

# AN EMPIRICAL INVESTIGATION OF SERVICE QUALITY IMPACTS ON PASSENGERS' SATISFACTION IN AIR INDUSTRY

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## **Abstract**

**Purpose:** This paper aims to address how passengers' satisfaction can be measured in relative to quality services provided by airlines using SERVQUAL methodology.

**Research Approach:** An exploratory approach is applied to identify those key variables that influence passengers' satisfaction. Empirical Study has applied in reference to Egypt Air as a case study. A questionnaire is developed for collecting the required data and samples and the SERVQUAL methodology (Reliability, Tangibility, Response, Assurance, and Empathy) is used as an instrument to determine the effectiveness of service development and improvement initiatives in targeted dimensions. **Findings and**

**Originality:** The main findings conclude that passengers are mostly concerned with the Assurance and Response dimensions, while Reliability is the most dominant dimension affecting the service quality in Egypt Air.

**Research Impact:** Passenger's satisfaction service arises when a company can provide passengers with benefits that exceed their expectations. A number of studies have conducted in service quality related theories and methods in this field. Few studies were examined and prioritised those dimensions that affect passengers' satisfaction.

**Practical Impact:** Service quality is one of the most important determinants, which affect the world competitiveness of the aviation industry. This paper aims to help decision makers at Egypt Air to identify the key dimensions that influence the service quality level provided.

**Keywords:** Airline service quality, SERVQUAL methodology, Passengers' Satisfaction Model