend to have higher expectations.

Hypothesis 8: There is no significant difference in perception in terms of airport service based on passengers' occupations.

Table 25

Hypothesis 8 Result

Occupation		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	8	15.488	1.936	1.953	0.050
	Within					
	Groups	560	555.147	0.991		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	8	17.740	2.217	2.042	0.040*
	Within					
	Groups	560	608.103	1.086		
	Total	568	625.842			
P_airport security	Between					
	Groups	8	11.641	1.455	1.570	0.131
	Within					
	Groups	560	518.998	0.927		
	Total	568	530.639			
P_shopping	Between					
	Groups	8	5.150	0.644	0.707	0.686

Table 25 (continued)

Occupation		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_restaurant	Within					
	Groups	560	510.281	0.911	1.228	0.280
	Total	568	515.431			
	Total	568	571.796			
P_airline	Between					
	Groups	8	6.923	0.865	0.956	0.470
	Within					
	Groups	560	507.028	0.905		
	Total	568	513.950			
P_arrival	Between					
	Groups	8	16.384	2.048	1.966	0.049*
	Within					
	Groups	560	583.274	1.042		
	Total	568	599.659			

*($p < 0.05$)

Table 25 shows that there are differences between different occupational groups.

Hypothesis 9: There is no significant difference in perception in terms of airport service based on passengers' purpose of travel.

Table 26*Hypothesis 9 Result*

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	5	23.896	4.779	4.921	0.000*
	Within					
	Groups	563	546.738	0.971		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	5	33.789	6.758	6.426	0.000*
	Within					
	Groups	563	592.053	1.052		
	Total	568	625.842			
P_airport security	Between					
	Groups	5	21.716	4.343	4.805	0.000*
	Within					
	Groups	563	508.923	0.904		
	Total	568	530.639			
P_shopping	Between					
	Groups	5	30.095	6.019	6.982	0.000*
	Within					
	Groups	563	485.336	0.862		
	Total	568	515.431			
P_restaurant	Between					
	Groups	5	19.453	3.891	3.966	0.002*

Table 26 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_airline	Within					
	Groups	563	552.343	0.981		
	Total	568	571.796			
	Between					
	Groups	5	23.957	4.791	5.505	0.000*
	Total	568	513.950			
P_arrival	Within					
	Groups	563	489.994	0.870		
	Total	568	513.950			
	Between					
	Groups	5	10.904	2.181	2.085	0.066
	Total	568	599.659			

*($p < 0.05$)

Perception and Purpose of travel: This hypothesis is rejected as apart from arrival, there are significant differences between passengers based on purpose of travel. This is surprising as one would expect that leisure travelers would have different perceptions compared to business passengers.

Hypothesis 10: There is no significant difference in perception in terms of airport service based on passengers' frequency of flying.

Table 27*Hypothesis 10 Result*

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	3	1.088	0.363	0.360	0.782
	Within					
	Groups	565	569.547	1.008		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	3	5.861	1.954	1.780	0.150
	Within					
	Groups	565	619.981	1.097		
	Total	568	625.842			
P_airport security	Between					
	Groups	3	4.255	1.418	1.522	0.208
	Within					
	Groups	565	526.384	0.932		
	Total	568	530.639			
P_shopping	Between					
	Groups	3	3.746	1.249	1.379	0.248
	Within					
	Groups	565	511.685	0.906		
	Total	568	515.431			
P_restaurant	Between					
	Groups	3	4.422	1.474	1.468	0.222

*($p < 0.05$)

The hypothesis that there are no significant differences amongst the passengers' perception of service levels based on their frequency of flying is accepted as there are no significant differences.

The idea behind this hypothesis was that people who fly frequently will have different expectations.

Hypothesis 11: There is no significant difference in perception in terms of airport service based on passengers' class of flying.

Table 28

Perception of Service Level Based on Passengers' Class on the Plane

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	3	10.735	3.578	3.611	0.013*
	Within					
	Groups	565	559.900	0.991		
	Total	568	570.635			
P_airport services/ facilities	Between					
	Groups	3	7.294	2.431	2.221	0.085
	Within					
	Groups	565	618.548	1.095		
	Total	568	625.842			
P_airport security	Between					
	Groups	3	4.612	1.537	1.651	0.176
	Within					
	Groups	565	526.027	0.931		

Table 28 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_shopping	Total	568	530.639			
	Between Groups	3	0.864	0.288	0.316	0.814
	Within Groups	565	514.568	0.911		
	Total	568	515.431			

*($p < 0.05$)

Apart from access/navigation there were no significant differences between the perceptions of the passengers based on the class they travel in. One would expect the first class passenger to have different expectations. Only on accesses there was a significant difference.

Hypothesis 12: there is no significant difference in perception in terms of airport service based on passengers' age.

Table 29*Hypothesis 12 Result*

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between Groups	4	13.283	3.321	4.119	0.003*
	Within Groups	221	178.195	0.806		
	Total	225	191.478			

Table 29 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_airport services/ facilities	Between					
	Groups	4	14.819	3.705	3.708	0.006*
	Within					
	Groups	221	220.782	0.999		
Total	225	235.600				
P_airport security	Between					
	Groups	4	8.830	2.208	2.475	0.045*
	Within					
	Groups	221	197.148	0.892		
Total	225	205.978				
P_shopping	Between					
	Groups	4	6.227	1.557	1.929	0.107
	Within					
	Groups	221	178.344	0.807		
Total	225	184.571				
P_restaurant	Between					
	Groups	4	9.664	2.416	2.506	0.043*
	Within					
	Groups	221	213.048	0.964		
Total	225	222.712				
P_airline	Between					
	Groups	4	7.401	1.850	2.344	0.056
	Within					
	Groups	221	174.475	0.789		
Total	225	181.876				

Table 29 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_arrival	Between					
	Groups	4	4.376	1.094	1.079	0.368
	Within					
	Groups	221	224.023	1.014		
Total	225	228.400				

*($p < 0.05$)

Apart from access/navigation, and airport services/facilities, there are no significant differences between passengers based on age.

When the data is looked at in detail, it appears that the older passengers find navigation difficult.

Hypothesis 13: There is no significant difference in perception in terms of airport service quality between male and female staff.

Table 30*Hypothesis 13 Result*

Perception	Male		Female		<i>t</i>	Sig.
	<i>n</i> = 96		<i>n</i> = 130			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
access/navigation	4.50	0.835	3.98	0.926	4.318	0.070
airport services/ facilities	4.45	0.858	3.78	1.045	5.286	0.016*
airport security	4.54	0.845	4.01	0.974	4.380	0.033*

Table 30 (continued)

Perception	Male		Female		<i>t</i>	Sig.
	<i>n</i> = 96		<i>n</i> = 130			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
shopping	4.60	0.689	4.16	1.000	3.877	0.000*
restaurant	4.46	0.843	3.91	1.036	4.384	0.011*
Airline	4.57	0.761	4.07	0.938	4.374	0.017*
Arrival	4.51	0.847	4.05	1.072	3.641	0.019*

*($p < 0.05$)

The gender of the staff appears to make a difference in how the staff perceives access and navigation. Generally, the female staff rate services facilities, shopping restaurants and arrivals as less satisfactory.

Hypothesis 14: There is no significant difference in perception of airport service quality based on work position of staff.

Table 31*Hypothesis 14 Result*

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_access/navigation	Between					
	Groups	9	24.189	2.688	3.470	0.001*
	Within					
	Groups	216	167.289	0.774		
	Total	225	191.478			

Table 31 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_airport services/ facilities	Between					
	Groups	9	31.470	3.497	3.700	0.000*
	Within					
	Groups	216	204.130	0.945		
	Total	225	235.600			
P_airport security	Between					
	Groups	9	19.583	2.176	2.522	0.009*
	Within					
	Groups	216	186.395	0.863		
P_shopping	Between					
	Groups	9	26.493	2.944	4.022	0.000*
	Within					
	Groups	216	158.079	0.732		
	Total	225	184.571			
P_restaurant	Between					
	Groups	9	18.981	2.109	2.236	0.021*
	Within					
	Groups	216	203.731	0.943		
	Total	225	222.712			
P_airline	Between					
	Groups	9	14.696	1.633	2.110	0.030*
	Within					
	Groups	216	167.180	0.774		
	Total	225	181.876			

Table 31 (continued)

Perception		<i>df</i>	Sum of Squares	Mean Square	<i>F</i>	Sig.
P_arrival	Between					
	Groups	9	15.260	1.696	1.718	0.086
	Within					
	Groups	216	213.140	0.987		
	Total	225	228.400			

*($p < 0.05$)

This hypothesis looked at the staff position and their perceptions. Apart from arrivals where there are no differences between positions, significant differences are found in every other dimension. It seems that the staff at different levels has very different perceptions of service. The staff needs training to ensure that they have similar ideas of service levels required.

Hypothesis 15: There is no significant difference in expectation in terms of airport service quality between male and female passengers.

Table 32*Hypothesis 15 Result*

Expectation	Male		Female		<i>t</i>	Sig.
	<i>n</i> = 293		<i>n</i> = 276			
	Mean	<i>SD</i>	Mean	<i>SD</i>		
Access/navigation	5.31	0.913	5.39	0.914	-1.083	0.557
Airport services/ facilities	5.35	0.876	5.42	0.913	-0.935	0.853
Airport security	5.27	0.914	5.36	0.917	-1.183	0.856
Shopping	5.28	0.843	5.40	0.819	-1.738	0.216
Restaurant	5.35	0.841	5.39	0.875	-0.620	0.588
Airline	5.32	0.792	5.38	0.850	-0.837	0.644
Arrival	5.23	0.916	5.35	0.896	-1.616	0.266

*($p < 0.05$)

There are no differences between genders in their expectations of service levels. Both genders have just above average expectations.

Hypothesis 16: There is no significant relationship between total perceptions and expectations.

Table 33*Hypothesis 16 result*

		Mean	SD	<i>t</i>	<i>p</i>
Pair 1	E_access/navigation-				
	P_access/navigation	0.69	1.050	15.728	0.000*
Pair 2	E_airport				
	services/facilities-				
	P_airport services/facilities	0.79	1.145	16.401	0.000*
Pair 3	E_airport security-				
	P_airport security	0.75	1.028	17.410	0.000*
Pair 4	E_shopping-P_shopping	0.75	1.041	17.144	0.000*
Pair 5	E_restaurant-P_restaurant	0.76	1.029	17.602	0.000*
Pair 6	E_airline-P_airline	0.76	1.006	18.056	0.000*
Pair 7	E_arrival-P_arrival	0.71	1.044	16.249	0.000*

*($p < 0.05$)

Table 33 shows that every dimension has a significance of .000 and therefore the hypothesis is rejected.

Table 34

Overall Satisfaction, Perception, Image and Comparison Overall Satisfaction, Perception, and Image Overall Satisfaction and Perception

	P_Overall satisfaction	P_Image	P_Comparison	P_P_access/navigation	P_P_airport services/facilities	P_P_airport security	P_P_shopping	P_P_restaurant	P_P_airline	P_P_arrival
P_Overall satisfaction	1.000	0.618**	0.582**	0.375**	0.381**	0.372**	0.371**	0.369**	0.415**	0.475**
P_Image		1.000	0.682**	0.492**	0.482**	0.504**	0.458**	0.492**	0.519**	0.551**
P_Compare			1.000	0.502**	0.514**	0.521**	0.476**	0.476**	0.499**	0.551**
P_P_access/navigation				1.000	0.806**	0.711**	0.694**	0.717**	0.746**	0.609**
P_P_airport services/facilities					1.000	0.773**	0.741**	0.749**	0.746**	0.615**
P_P_airport security						1.000	0.716**	0.673**	0.697**	0.601**
P_P_shopping							1.000	0.770**	0.739**	0.625**
P_P_restaurant								1.000	0.769**	0.620**
P_P_airline									1.000	0.681**
P_P_arrival										1.000

**Correlation is significant at the 0.01 level (2-tailed).

This overall relationship was investigated using multiple correlations analysis.



Table 35

Airline, Shopping, Restaurants are Associated with Satisfaction with the Service

	P_Overall	P_Image	P_Compare	P_E_access/	P_E_airport	P_E_airport	P_E_restaurant	P_E_airline	P_E_arrival
	satisfaction			navigation	services/	security			
				facilities					
P_Overall satisfaction	1.000	.618**	.582**	.296**	.263**	.267**	.243**	.285**	.294**
P_Image		1.000	.682**	.354**	.315**	.334**	.317**	.358**	.341**
P_Compare			1.000	.277**	.250**	.292**	.263**	.268**	.242**
P_E_access/navigation				1.000	.729**	.623**	.630**	.594**	.581**
P_E_airport services/					1.000	.717**	.701**	.647**	.613**
facilities						1.000	.674**	.638**	.625**
P_E_airport security							1.000	.730**	.670**
P_E_shopping								1.000	.714**
P_E_restaurant									1.000
P_E_airline									
P_E_arrival									

**Correlation is significant at the 0.01 level (2-tailed).

Table 36

Overall Satisfaction, Image, Comparison and Expectation Overall Satisfaction, Perception and Expectation

	Passenger_Overall	Passenger_Image	Passenger_Comparison	Passenger_access/navigation	Passenger_airport services/facilities	Passenger_airport security	Passenger_shopping	Passenger_restaurant	Passenger_P_airline	Passenger_P_arrival
Passenger_E_access/navigation	0.296**	0.354**	0.277**	0.403**	0.291**	0.308**	0.280**	0.273**	0.317**	0.250**
Passenger_E_airport services/facilities	0.263**	0.315**	0.250**	0.305**	0.314**	0.318**	0.266**	0.234**	0.262**	0.222**
Passenger_E_airport security	0.267**	0.334**	0.292**	0.282**	0.239**	0.404**	0.223**	0.195**	0.224**	0.239**
Passenger_E_shopping	0.243**	0.317**	0.263**	0.266**	0.235**	0.275**	0.326**	0.259**	0.261**	0.231**
Passenger_E_restaurant	0.285**	0.358**	0.268**	0.330**	0.301**	0.309**	0.324**	0.397**	0.346**	0.298**
Passenger_E_airline	0.294**	0.341**	0.242**	0.300**	0.249**	0.247**	0.259**	0.266**	0.363**	0.246**
Passenger_E_arrival	0.304**	0.399**	0.371**	0.354**	0.264**	0.352**	0.299**	0.274**	0.343**	0.423**

**Correlation is significant at the 0.01 level (2-tailed).

This hypothesis was tested using multiple correlations. As can be seen from Table No 34 to 36, the correlation between expectations and perceptions ranged from .243 to .304 suggesting that there are considerable differences between expectations and perceptions. The passengers come with much higher expectations, which are not matched by their experiences of service.

Hypothesis 17: The desired service expectations are not significantly different between staff and passengers. The result of testing this hypothesis can be seen in Tables 37 to 40. The mean scores and the standard error of the means are shown in Table 37. The mean scores of desired service expectations were quite high for both staff and passengers.

Table 37

Mean Scores of Desired Service Expectations

Dimensions	Passengers	Staff
	Mean	Mean
Access Navigation	6.33	5.05
Airline	6.49	5.28
Service	6.39	6.06
Shops and Restaurants	6.84	6.88

In most dimensions, the desired service expectations of passengers were higher than that of staff. The overall differences in these expectation scores between staff and passengers were tested using MANOVA. The *F*-statistics confirm that the differences were statistically significant at less than the .001

level (See Table 38). Therefore, the null hypothesis was rejected. The overall desired service expectation of passengers was higher than that of staff.

Table 38

MANOVA Test Results for Desired Service Expectations

MANOVA	<i>F</i> statistics (<i>df</i> = 5, 294)	<i>p</i> -value ($\alpha = .05$)
Pillai's Trace	6.556	< .001
Wilks' Lambda	6.556	< .001
Hotelling's Trace	6.556	< .001
Riy's Largest Root	6.556	< .001

Post hoc analyses were conducted using univariate *F* statistics to test the differences in each dimension of desired service expectations between staff and passengers. Except for the service level dimension, the desired service expectations were significantly different between staff and passengers.

Hypothesis tests were done of the differences in service quality (represented by MSS mean scores) ratings between staff and passengers on the basis of demographic characteristic (age) and passenger perceptions. A series of MANOVA were conducted to test the hypothesis.

The service quality ratings are not significantly different between staff and passengers across the age and other dimensions. Table 39 shows the MSS mean scores of five dimensions of service quality of staff and passengers across the age groups and other dimensions.

Table 39*Mean Scores of the Measure of Service Superiority (MSS): Classified by Age*

Group/Dimension	Passengers Mean	Staff Mean
Age Group:		
I. Less than 30 years old (<i>N</i> = 150)		
Navigation	-1.84	-2.42
- Service level	-2.29	-2.95
- Airline	-1.96	-2.47
- Shops	-2.05	-2.66
- Restaurants	-1.37	-2.22
H. 30-39 years old		
Navigation	-1.48	-2.32
- Service level	-1.79	-2.48
- Airline	-1.55	-2.07
- Shops	-1.72	-2.49
- Restaurants	-1.19	-1.97
III. Over 39 years old		
Navigation	-1.28	-2.04
- Service level	-1.74	-2.49
- Airline	-1.67	-2.32
- Shops	-1.38	-2.51
- Restaurants	-1.12	-1.76

Table 40*MANOVA Test Results for the Measure of Service Superiority (MSS):**Classified by Age*

Sources of Variance	<i>F</i> statistics	<i>p</i> value ($\alpha = .05$)
Passengers vs. Staff:		
Pillai's Trace ($df = 5, 290$)	6.433	< .001
Wilks' Lambda ($df = 5, 290$)	6.433	< .001
Hotelling's Trace ($df = 5, 290$)	6.433	< .001
Riy's Largest Root ($df = 5, 290$)	6.433	< .001
Age Groups:		
Pillai's Trace ($df = 10, 582$)	1.658	.087
Wilks' Lambda ($df = 10, 580$)	1.653	.088
Hotelling's Trace ($df = 10, 578$)	1.648	.090
Riy's Largest Root ($df = 5, 291$)	1.920	.091
III. Interaction Effects:		
(Foreign/Thai* Age)		
Pillai's Trace ($df = 10, 582$)	.520	.877
Wilks' Lambda ($df = 10, 580$)	.519	.877
Hotelling's Trace ($df = 10, 578$)	.518	.878
Riy's Largest Root ($df = 5, 291$)	.893	.486

Based on the service quality ratings in Table 40, MANOVA tests were conducted to partition the total variance into three major sources: (a) the effect of passengers vs. staff, (b) the effect of age groups, and (c) the interaction effects between passenger and staff age groups. The hypothesis was tested based on the results from the interaction effects which take into account the

effects of both age groups simultaneously. The results from MANOVA tests are shown in Table 38.

The results suggest that most of the variance in the ratings shown in Table 39 can be explained by the factor (i.e., passengers or staff). The effect of passenger and staff was significant at less than the .001 level. The effects of age groups were also significant at the .10 level. However, the interaction effects were not statistically significant.

In summary, results from Table 40 suggest that service quality ratings were not significantly different when comparing staff and passengers across age groups. Therefore, the null hypothesis could not be rejected.

Zeithaml et al. (1996, p. 44) indicated that passengers form their perception of quality from the following service elements, which they developed in a SERVQUAL model: Tangibles, Reliability, Responsiveness, Assurance and Empathy. They found that the most important factor in all service sectors was reliability. The model used to explain quality in service relationships was able to provide insights about the gaps between client expectations of service quality and service provider standards. This dissertation has adopted Rust and Oliver (1994, p. 71) definition which describes the dominant model of passenger's satisfaction in the service literature as follows: Passengers satisfaction is a summary cognitive and affective reaction to a service incident (or sometimes to a long-term service relationship). Oliver (1983, p. 140) argued that satisfaction judgments are influenced by: Positive and negative, affective (i.e., emotional responses and cognitive disconfirmation).

The relationship between passengers' satisfaction and service quality is a complex and unresolved issue characterized by confusion about the distinction between the two constructs as well as the causal direction of their relationship. Often, practitioners use the term service quality and passengers satisfaction interchangeably. Zeithaml (1988, p.8) stated that although service quality and satisfaction are closely related, at times these two constructs appear to diverge. The following are the issues that differentiate the two constructs:

Global and Specific Focus

Service quality is a long-term attitude, whereas consumer satisfaction is a transitory judgment made on the basis of a specific service encounter. Zeithaml (1988, p. 10) regarded quality as an enduring, global attitude, whereas satisfaction is related to a specific transaction. Oliver (1981, p. 28) summarizes the transaction-specific nature of satisfaction and differentiates it from attitude as follows:

Attitude is the consumer's relatively enduring affective orientation for a product or process (i.e. passenger service) while satisfaction is the emotional reaction following a disconfirmation experience which acts on the base attitude level and is consumption-specific. Attitude is therefore measured in terms more general to product and is less situational oriented.

Expectations for quality are based on ideals or perceptions of excellence, whereas a large number of non-quality issues can help in satisfaction judgments

(i.e. needs, equity, and perceptions of fairness). In passenger's satisfaction literature, Maddern, Maulland, and Smart (2007, p. 998). provide evidence of the use of different experience norms leading to passenger's satisfaction. Possible norms include experience with the focal brand, performance of a typical brand, the last brand purchased, or the top selling brand. Moreover, quality perception does not require experience with the service or provider whereas satisfaction judgment does.

Gap Analysis

GAP 1-Not Knowing What Passengers Expect

Gap 1 is defined as the staffs' perceptions of passengers' expectations minus the passengers' expectations. It measures how well the service provider knows what his passengers expect. Table 44 compares principals' perceptions of passengers' requirements with those declared by passengers.

It is interesting that there is agreement between passengers and staff in several dimensions. The slight disparity indicates that the service quality needs of passengers are not being fully identified for dimensions of sign posting. A positive score for reliability indicates that staff are greatly concerned about this dimension and consider it as the most important with respect to passengers. Security, which is rated with the lowest expectation score by both staff and passengers, indicates that both staff and passengers do not expect individualized and personal attention by contact employees during service delivery. There may be two plausible reasons for this. First, airport service is considered as a

government agency and passengers would not expect personalized attention by airport service employees. Secondly, airport service principals think that services provided to passengers are standards in nature and there is no chance for customization.

Table 41

Gap 1

Service Dimension	Principals	Passengers	Gap 1
Tangibles	6.04	6.26	-0.22
Services	6.36	6.19	0.17
Security	6.28	6.29	-0.01
Navigation	6.21	6.37	-0.16
Facilities	5.97	6.15	-0.18

Staff Perceptions of Passengers Expectations

Table 41 reports mean scores of staff perceptions of passengers' expectations. The total mean item for the expectations component of 21 features is 6.11. This measure is lower than the mean reported by passengers which is 6.25, meaning that the airport staff slightly underestimates passengers' expectations.

Judging from the average responses for staff's perceptions of passenger's expectations for the 21 service features, two features received extremely high average responses, indicating that airport service staff felt them to be of most importance to the passengers. These are: providing services at the

time they promise to (a reliability feature) and having convenient operating hours (empathy feature). While all scores are high (more than 5.50 on a scale of 7), two features were rated by staff as the least important to passengers. These are: employees being neat in appearance (a tangible feature) and having passengers' best interest in mind (an empathy feature).

Comparing these results of staff's perception of passengers' expectations with those obtained earlier from passengers, we could have the following inferences:

1. Airport service staff underestimates more than 50% of 21 service features. This is shown in the minus signs in the fourth column. The higher the negative difference, the larger the gap in knowing passengers expectations by the staff.

2. While some items were rated highest by passengers, airport service staff rated these items with the lowest scores.

Antecedents of Gap 1

The reason for Gap 1 is a lack of marketing research, inadequate upward and downward communication and too many different levels of staff. Airport service staff view the number of staff levels as the main source of this gap (Table 42). Table 42 shows the specific variables responsible for gap 1. The range of staff involved in this study was very wide, which has affected the quality of communication between the two parties, contributing to a lack of underestimating passengers' requirements.

Table 42*Antecedents of Gap 1*

Item	Construct	Direction*	Mean Score
1	Finding out about passenger expectations	–	6.28
2	Perceptions	–	5.33
3	Staff	+	5.14

*Minus sign indicates that scores of these items were reversed in calculating the gap.

Overall Gap Between Staff and Passengers

One item was added in the staff's survey to rate the gap between airport service staff in understanding/knowing passengers expectations. The overall gap, as rated by the staff, between airport service staff and passengers was 4.71, on a 7 -point scale where 7 -represents the greatest size of discrepancy and 1 -represents the lowest.

Gap 2-The Wrong Service Quality Standards

This is the gap between staff perception of passengers' expectations and the quality standards they establish to translate those expectations into specifications for delivering the appropriate level of service. Tables 42 and 43 show the factors and specific variables contributing to Gap 2. These are

measured by totaling the staff expectations and perceptions. The result of this was supported by the focus group result which can be seen in the appendix.

Table 43

Scores of Specific Variables of Gap 2 (1)

Item	Construct	Direction*	Mean Score
1	Access/Navigation etc	–	4.90
2	Facilities	–	5.28
3	Shopping/Restaurants	+	4.86
4	Arrivals	–	4.78

*Minus sign indicates that scores of these items were reversed in calculating the gap.

Summary

This chapter presents analytical techniques and findings from the survey. First, the SERVQUAL instrument (three-column format) was evaluated in terms of its reliability and validity. Cronbach's alphas were calculated to assess the reliability of the scales while confirmatory factor analyses were conducted to evaluate the validity of the five dimensions of service quality. Satisfactory results from the reliability and validity tests confirmed the appropriateness of the SERVQUAL instrument in studying service quality of the airport industry in Thailand.

Major findings from this study indicated that there were significant differences of service quality perceptions between passengers of staff and

passengers, especially desired service expectations, perceptions of service, the measure of service superiority (MSS), and the measure of service adequacy (MSA). The results showed that there were no significant differences of service quality ratings between passengers of staff and passengers across the demographic characteristic (age) and customer information (lengths of relationship with bank and size of deposits). Another not significant difference between staff and passengers was the level of adequate service expectations. Therefore hypotheses results can be summarized as shown in Table 44 below.

Table 44

Summary of Hypothesis Testing

Research Hypothesis	Result
Hypothesis 1: There is a significant difference in expectation of airport service quality between passengers and staff.	Confirmed
Hypothesis 2: There is a significant difference in perception of airline service quality between passengers and staff.	Confirmed
Hypothesis 3: There is a significant difference in overall satisfaction and perceived airport service quality between passengers and staff.	Rejected
Hypothesis 4: There is no significant difference between males and females in terms of their perceptions of seven service dimensions.	Confirmed
Hypothesis 5: There is no significant difference in perception in terms of airport service based on passengers' nationality.	Rejected
H6: There is no significant difference in perception in terms of airport service based on passengers' education level	Confirmed
Hypothesis 7: There is no significant difference in perception in terms of airport service based on passengers' income level.	Rejected

Table 44 (continued)

Research Hypothesis	Result
Hypothesis 8: There is no significant difference in perception in terms of airport service based on passengers' occupation.	Rejected
Hypothesis 9: There is no significant difference in perception in terms of airport service based on passengers' purpose of travel.	Rejected
Hypothesis 10: There is no significant difference in perception in terms of airport service based on passengers' frequency of flying.	Confirmed
Hypothesis 11: There is no significant difference in perception in terms of airport service based on passengers' class of flying.	Rejected
Hypothesis 12: there is no significant difference in perception in terms of airport service based on passengers' age.	Rejected
Hypothesis 13: There is no significant difference in perception in terms of airport service quality between male and female staff.	Rejected
Hypothesis 14: There is no significant difference in perception of airport service quality based on work positions of staff.	Rejected
Hypothesis 15: There is no significant difference in expectation in terms of airport service quality between male and female passengers.	Confirmed
Hypothesis 16: There is no significant relationship between total perceptions and expectations.	Rejected
Hypothesis 17: The desired service expectations are not significantly different between staff and passengers.	Confirmed