

**IMPACT OF AIRPORT SERVICE QUALITY, IMAGE, AND PERCEIVED VALUE ON LOYALTY OF PASSENGERS IN SUVARNABHUMI AIRPORT SERVICE OF THAILAND**

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**IMPACT OF AIRPORT SERVICE QUALITY, IMAGE, AND PERCEIVED VALUE ON LOYALTY OF PASSENGERS IN SUVARNABHUMI AIRPORT SERVICE OF THAILAND****Surasidh Boonchunone**

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**Keywords:** airport service quality, image, perceived value, loyalty, Suvarnabhumi Airport**Abstract:** Suvarnabhumi Airport is a gateway to Thailand and Asia. It attracts inbound-, outbound- and transit passengers. The objectives of this study were to develop an airport service quality, image and perceived value framework for the loyalty of passengers and to study the direct, indirect and total effects of the factors that influence the loyalty of passengers who used the service at Suvarnabhumi Airport. This quantitative research method uses the questionnaire as a tool for collecting data from 400 passenger samples. According to the Structural Equation Modelling analysis, airport service quality, image and perceived value have had a positive effect on loyalty that airport service quality mainly has an impact on passenger loyalty. There are four latent dimensions of airport service quality, namely, essential services; comfort, convenience and enjoyment; security, customs and passport control; and special facilities, that can help develop loyalty. Perceived value and image on airport administration and management had a significant direct effect to passenger loyalty. Improving these factors in order to attract passenger interest and attention can lead to the development of airport organization performance, and to increase competitiveness as an aviation hub in this region.**1 Introduction**

The aviation industry has experienced a massive increase since the 1970s. The Transportation Research Board (TRB) concludes that there has been a 12-fold increase in total passenger traffic over the last 47 years. Growing competition in the airline industry has led to a reduction in air fares and has led to an increase in passenger flow at terminals [1-4].

Many would agree that airports should invest in enhanced facilities and higher levels of service quality in order to attract passengers, thereby generating significantly higher non-aeronautical revenues, which are critical to airport profitability and competition for the organization [5,6]. In addition, service quality is a significant performance indicator for an airport and should be treated with the same level of importance as destination images, profitability, efficiency and loyalty [7-11].

The issue of airport service quality has been extensively examined in the airport literature. For example, the quality

of service of 14 major Asia-Pacific international airports using a fuzzy multi-stakeholder decision-making approach [12], passenger expectations of service quality and perceptions of the quality of service at the airport [7,13]. Chen, Li [14] developed and demonstrated a mediation-moderation model of airline service quality influencing passenger repurchase intentions, Jeong and Kim [15] explored the structural relationship between quality, destination image, perceived value, tourist satisfaction and destination loyalty, with emphasis on the mediating effect of tourist satisfaction on desert relations. [15], and the Bezerra and Gomes [9] study examines the loyalty of passengers to the airport by drivers in multi-airport regions.

The aviation industry has undergone changes and challenges over the past year [4,16-18]. Airports of Thailand Public Company Limited (AOT) has accelerated our capacity expansion to meet the growing demand for air traffic at airports within our area of responsibility, while upgrading our organization to a digital operating system

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through the use of service, digital technology and innovations based on AOT Digital Platform to enhance overall management efficiency. In other words, airport users can access airport services and data on a real-time basis to plan their activities and effectively manage their time as such, for the last 4 decades, AOT has been proudly operating as a state-owned company that has played an important role in the public and commercial sectors in supporting and driving economic development of the country while delivering value to the airport.

AOT is committed to operating business with a focus on service quality by recognizing the safety and health of employees and employees and being responsible for society, the environment and the community. This will serve as a guideline for sustainable development, thus enhancing the trust and satisfaction of airport users under the slogan 'Safety and service are our priorities.' The year 2018 marks another year of AOT's growth and success, confirmed by awards and awards for its expertise and experience in airport management, which have contributed to the balance of operations in economic, social and environmental terms. AOT was awarded Thailand's Top Corporate Brand Value 2018 for achieving the highest corporate brand value in the transport and logistics industry for the fourth consecutive year and ASEAN's Top Corporate Brand Value 2018 for enhancing the country's socio-economic aspects of sustainable growth [19,20]. AOT operates six international airports in Thailand, namely Suvarnabhumi, Don Mueang, Chiang Mai, Hat Yai, Phuket and Mae Fah Luang-Chiang Rai, providing services to 135 scheduled airlines, comprising 124 mixed passengers – cargo airlines and 11 pure cargo airlines in the fiscal year 2019 [19] as can be seen in Fig. 1 and Fig. 2.



Figure 1 Aircraft movement AOT, 2019 (Airports of Thailand PCL., 2019, p. 148)

The overall performance of AOT air traffic during October 2018-September 2019 improved slightly compared to the same period last year. In the midst of many negative factors, such as the trade war between the US and China, the closure of Pakistan's airspace, Hong Kong protests, Thai baht appreciation, and low-cost airlines reaching a saturation point, global and Thai economies are slowing down. However, the Thai Government has continued to stimulate tourism proactively. This includes extending the visa-on-arrival exemption period for tourists

from the end of October 2019 to the end of April 2020 in order to continuously encourage the tourism period for the Chinese New Year and the Songkran Festivals for the year 2020.



Figure 2 Passenger market share in total AOT, 2019[19]

The volume of air traffic from six AOT airports for the year ended 30 September 2019 was 896,097 flights, an increase of 2.41 per cent compared to last year. It consisted of 491,994 international and 404,103 domestic flights. The total number of passengers was 141.87 million, an increase of 1.69 per cent compared to last year. It comprised 84.05 million international passengers and 57.82 million domestic passengers, mainly due to the increase in international flights and passengers. AOT generated net profit of Baht 25,026,37 million in 2019. Baht decreased by 144.39 million or 0.57% compared to the previous year. Total revenues increased by 2,430.86 million Baht, total expenditure increased by 2,073.92 million Baht, and revenue tax expenditure increased by 486.05 million Baht [19] as can be seen in Fig. 3.

Since the middle of the fiscal year 2019, international air traffic has been slowed down due to the decline of the Chinese travel market, Thailand's main market, the uncertain economic war between China and the United States, and the appreciation of the Thai Bath currency, which is increasing travel costs. Although these tourist attractions in Thailand's neighboring countries have become more popular and despite the increase in travelers from other countries, such as India, South Korea and Japan, they have not compensated for the decline of Chinese travelers.

Moreover, the appreciation of Thai currency and the attractions of overseas travelers has encouraged Thais to travel more and more abroad, which has helped to boost the number of international travelers. The number of domestic air traffic has been steadily declining as the domestic airline industry has become saturated, while airlines have avoided fierce competition from low-cost airlines and limited airport facilities, which have caused airlines to turn their attention to international airline marketing. In addition, the decline of travelers to Thailand, in particular Chinese travelers, has resulted in a decline in point-to-point travel among such travelers on domestic routes. The air transport sector has been affected by the economic

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situation and the trade war. Overall, airports around the globe are experiencing a decline in air transport, inevitably

affecting Thailand's domestic and international transport as well [19] as seen in Figure 4 and Figure 5.

### Revenues from sales or services (Million Baht)

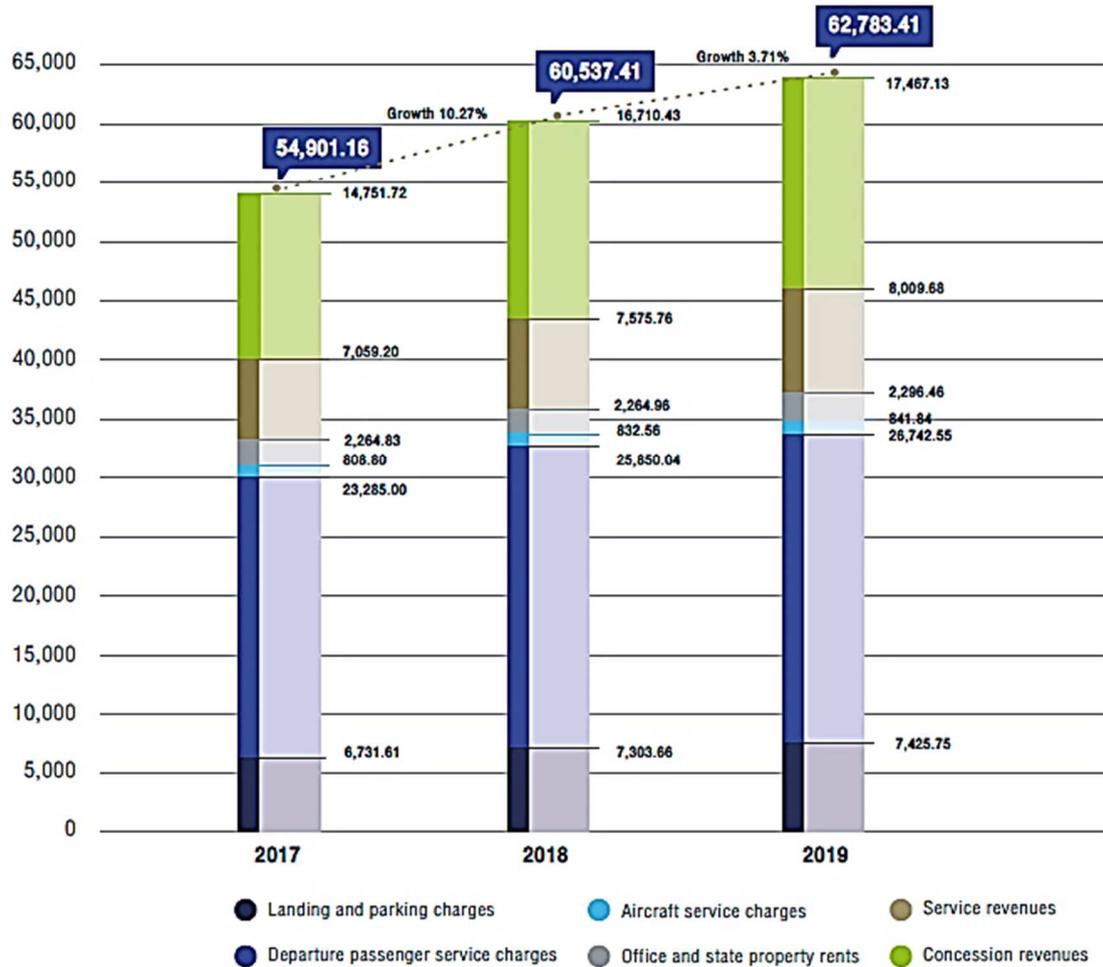


Figure 3 Revenue for sale or service (Million Baht) [19]

	Air Traffic Movements (flights)		
	2018	2019	%
Suvarnabhumi Airport	364,047	378,886	4.08%
Don Mueang International Airport	269,964	273,594	1.34%
Chiang Mai International Airport	75,593	80,534	6.54%
Hat Yai International Airport	29,184	27,045	-7.33%
Phuket International Airport	116,487	115,527	-0.82%
Mae Fah Luang - Chiang Rai International Airport	19,724	20,511	3.99%
<b>Total: 6 airports</b>	<b>874,999</b>	<b>896,097</b>	<b>2.41%</b>

Figure 4 Air traffic 2018-19 [19]

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	Total Passenger Volume (person)		
	2018	2019	%
Suvarnabhumi Airport	62,814,644	64,711,010	3.02%
Don Mueang International Airport	40,563,727	41,008,379	1.10%
Chiang Mai International Airport	10,808,866	11,321,459	4.74%
Hat Yai International Airport	4,265,718	4,028,410	-5.56%
Phuket International Airport	18,260,833	17,848,662	-2.26%
Mae Fah Luang - Chiang Rai International Airport	2,804,700	2,953,096	5.29%
<b>Total: 6 airports</b>	<b>139,518,488</b>	<b>141,871,016</b>	<b>1.69%</b>

Figure 5 Total Passenger AOT 2018-19 [19]

This study focused on the importance of the quality of passenger service at Suvarnabhumi Airport, serving a total of 115 scheduled airlines, comprising 104 mixed passenger-cargo airlines and 11 pure-cargo airlines in the fiscal year 2019, international air traffic has been steadily

increasing since last year, partly as a result of domestic flights shifting to international flights, resulting in a significant increase in passenger service [19] as seen in fig. 6. and fig. 7 [19].

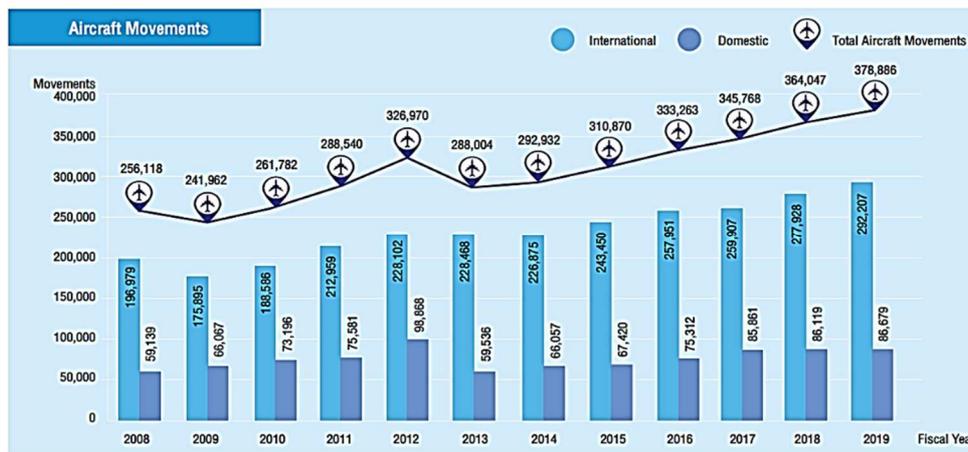


Figure 6 Aircraft time at Suvarnabhumi Airport 2008-2019 [19]



Figure 7 Passenger number at Suvarnabhumi Airport 2008-2019

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According to the SKYTRAX World Airport Awards rating, an independent rating organization that does not collect fees to assess customer satisfaction for participating airlines and airports, Suvarnabhumi Airport is recognized as the world's top airport. 100 airports ranked 46th in 2019, 48th in 2020 of more than 500 airports, compared to 2018 Suvarnabhumi Airport ranked 36 [21,22].

One basis for the Passenger Loyalty Review is that past research has shown that it is more desirable and much cheaper to retain current passengers than to seek new ones, and that a 5% increase in customer retention can increase profits by 85 per cent [23-25]. Similarly, Assael [26] noted that "success depends not on first purchase but on repurchase, and it is unlikely that any brand can survive over time without some degree of loyalty." Furthermore, loyal passengers are more likely to discuss past service experiences positively than non-loyal passengers, creating a potential for word-of-mouth advertising at no extra cost to the service provider [26]. It is therefore crucial that destination managers understand what makes them loyal to their destination [28].

On the basis of the general acceptance of the notion that loyalty is a driving force when choosing a destination [15,29,30], an increasing number of authors suggest that the image of destination, perceived value and tourist satisfaction could be key factors for the loyalty of destinations in the tourism context. The destination image describes the overall impression of the tourist destination [31] and is linked to their decision-making, choice of destination, subsequent evaluations and future intentions [32,33].

With this variability and uncertainty in terms of requirements, most airline studies claim that "service quality" is the most important and fundamental attribute for an airline to create satisfaction, behavioral intentions and competitive advantage [10,34-37]. Inadequate airport services and facilities influence only operations. However, it can also be seen as a link to a nearby destination that contributes to the development of tourism and logistics transport in the region [9,38,39], significantly increasing the logistics and transport competitiveness of the airport for the organization of the transport sector (Cho & Lee, 2020; D. Shen et al., 2019). There is therefore a growing need to examine to what extent the quality of service is actually associated with the requirements of passengers and why it may also be successful with regard to repurchase intentions [9,11,14,40,41].

However, AOT aims to push Suvarnabhumi Airport to become the world leader in service quality within 6 years and to have the main drivers of infrastructure expansion. Expansion of Suvarnabhumi Airport in Phase Two, based on the advantages of different locations and tourist attractions in Thailand. Suvarnabhumi Airport, on the other hand, is at a disadvantage compared to its larger rivals, Changi Airport. Singapore, which has been ranked the best airport in the world for seven consecutive years by

SKYTRAX (2013-2019) in three areas: staff language, airport congestion, and service. These three factors are factors that can be improved and developed. The management of airport services and the recurrence of passengers are key factors in achieving long-term growth and stability. What makes passengers come back to use the service again and to make passengers get the satisfaction of the airport service. In addition, how can the reliability of the airport increase the level of satisfaction and reliability of the airports, that is, increase the quality of airport services?

Passenger loyalty is a key measure of the quality-of-service performance in airports and airline companies and of the mediating role of image and perceived value in the relationship between ASQ and loyalty that has been fully explored in the airport context. They will be useful tools to enhance customer loyalty in travel or tourism [9,30,42-44].

In order to fill these research gaps, a re-examination of the driver or the determinant of passenger loyalty, including a finding of the relationship between the factors, was developed on the basis of literature and used to test several research hypotheses. It also focuses on the comprehensive conceptual framework used, which has important theoretical and practical implications for logistics, transport management and tourism research.

This research selects Suvarnabhumi Airport as a case study with a view to re-examining the issue of airport service quality using image, perceived value that meets airport passengers' loyalty.

### **1.1 Objective to study**

1. To explore an airport service quality, image and perceived value for the loyalty of passengers at Suvarnabhumi Airport in Thailand.
2. To analyze the direct, indirect and total effects of the factors affecting the loyalty of passengers at Suvarnabhumi Airport in Thailand.

## **2 Literature Review**

### **2.1 Airport service quality**

Airports are places where passengers wait for departure to and arrival at destination in a relatively short period of time compared to land and sea transport [45], as a comparison or difference between the expectations of passengers for airport services and their perception of the actual service they receive. Providing services consistent with customer satisfaction that reflect the perception of quality of production and service [11,46,47]. The service is appropriate for the time and costs that passengers have lost, depending on the specific level of expectations of each passenger [48]. Airport service quality refers to the difference between the expectations of the customer and the perception of the actual service received (George et al., 2013). Customers included passengers and airlines offering freight and passenger services in the context of the ACCC

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(Australian Competition and Consumer Commission) report [16,49].

The airport service environment is highly complex. Thus, some aspects of passenger-airport interaction may not be sufficiently covered by generic service quality scales (Fodness & Murray, 2007; George, Henthorne, & Panko, 2013; Pantouvakis, 2010). Recent literature has contributed to the alignment of service quality measurement and effective passenger experience with several airport facilities and services [9, 39, 47, 50-53].

In addition, the quality of service of the airport has been formulated for the quality of service dimensions, which include: (1) tangibility, (2) reliability, security and safety (3) responsiveness, (4) assurance (5) effective communication and employee service, (6) additional features and additional features provided, and (7) ticket prices and airline services [14, 34, 46, 48, 54].

From the literature reviews on Passenger Loyalty on the quality of service at the airport. It is what passengers

perceive and feel as a result of their actions or activities in the airport area, which were divided into four factors: (1) essential service factor; surface transport to/from airport, airport parking, luggage carts/carts, speed of delivery of luggage, check-in processing time, clear directional signs, flight information screens, internet/Wi-Fi accessibility, toilets, (2) comfort, convenience and enjoyment factor; moving walkways and escalators, sitting facilities throughout the terminal, recharging of batteries, (3) specific equipment factor; bank/ATM facilities, baby changing facilities, telephone, mailing facilities and (4) security, customs and passport control factor; waiting/processing time at security checkpoint, passport control, customs clearance, security and security standards, and customs and passport control standards. The researcher has therefore adopted and summarized the literature review as shown in Table 1.

Table 1 Literature Review of Airport Service Quality

Literature review	Essential Services	Comfort, Convenience and Enjoyment	Special Facilities	Security, Customs and Passport Control
Bezerra and Gomes [50]	✓	✓	✓	✓
Jiang and Zhang [7]	✓	✓	✓	✓
Pandey [39]	✓	✓	✓	✓
Jiang and Zhang [52]	✓	✓	✓	
Pantouvakis and Renzi [55], Pantouvakis [56]	✓	✓	✓	✓
Armenti, Bobbio [57]	✓	✓	✓	✓
Adeniran and Fadare [46]	✓	✓	✓	✓
Gupta [34]	✓	✓	✓	✓
Tsafarakis, Kokotas [58]	✓	✓		✓
Trischler and Lohmann [49]	✓	✓		✓
Prentice and Kadan [10]	✓	✓		✓
Martin-Domingo, Martín [59]	✓	✓	✓	✓
Bezerra and Gomes [60]	✓	✓	✓	✓
Shah, Syed [61]	✓	✓	✓	✓
Thampan, Sinha [1]	✓	✓	✓	✓

**2.2 Image**

The image of the airport is like a corporate image reflecting the perception of the organization held by the general public. They represent past actions and future behaviors. The image of the organization is very important in the overall assessment of the service and the organization [62-65]. As such, corporate image is very important in the overall assessment of the service and the organization [19,20,65].

In the airport context, there is frightening evidence of the impact of ASQ, image and perceived value on the

perception and attitude of loyalty of passengers. These effects may have short-term and long-term implications for travel destinations and logistics and transport management [9,15,50,55,56,66-70].

On the basis of the literature, quality, favorable image and perceived value are positively associated with increased passenger loyalty [9,15,49,62,71-79]. The researcher has therefore summarized the literature review as shown in Table 2.

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*Table 2 Literature Review of Image*

Literature review	Image
Ali, Kim [66]	✓
Pantouvakis and Renzi [55]	✓
Albaity and Melhem [80]	✓
Liu, Li [81]	✓
Tang, Weaver [38]	✓
Zhang, Wu [82]	✓
Bezerra and Gomes [9]	✓
Konuk [83]	✓
Gitto and Mancuso [84]	✓
Jeong and Kim [15]	✓
Nuraida and Danil [45]	✓
Özkan, Süer [78]	✓
Wai Lai [77]	✓
Graciola, De Toni [79]	✓

**2.3 Perceived value**

Customer's perceived value is defined as the ratio of perceived benefit to the compromise of something in exchange for perceived sacrifice [85-90]. Perceived value includes assessments made by customers on the quality and price of products and services after purchase. Perceived value is the perception of value that arises from the comparison of the cost and advantage of the brand to the customers of the product or service. As such, it reflects the customer's comparison between the performance of the service and the price paid for that service [91-94].

Consumer behavior is better understood when analyzed by perceived value, the construction of perceived value has been identified as one of the most important measures, from a consumer research approach, the term perceived value should be understood as synonymous with consumer value [89, 90, 95]. Therefore, the value definition of Zeithaml, which should be considered as part of the trade-off between 'get' and 'give' components, argues that objective quality has no validity and that quality assessments are subjective. This view reinforces the importance of perceived quality, which is the second type of quality. Perceived quality is the general assessment of the customer as to the quality of the product or brand, the conformity with the standards and the performance of its functions [91, 95-97].

The literature on empirical investigation is very often limited to monetary costs, perceived monetary price, perceived risk and time and effort spent [89]. When customers purchase a product or service, they want to gain more value than their cost. In addition, a product or service that creates value enhances satisfaction and leads to repurchase loyalty [91, 97, 98]. Sweeney, Soutar, and Johnson (1999) studied perceived value related to (1) emotional value as a value derived from a feeling or influence on the product, (2) social value is an increase in the social self-concept, a value derived from the capacity of the product. In order to increase the social self-concept, (3) price/value for money is a benefit to the product as a

result of the short-term decline in awareness and long-term costs and (4) the value of quality/performance. Zeithaml (1988) therefore argues that objective quality has no validity and that quality assessments are subjective. This view reinforces the importance of perceived quality, which is the second type of quality. Perceived quality is the general assessment of the customer as to the quality of the product or brand, the conformity and performance of the standards and functions [91, 96, 97].

As such, the perceived value is a mediating variable between behavioral intention and loyalty [14, 15, 78, 82, 100-105].

For example, given that the impact of value increases relative to perceived quality, price is a more important determinant of loyalty than quality [89], and perceived value also plays a role as a mediating variable between service quality and behavioral intensity or loyalty [14, 15, 78, 82, 100-105]. The recognition of higher value will therefore have a positive effect on the increased loyalty of passengers to the airport [9, 15, 47, 78, 79].

The researcher has therefore summarized the literature review as shown in Table 3.

*Table 3 Literature Review of Perceived Value*

Literature review	Perceived Value
Ramseook-Munhurrun, Seebaluck [76]	✓
El-Adly and Eid [106]	✓
Hapsari, Clemes [43]	✓
Bernarto [107]	✓
Safarpour and Sillanpää [108]	✓
Hussein, Hapsari [109]	✓
Konuk [83]	✓
Jeong and Kim [15]	✓
Özkan, Süer [78]	✓
Ahn and Thomas [110]	✓
Bezerra and Gomes [50], Bezerra and Gomes [60]	✓
Graciola, De Toni [79]	✓

**2.4 Loyalty**

Loyalty is the intention of the passenger, to revisit and recommend it to others. It is a sign of intention to return again and to be willing to recommend it to others [111,112]. Loyalty refers to a positive attitude towards a badge that leads to ongoing trading as a result of the consumer's learning that a badge can meet their needs [113,114].

Customer loyalty has been a key issue in marketing literature as a strategic objective for organizations in very competitive environments. Comprehension of behavior and loyalty factors is imperative for customer retention, positive word-of-mouth gain, repurchase and increased revenue [9,62,115-119]. Despite the debate on Passenger Loyalty in the airport industry, there is a lack of empirical evidence of the nature and loyalty of passenger loyalty

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drivers to airports. Although service experience and satisfaction levels play a key role, airport passenger behavior may depend on a number of other peculiarities, including passenger and market characteristics [9,67,120-123].

Bearing these considerations in mind, in this study, the quality of airport services, image, perceived value was considered to be direct, indirect, and the overall effect of factors that influence passenger loyalty. The search for a more comprehensive approach [7,9,50,92,124,125].

Customer attitudes and expectations reflect the attributes and characteristics of the airport service experience expected/anticipated by the customer, such as word of mouth and revisit [119,126,127], as well as their impact on the customer attitude towards the airport and the passenger, in this paper, the image and perceived value mediate their post-purchase behavior. As such, the direct, indirect and total impact of the factors that influence the loyalty of passengers to the airport.

Regardless of the sources of attitude/expectations, it is assumed that passengers will evaluate their experience on the basis of these attributes/characteristics, and then form their opinion on the entire experience [119]. Based on previous research, including the rationale for the conceptual model, the hypothesized relationship with respect to the attitude of passengers includes the positive direct, indirect and total effects of ASQ, perceived value on the loyalty of passengers at the airport.

The researcher has therefore summarized the literature review as shown in Table 4.

Table 4 Literature Review of Loyalty

Literature review	Loyalty
Ramseook-Munhurrun, Seebaluck [76]	✓
Su, Swanson [128]	✓
Abid, Zahra [129]	✓
Albaity and Melhem [80]	✓
Prayag, Hosany [130]	✓
Espinosa, Ortinau [131]	✓
Liu, Li [81]	✓
Moon, Yoon [36]	✓
Konuk [83]	✓
Bezerra and Gomes [9]	✓
Martin-Domingo, Martín [59]	✓
Graciola, De Toni [79]	✓
Pandey, Tripathi [132]	✓
Shen and Yahya [54]	✓

Following the literature review, the model is shown in Fig. 8. Was developing, and the hypothesis is as follows:

Hypothesis 1: Airport Service Quality has an indirect impact on loyalty.

Hypothesis 2: Airport Service Quality directly affects the image.

Hypothesis 3: Airport Service Quality directly affects the perceived value.

Hypothesis 4: Image directly affects the perceived value.

Hypothesis 5: Image directly and indirectly influences loyalty.

Hypothesis 6: The perceived value directly affects loyalty.

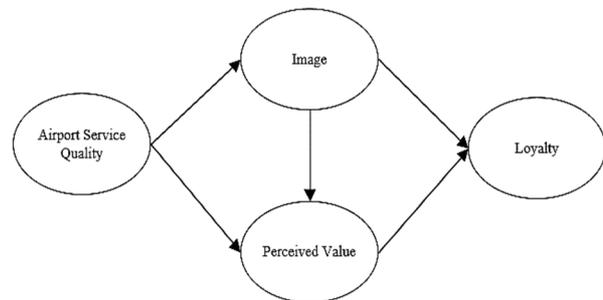


Figure 8 Conceptual framework

### 3 Methodology

As an empirical research, the researcher used quantitative research methods [133]. The questionnaire tool was used to collect passengers at Suvarnabhumi Airport in Thailand. The choice of convenience was used by the respondent, by distributing questionnaires online, by scanning the QR code of 250 copies for Thai passengers and 100 copies, and online questionnaires by scanning the QR code of 50 copies, including 150 copies of foreign passengers in front of Suvarnabhumi Airport and the customs checkpoint for the return of the tourist tax (VAT Refund). The survey was conducted from January 2020 to February 2020.

#### 3.1 Design of the questionnaire

The data collection instrument consisted of questionnaires, consisting of (1) demographic data and (2) quantitative attitude questionnaires, which measure 4 latent and manifest variables-airport service quality, image, perceived value and loyalty. We use the Likert scale of the 6-point scale was scored as 1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= somewhat agree, 5= agree, and 6= strongly agree [134-136] as shown in Table 5.

Context Validity is checked by 3 experts for consistency in the examination. The questionnaire was then used to find the Index of Item Objective Congruence (IOC) before the IOC questions of 0.5 and up were selected [139]. Subsequently, the revision of the questionnaire and the collection of basic data from the 30 samples were carried out for the analysis of the measurement using the Cronbach alpha coefficient (α-coefficient). The questionnaire was used for empirical variables with a reliability of more than 0.70, which is considered to have a high level of reliability [140]. This research was carried out with the Cronbach's Alpha Measure of Internal Consistency and the result was 0.913.

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*Table 5 Questions on Measurement and Development*

<b>Latent and Manifest Variables</b>	<b>Development</b>
<b>Airport Service Quality (ASQ)</b> 1) Essential Services Comfort 2) Convenience and Enjoyment 3) Special Facilities 4) Security, Customs and Passport Control	Jiang and Zhang [7], Bezerra and Gomes [9], Pandey [39], Adeniran and Fadare [46], George, Henthorne [47], Bezerra and Gomes [50], Bezerra and Gomes [51], Armenti, Bobbio [57], Widarsyah [137]
<b>Image (Image)</b>	Bezerra and Gomes [9], Ashraf, Ilyas [73], Özkan, Süer [78]
<b>Perceived Value (PV)</b>	Bezerra and Gomes [9], [15], Bernarto [107]
<b>Loyalty</b>	Bezerra and Gomes [9], Moon, Yoon [36], Saleem, Zahra [48], Bernarto [107], Suki [138]

**3.2 Data Collection**

The population in this study was passengers at Suvarnabhumi Airport in Thailand. Information from passengers traveling in and out of Suvarnabhumi Airport, 52,694,699 people. Data collection was carried out using a questionnaire; it was carried out in order to find answers about concepts. The questionnaires were collected and the data analyzed were used to determine the size of the sample. By specifying the ratio of 20 samples to 1 variable, this equaled 20 variables x 20 = 400 cases [141], and used Simple Random Sampling. The analysis of the Structural Equation Model (SEM) required a larger sample size than the other methods to provide an accurate estimate and to be suitable for the population. The data was distributed as standard curves [140].

**4 Data analysis**

**4.1 Structural Equation Model Analysis Results**

Table 5 The analysis was carried out using a statistical program, the IBM SPSS Amos 22 software (Statistics Package for the Social Science Analysis of Moment Structures) that used the Structural Equation Modelling

(SEM), which allows researchers to benefit greatly from the SEM technique used to examine the relationship between different variables and to analyse direct-indirect influences at the same time. Including the analysis of the relationship between latent variables and indicators or empirical variables to check the harmony and hypothesis testing of the relationship between latent variables and manifest variables. The results were analysed using the Structural Equation Model by determining the variable and latent variables analysed by the reflective gauges. The test of consistency between the Goodness of Fit Measures Model was carried out and it was found to be in harmony with the fit of the model, with the following result: Chi-square ( $\chi^2$ ) = 155.022, df = 126, CMIN/DF ( $\chi^2/df$ ) = 1.230, GFI = .971, CFI = .988, AGFI = .939, RMSEA = .049, and Hoelter = 395 (Fig.3.). It can be summarized that the form of the structural equation of the variables affecting passenger loyalty in the Suvarnabhumi Airport Service of Thailand was consistent with the empirical data [141-144] Accordingly, the researcher summarized the statistics Goodness of fit as shown in Table 6.

*Table 6 Statistics Goodness of fit [140-142]*

Relevant Statistics	Criteria	Test Value
Relative Chi-square	$\chi^2/df < 2.00$	1.230
Goodness of Fit Index	GFI >.95	.962
Adjusted Goodness of Fit Index	AGFI >.95	.963
Comparative Fit Index	CFI >.95	.996
Norm Fit Index	NFI >.95	.994
Tucker-Lewis Index	TLII >.95	.936
Root Mean Square Error of Approximation	RMSEA <.05	.024
Hoelter Default Model (p<.05)	Hoelter >200	395

From table 7, Airport Service Quality had a standardized regression weights between .754 to .897, and squared multiple correlation ( $R^2$ ) was between .596 to .804. Image had a standardized regression weights between 748 to .891, and the squared multiple correlation ( $R^2$ ) was between .559 to .796. Perceived value had a standardized

regression weights between .880 to .922, and the squared multiple correlation ( $R^2$ ) was between .765 to .832. And loyalty had a standardized regression weights between .659 to .795, and the squared multiple correlation ( $R^2$ ) was between .420 to .670. All of the factors were statistically significant. Also, the standardized regression weight was

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of high value. Therefore, the observable variables or empiric variables had appropriate harmony as a factor for the measurement of the latent variable.

The following equations were formed from the results of the Structural Equation Modeling analysis:

$$\text{Image} = .872 \text{ Airport Service Quality}, R^2 = .760 \quad (1)$$

$$\text{Perceived Value} = .310 \text{ Airport Service Quality} + .533 \text{ Image}, R^2 = .668 \quad (2)$$

$$\text{Loyalty} = .704 \text{ Image} + .257 \text{ Perceived Value}, R^2 = .852 \quad (3)$$

#### 4.2 Results of testing of the hypotheses

Hypothesis testing shall provide the same analysis as the Structural Equation Modeling by considering the C.R. (t-value) and p-value used for the test of the hypothesis, as well as the analysis, to determine the influence of each pair of variables, both direct and indirect, as well as the influences. The analysis was carried out using the IBM SPSS AMOS software. The results of the test were the standard regression coefficient (coef.) of all C.R. research hypotheses correlations. Values higher than 1.96 for all hypotheses of statistical significance. It can therefore be concluded that the results of the analysis support all assumptions and that the results of the analyzes of the researcher's factors are shown in Table 7, 8, 9, and the Final Model Fig. 8.

Hypothesis 1: Airport Service Quality has an indirect impact on loyalty. As far as the hypothesis testing is concerned, coef. =.813, which supports a statistically significant hypothesis at  $p < 0.001$ .

Hypothesis 2: Airport Service Quality directly affects the image. As far as the hypothesis testing is concerned, coef. =.872, which supports a statistically significant hypothesis at  $p < 0.001$ .

Hypothesis 3: Airport Service Quality directly affects the perceived value. As far as the hypothesis testing is concerned, coef. =.310, which supports a statistically significant hypothesis at  $p < 0.001$ .

Hypothesis 4: Image directly affects the perceived value. As far as the hypothesis testing is concerned, coef. =.553, which supports a statistically significant hypothesis at  $p < 0.001$ .

Hypothesis 5: Image directly influences loyalty. As far as the hypothesis testing is concerned, coef. =.704, which supports a statistically significant hypothesis at  $p < 0.001$ .

Hypothesis 6: The perceived value directly affects loyalty. As far as the hypothesis testing is concerned, coef. =.257, which supports a statistically significant hypothesis at  $p < 0.001$ .

## 5 Discussion and Implementation

### 5.1 Management implications

Airport service quality faces unwavering competition, risk and resilience in radically redefined environments; information practices during the COVID-19 pandemic; uncertainty about the further impact of the current situation; and challenges posed continue to intensify [7,9-11,15,145-147], and therefore it is important to understand what drives the behaviour of passengers. From a practical point of view, our findings have significant managerial implications for airport destinations. Based on the results of the current study, we are offering the following plan to maximize service quality, as this strategy is expected to increase image, perceived value, and passenger loyalty.

In addition, we suggest that airport managers consider these four latent dimensions of airport service quality to ensure that the needs and wishes of passengers are met. Improving and enhancing the quality of service to attract passenger interest and attention (1) essential services, (2) comfort, convenience and enjoyment, (3) security, customs and passport control, and (4) special facilities to attract passenger interest and attention as essential logistics services; baggage carts/carts, surface transport to/from airport, airport parking, and speed of baggage. These are the motivation behind the participation and satisfaction of passengers in airport service providers. In addition, essential passenger services in successful services have a positive impact on the image of the airport, perceived value and have a positive impact on passengers' loyalty.

Efforts should also be made to provide passengers with quality services. Intuitively, comfort, convenience and enjoyment, security, customs and passport control, and special facilities, add passenger experience, satisfaction, airport image, perceived value and increase the likelihood of revisits and destination recommendations to family, friends and acquaintances.

In order to improve the quality of the interaction service, the service provider should be trained and trained to create the right attitude; a warm Thai smile and friendly attitude during the service enhance the image of the airport and the perceived value of passengers. With regard to the quality of environmental services, airport managers should pay more attention to: first, comfort, convenience and enjoyment, second, security, customs and passport control and, finally, special facilities. Sometimes, detecting, fixing delays or failing to complete facilities compromises passengers. Therefore, these should be considered a priority when they serviced [7,9,15,103].

The present study confirms that the quality of service is positively linked to the image of airport perceived value, loyalty, which highlights the important contribution made by the quality of service of the airport to the development of individual satisfaction and loyalty. The management objective should therefore be to improve the quality of the airport's service to its destination. Airport managers could improve service quality by using innovation and information technology and communication, such as the

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social media platform, Facebook, Instagram, line, twister, tube, and blog, should be considered Internet-based applications containing consumer-generated content supported by social media that generate and share passenger experiences, planning, ideas and opinions.

## 5.2 Research implications

The present study advances knowledge of air travel for passengers by investigating links between airport service quality, airport image, perceived value, and passenger loyalty. Findings indicate that airport service has a direct impact on airport image quality and perceived value. Moreover, the image of airport direct effect perceived value, the image of airport direct effect loyalty, perceived value of direct effect loyalty, and the mediating role of airport image and perceived value in the relationship between airport service quality and loyalty are both positive and significant. From a theoretical point of view, this study has several implications for research in the field of tourism, logistics and transport management.

First, the present study found three important drivers of passenger loyalty, with significant impacts on all segments of passengers: airport service quality (ASQ), airport image, and perceived value. The quality of service, measured using a multidimensional scale specifically designed for airports [7,15,47,49,55,151] influences the loyalty of passengers to the airport through their image and perceived value [9,14,60,103,152,153]. This means that the quality of airport services can contribute to maintaining the long-term preference of the airport [9,14,30,154].

Second, the current study responds to the recent call for integrated models for marketing, tourism, logistics and transport researchers [9,15,60,76,153,155]. More specifically, in order to develop a stable air service quality model, we include passenger loyalty in the proposed model.

Third, the impact of airport service quality on passenger loyalty is mediated by their image of the airport and perceived value. This finding may have implications for the destination and transportation of passengers [9,10,13,15,38,70,156]. These three drivers of passenger loyalty, recognized as being very important for business organizations wishing to compete globally, have been valued in the literature on airport and transport management. These results may suggest that airports are not only viewed as a mode of transport infrastructure, but that they should be viewed as partners in the tourist service chain through tourism management, logistics and transport.

Finally, passenger loyalty has a significant impact on the quality of airport services. The image of the airport for passengers and perceived value (Tables 2 and 3) has a significant impact on the ASQ for passengers. Although there is no direct impact on the loyalty of passengers on the quality of airport services, but there is also a significant indirect impact on the loyalty of passengers to the airport, there is a possibility that passengers experienced by

providing good quality services through a modern airport can prepare for the future and trust the image of the administration. As such, passengers are impressed and feel that they are getting value for both the quality and the money of the goods and services they pay for.

## 6 Conclusions

As we have seen, the main purpose of this study was to investigate the structural relationship between airport service quality, airport image, perceived value and passenger loyalty, with emphasis on the mediating effect of airport image, perceived value on the relationship between airport service quality and passenger loyalty in Thailand's Suvarnabhumi airport service.

The findings showed significant impacts of airport service image quality and perceived value on passenger loyalty; and demonstrated airport image, perceived value fully mediates the relationship between airport service quality and passenger loyalty.

Based on the results, the contribution of this study was to incorporate service quality and value into airport image, perceived value and passenger loyalty model; demonstrated empirical evidence that airport image fully mediates the relationship between airport service quality and loyalty; and airport image and perceived value fully mediates the relationship between airport service quality and loyalty in the travel, logistics, and transportation businesses. As such, the quality of airport services has a major impact on the development of airport organization, contributing to the continuous growth of operating performance, as well as increasing competitiveness, and making commercial aviation a sustainable hub.

In today's competitive environment, business organizations need to find innovative information and communication strategies to distinguish them from their competitors.

Although this approach is not new to competitive business organizations, it has only recently begun to be followed by organizations that do not typically have customer-specific business activities, such as airports. Whereas the overall attractiveness of the airport depends on a number of factors (e.g., hub, destinations, airport layout, market power, integration with the logistics system, economic strength, air fare, distance, flying time, location, routes, scheduling, etc.), airport managers are increasingly concerned with a customer-oriented approach to achieving competitive advantage and sustainability. In addition, airports are used as transport infrastructures and regional development tools not only for the logistics and transport sector, but also for the tourism sector. In this context, this study brings together a number of theoretical and practical contributions to airport management, tourism management, logistics and transport.

Although this study sheds light on the benefits of using an integrated approach to improving airport service quality, airport image, perceived value and passenger loyalty, it has several limitations.

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In this context, it is essential to know the characteristics and behavior patterns of their passengers. As such, they will be able to design organizations that focus on business activities and that focus on individual passengers, such as airports.

First, we have not investigated other external factors, including the positive impact of the factors. Additional studies are needed to explore the effects of more of these variables in order to broaden the understanding of the forces driving travel and the loyalty of passengers (e.g. airport management, operating drivers, characteristics of airports, etc.) [157].

Second, the image of the airport and perceived value were examined as potential mediators of the relationship between the image of the destination and the loyalty of the destination. However, the effects of other potential mediators (e.g. airport re-use, corporate reputation, location attachment, trust, passenger complaints, satisfaction, switching behavior, etc.) should be investigated in order to provide a more comprehensive conceptual framework.

Third, the findings of our study may not apply to other airport service destinations because the characteristics of the Suvarnabhumi airport service in Thailand may differ. In order to make our findings more general, similar studies are required in other tourist destinations.

Fouth, in this study, data were collected during the early outbreak of COVID-19, affecting the feelings and attitudes of survey respondents, which may influence the results of

a bias analysis. The results of this study should be confirmed once the outbreak of COVID-19 has been fully controlled and causes a return to normal.

Finally, passenger loyalty has a significant impact on the quality of airport services. The image of the airport for passengers and perceived value (Tables 2 and 3) has a significant impact on the ASQ for passengers. Although there is no direct impact on the loyalty of passengers on the quality of airport services, but there is also a significant indirect impact on the loyalty of passengers to the airport, there is a possibility that passengers experienced by providing good quality services through a modern airport can prepare for the future and trust the image of the administration. As such, passengers are impressed and feel that they are getting value for both the quality and the money of the goods and services they pay for. The result, therefore, is a word of mouth and willing to revisit this airport the next time it travels to another country.

**Acknowledgement**

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*Table 7 Analysis on the relationship of the variables*

Relationship of Variables			Standardized Regression Weights	S.E.	Squared Multiple Correlations	C.R.	P
Image	<---	Airport Service Quality	.872	.060	.760	20.001	***
Perceived Value	<---	Airport Service Quality	.310	.107	.668	3.964	***
Perceived Value	<---	Image	.533	.079		6.620	***
Loyalty	<---	Image	.704	.059	.852	10.584	***
Loyalty	<---	Perceived Value	.257	.058		3.994	***
Essential Services Comfort	<---	Airport Service Quality	.897	-.a	.804	-.a	_.a
Convenience and Enjoyment	<---	Airport Service Quality	.837	.044	.700	22.679	***
Special Facilities	<---	Airport Service Quality	.754	.050	.569	18.644	***
Security, Customs and Passport Control	<---	Airport Service Quality	.794	.051	.630	20.746	***
Image1	<---	Image	.891		.795		***
Image2	<---	Image	.859	.042	.739	24.525	***
Image3	<---	Image	.775	.049	.600	20.050	***
Image4	<---	Image	.824	.042	.796	22.984	***

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Relationship of Variables			Standardized Regression Weights	S.E.	Squared Multiple Correlations	C.R.	P
Image	<---	Airport Service Quality	.872	.060	.760	20.001	***
Perceived Value	<---	Airport Service Quality	.310	.107	.668	3.964	***
Perceived Value	<---	Image	.533	.079		6.620	***
Loyalty	<---	Image	.704	.059	.852	10.584	***
Loyalty	<---	Perceived Value	.257	.058		3.994	***
Image5	<---	Image	.748	.056	.559	18.533	***
Perceived Value1	<---	Perceived Value	.904	_ <sup>a</sup>	.790	_ <sup>a</sup>	_ <sup>a</sup>
Perceived Value2	<---	Perceived Value	.912	.041	.832	26.610	***
Perceived Value3	<---	Perceived Value	.897	.040	.804	25.593	***
Perceived Value4	<---	Perceived Value	.880	.044	.774	23.075	***
Perceived Value5	<---	Perceived Value	.922	.045	.765	23.182	***
Word of Mouth1	<---	Loyalty	.797	_ <sup>a</sup>	.670	_ <sup>a</sup>	_ <sup>a</sup>
Word of Mouth2	<---	Loyalty	.672	.051	.478	16.824	***
Word of Mouth3	<---	Loyalty	.795	.060	.631	19.461	***
Revisit1	<---	Loyalty	.719	.065	.518	15.303	***
Revisit2	<---	Loyalty	.659	.070	.420	12.972	***
Revisit3	<---	Loyalty	.743	.063	.551	15.911	***

Note: -<sup>a</sup>: Fixed parameter does not display the Standard Error (S.E.), Critical Ratio (C.R.) and the Probability Level (P).

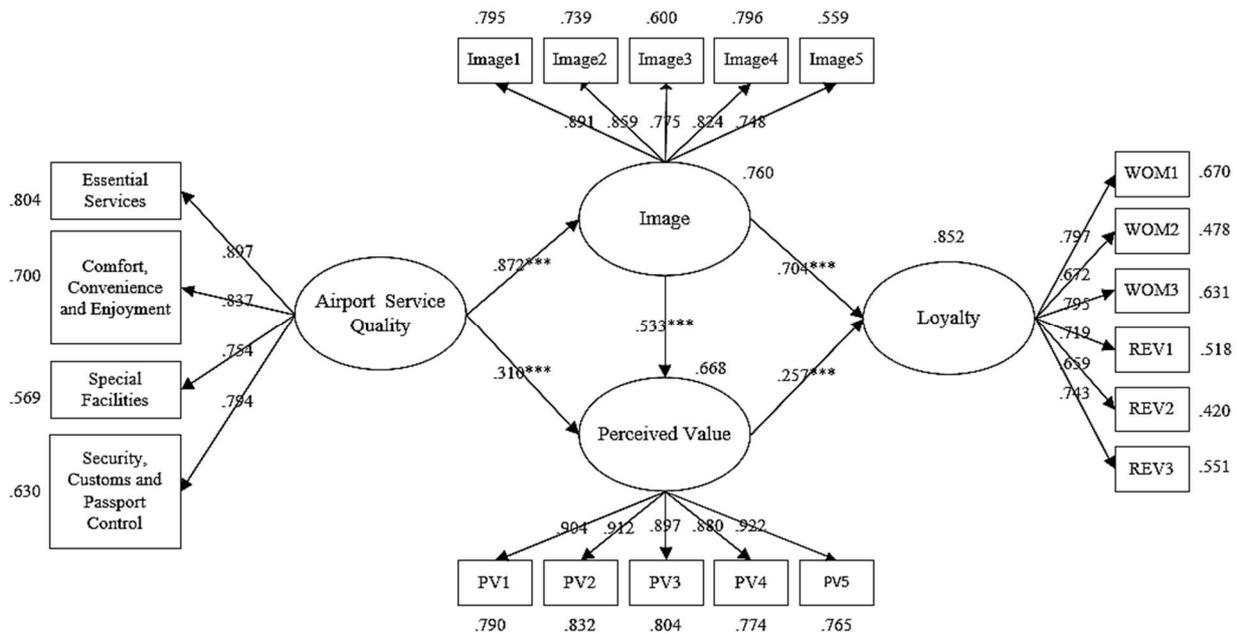


Figure 9 Final model

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Table 8 Hypothesis test results

Hypothesis	coef.	t-test	Results
H1: Image <--- Airport Service Quality	.872***	20.001	Supported
H2: Perceived Value <--- Airport Service Quality	.310***	3.964	Supported
H3: Perceived Value <--- Image	.533***	6.620	Supported
H4: Loyalty <--- Image	.704***	10.584	Supported
H5: Loyalty <--- Perceived Value	.257***	3.994	Supported

Note: Coefficient: coef., \*\*\* p < .001, Coefficient refer to the Beta (β)

Table 9 Standardized direct, indirect, and total effects of the factors test results

Effects	Total				direct				Indirect			
	ASQ	Image	PV	LOY	APSQ	Image	PV	LOY	APSQ	Image	PV	LOY
Image	.872	.000	.000	.000	.872	.000	.000	.000	.000	.000	.000	.000
Perceived value	.775	.533	.000	.000	.310	.533	.000	.000	.464	.000	.000	.000
Loyalty	.813	.840	.257	.000	.000	.704	.257	.000	.813	.137	.000	.000

Note: Airport Service Quality (ASQ), Image (Image), Perceived value (PV), Loyalty (LOY)

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**Review process**

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