T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

ANALYZING THE IMPACT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION IN AVIATION, A STUDY ON ARIANA AFGHAN
AIRLINES

MASTER'S THESIS

Ahmad Samim MASTOR

Department of Business

Business Administration Program

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Approval Form

DECLARATION

I hereby declare with the respect that the study "Analyzing The Impact of Service Quality on Customer Satisfaction in Aviation, A Study on Ariana Afghan Airlines", which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography.

Ahmad Samim MASTOR

FOREWORD

With my regards and appreciation, truthful thanks to Associate Prof. Dr. Ilkay KARADUMAN, my thesis advisor, for his remarkable and proficient guidance and helping efforts, suitable suggestion, deeply assisting and encouraging me during my master course as well as through my research dissertation phase.

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July 2021   Ahmad Samim MASTOR

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ABSTRACT

In a highly competitive environment of the aviation sector, the achievement of owning customers' satisfaction can assure the maintainable competitive advantages as well as profit of any airline company which is welling to be in the competitive market. The new presences of new budget airline companies increases the exchange force of the industry that involves any company to further promote and develop its service quality in order to gain more new customers, also to keep the old ones.

Ariana Afghan Airlines is the only governmental airline in Afghanistan, which has only been in action since 1955, has become one of the leading low-cost transportation carrier in Afghanistan, as the airline was equipped with the old standards and facilities of the services they planned to renew those facilities and services provided to their customers in order to maintain and compete with new modern airlines raised in the aviation sector.

The main purpose of this study is to assess Ariana Afghan Airline's service quality and to provide best understanding of customer satisfaction towards airline service quality in order to help airline managers in promoting and developing better future strategies to satisfy customers and enrich their loyalty. This research used quantitative survey technique and the respondents was selected by utilizing convenience sampling. A total of 200 questionnaires were self-administered to those passengers who having experienced with Ariana Afghan Airlines in the past 12 months, 164 questionnaires were returned with answer. Finally, the result of this study shows that all the hypotheses was resulted in statistically significant.

Keywords: Service quality, Customer satisfaction, AIRQUAL, SERVQUAL, Ariana Afghan Airlines.

HAVACILIKTA MÜŞTERİ MEMNUNİYETİ ÜZERİNDEKİ HİZMET KALİTESİNİN ETKİSİNİN ANALİZİ, ARIANA AFGHAN HAVAYOLLARI ÜZERİNE BİR ÇALIŞMA

ÖZET

Havacılık sektörünün son derece rekabetçi ortamında, müşterilerin memnuniyetine sahip olma başarısı, rekabetçi pazarda yer almak için iyi olan herhangi bir havayolu şirketinin kârının yanı sıra sürdürülebilir rekabet avantajlarını da garanti edebilir. Yeni bütçeli havayolu şirketlerinin yeni mevcudiyeti, herhangi bir şirketin daha fazla yeni müşteri kazanmak için hizmet kalitesini daha da geliştirmesini ve geliştirmesini, aynı zamanda eskilerini de elinde tutmasını gerektiren sektörün değişim gücünü artırmaktadır.

Ariana Afgan Havayolları, Afganistan'da 1955'ten beri faaliyette olan tek devlet havayolu şirketidir ve havayolu, planladıkları hizmetlerin eski standartlarına ve imkanlarına sahip olduğu için Afganistan'ın önde gelen düşük maliyetli taşımacılık şirketlerinden biri haline gelmiştir. Havacılık sektöründe yetiştirilen yeni modern havayollarını sürdürmek ve bunlarla rekabet etmek için müşterilerine sağlanan bu tesisleri ve hizmetleri yenilemek.

Bu çalışmanın temel amacı, Ariana Afgan Havayolu'nun hizmet kalitesini değerlendirmek ve havayolu yöneticilerine müşterileri memnun etmek ve sadakatlerini zenginleştirmek için daha iyi gelecek stratejileri geliştirmede ve geliştirmede yardımcı olmak için havayolu hizmet kalitesine yönelik müşteri memnuniyetini en iyi şekilde anlamaktır.

Bu araştırmada nicel anket tekniği kullanılmış ve katılımcılar kolaylık örneklemesi kullanılarak seçilmiştir. Son 12 ayda Ariana Afgan Havayolları ile deneyim yaşayan yolculara toplam 200 anket uygulandı, 164 anket cevaplı olarak iade edildi. Son olarak, bu çalışmanın sonucu, tüm hipotezlerin istatistiksel olarak anlamlı sonuçlandığını göstermektedir.

Anahtar Kelimeler: Hizmet kalitesi, Müşteri memnuniyeti, AIRQUAL, SERVQUAL, Ariana Afghan Airlines.

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A. Background of Study

Having good customer is an important key for every businesses to unlock the potential path of growing the in market. A good quality of service provided by company will lead to customer satisfaction and more growth, customers are usually judging a company by looking at their service quality and if they have experience of good services they will be going to be forever loyal customers for the business which is what every corporation want to have (Kisang and Han, 2008).

Giving high quality and steady services is the answer for service corporations to invite customers' satisfaction. Researches showed that quality of service effect customers' satisfaction and as an outcome on their buying. Service quality and customers satisfaction are connected. Quality is an active position that is correlated to construction; service providing, employee, procedures, and atmosphere that may approach customers' hopes or even other than their expectations. Parasuraman et al, (1988) offered a scale for calculating service quality called as SERVQUAL comprises of five criterions: tangible features, reliability, responsiveness, guarantee, and empathy according to (Parasuraman et al, 1988).

Ariana Afghan Airlines is the earliest established carrier in Afghanistan that might appeal many travelers with increasing flight network to diverse parts of the country and the world. Due to intense competition in Afghanistan aviation market this airline should attract more passenger's satisfaction for existence and survival in Afghanistan aviation sector and transportation market and also that it can keep its customers by providing better quality of service. For that reason, the current research key investigation would be "Whether the airline services have any belongings on level of customers' satisfaction.

B. Purpose of Study

The purpose of this research is to inspect if service quality effects on the level of customer satisfaction and happiness in the airline and aviation sector. In doing so, a special emphasis is set on the different scopes of the AIRQUAL model to find out which aspects of service quality are extra efficient. Before investigating about this connection, the reliability and applicability of the AIRQUAL scales will be measured. Moreover, this study is considered to find out if there are variances among low-cost and full-service carriers concerning the service quality insights of the passengers.

C. Background of Ariana Afghan Airlines

Ariana Afghan Airlines was founded in January 1955. When an American pilot shifted some war-surplus Dakota Aircraft to Afghanistan that was operated by himself in India sense the end of 2nd world war in the private air service. before that there was not any aviation service in civil sector for passengers in Afghanistan, even though the Royal Afghan Air Force had been existed some years. The effectiveness of air travel was soon documented by the Afghanistan Government, and the carrier was known more officially as "Ariana Afghan Airlines"

The company is obliged to comply with the requirements of the Law on Joint Stock Corporations and Limited Liability, Civil Aviation Law and Regulations, Articles of Association, International Treaties and Association Interactions

International Air Transport to comply with the International Civil Aviation Organization and the international unions to which it is a member. The company is one of the first-born airlines in Afghanistan and functions domestic and international flights from Hamid Karzai International Airport and the provinces.

The airline management is working hard to stay in the competitive market and the core target of the airline is Arranging safe, timely and entertaining domestic and international air transport Placing, organizing, civilizing and upgrading the quality of passenger and other aviation services, travel accessories, property (cargo), post and chick inside airports and flying aircraft providing technical services for the repair of damaged aircraft at domestic airports conclude with the commercial contracts.

D. Statement of Problem

Passenger satisfaction service rises when an airline can deliver passengers with remunerations that can delight passengers" expectancy and happiness this is reflected worth and significance more. If passengers are pleased and happy with the product or service provided by an airline, they may buy a lot, even more repeatedly Traveler satisfaction is a vital objective for any carrier giving services for passengers. The on board practice is quiet a bit superior for the passenger. The passenger has many choices to choose the proper airline product conferring to their necessities. For that reason, carriers are constantly functioning on the in-flight product enlargement and invention to distinguish their selves from their rivals in market. In the previous few years a variation of in-flight product modernizations has come in into the business. This contains the airplane seat on long haul flights as an essential product component that is always being enhanced and transformed conferring to its life cycle and shifting passenger necessities. The existing growth of business class seat roll-outs displays the importance of this product part that effects the purchasing choice of the customer particularly on long pull durations of flights. If the traveler is not pleased and happy, cause the undesirable and bad experience, the customer will think again the purchasing decision for additional flights and may perhaps shift and go to a new carrier. This type of condition goes to the everyday industry in the traveler airline industry.

Outstanding customer satisfaction is the highest resource for an airline in today's modest atmosphere and market. Several features come in play to help an airport in building its passenger base, and passenger service and satisfaction may be an influential aspect in the victory of a whole process. The study linked to quality of service and customer satisfaction in the airline business has been increasing in curiosity because the transport of extraordinary service quality is necessary for carriers" existence and to be more effectiveness. Several researches have focused in service quality connected models and approaches in the air sector. Equally, a lot former airline service researches have depend to mostly on traveler satisfaction and service quality to define traveler assessments of services and absorbed on the outcome of carrier service quality at the summative concept level. Though observing the outcome of singular proportions of service characteristics has hypothetically excessive value for carrier executives, the possessions of distinct scopes of carrier service quality is not completely examined in former airline service researches. Also, the conclusions

and results may improve the airliners to empower their clients association's administration and their brand loyalty.

E. Research objectives

The overall purpose is to measure the airline service quality of Ariana Afghan Airlines and to examine its influence on customer satisfaction. The specific objectives are:

- To identify the main dimensions of airline service quality.
- To explore the effect of airline and aviation sector service quality on customer satisfaction.
- To explore the impact of customer satisfaction in aviation industry.
- To examine the mediating role of customer satisfaction on airline service quality and customer satisfaction.
- To offer valuable suggestions for the company to better off its service quality.

F. Research questions

There are three main purposes have been conducted in this study Firstly, exploring the impact of service quality on customer satisfaction. Next step is analyzing the relationship between service quality and passengers in Ariana Afghan Airlines and assessing how is the customer perception of service quality and customer satisfaction in Ariana Afghan Airlines. From these purposes, the questions to be addressed in this study are the following:

- What is the impact of service quality on customer satisfaction in Ariana Afghan Airlines?
- What is the relationship between service quality dimensions and customer satisfaction in Ariana Afghan Airlines?
- How is customer perception of service quality and customer satisfaction in Ariana Afghan Airlines?

G. Research significance

Aviation industry plays a critical part in the economy of a country. It is the middle point of globalization for other all businesses and industries. According to Archana and Subha (2012), as delivering service quality is dynamic for airline companies to survive in this aggressively competitive environment, the interest of researchers in quality of service and satisfaction in aviation business has been increasing. Several past researches were done, which examines the impact quality of service on customer satisfaction in the aviation productiveness. However, there is no prior study has been conducted on Ariana Afghan Airlines yet. Therefore, this research is of special significance to Ariana Afghan Airlines with the purpose is to assess the way service quality delivered by Ariana Afghan Airlines affects the customer satisfaction.

Additionally, this research will provide practical contribution to Ariana Afghan Airline's travel agencies and marketers in giving a well knowledge of customer satisfaction and regarding airline service quality. Therefrom, the marketers can develop and deliver better service quality to attain customers' satisfaction.

H. Definition of Terms

Consumer satisfaction is a person's feelings of preference or dissatisfaction consequential from comparing a product's perceived performance (or outcome) in relation to his or her expectation (Kotler, 2003) ϖ Service quality is the transformation between the customer's expectation of facility and the supposed service (Zeithaml et.al, 1985).

- *SERVQUAL* is an appliance for calculating quality of service, in terms of the incongruity among passengers' probability concerning service existing and the insight of the received service, which includes 22 characteristics which are gathered into 5 proportions: tangibles, consistency, approachability, guarantee, and understanding (Parasuraman et.al, 1988).
- *Customer expectation* means uncontrollable influences counting past involvement, private needs, word of mouth, and outdoor announcement about service area (Davidow and Uttal, 1989).

- *Customer perception* is customer's feelings of satisfaction / disapproval or the response of the clienteles related to the presentation of the amenity giver (Cadotte et.al, 1987).
- *AIRQUAL* that stands for Air Service Quality is a scale developed in 2001 as Business particular scale for calculating the Airline Business service quality. A list of questionnaires which is used to gather the answers and results from passengers travelling between continents or countries with different airlines (Bari et al. 2001).

İ. Research Hypothesis

The research hypothesis should be as follow:

1. Main hypothesis

The service quality has a positive and direct impact on customer satisfaction, the better service quality will lead to more customer satisfaction and the low service quality equals less customer satisfaction.

2. Sub hypothesis

There is a direct and positive relationship between five different dimensions of service quality and customer satisfaction.

J. Research Terminology

The research terminology defines the utmost fundamental and the utmost major terminologies and sayings that require exact and scientific description. This might provide the additional description and idea to readers and provide an easy understanding of study purpose for that reason I have listed some notable terms below.

1. Airline Service Quality

Aviation is a fast, more safe and comfortable method of travelling and in current years aviation has become more reachable. For that purpose, air traffic is getting busier and crowded year by year. The basic neutral of airlines is to deliver a secure and comfortable flight and at the same time to make sure of customer gratification through the service process. The passenger's suspense is to receive better quality service, and to have a safe and comfortable trip. The last and final decision on service quality is given and judged by the passenger. Therefore, in order to maintain

with competition, it is significant for airlines to properly comprehend passengers' expectations and needs, and calculating service quality is more important for this.

2. Problems in Airline services

It is clear that the aviation market is regularly growing in terms of passenger's number yearly. The rivalry has moreover developed aggressive with airlines whit low cost coming to market. This caused the strengthening of struggles by the carriers to maintain their passengers for upcoming flying purpose or the passengers' loyalty. The enlarged rivalry has directed to fee conflicts earlier and as time passes the market has inundated the air fares. However this tactic is temporary tactic, as it is key for the airlines to keep attention on quality of service for creation of a long-term influence on the passenger. A long-standing strategy which highlights passenger's happiness can possibly be supposed to be a decent and a longstanding approach.

- *Lost Baggage:* Missing baggage is the highly nagged characteristic by passengers as the passenger's practice a lot of problem as losing bags means they are left without their stuffs. As time goes this may be dignified to be desecration of private belongings of the passengers (Skytrax, 2015).
- *Delayed Flights:* passengers which are travelling nowadays have further ideas afterward they get to their target. Nevertheless, while a flight is being postponed it might lead to enormous trundling of planning for the passengers. Sometimes it similarly occurs that status of the flight is not informed to the passengers, as the workforce may be a little skeptical regarding the reaction they amy get from the passengers. As an outcome the postponed flights be seated 2nd in the objection list. Also because of delayed and late flights there may be a chance of mismanagement happening (Skytrax, 2015).
- *Hidden Costs:* hidden cost is the number 4 on the list. Carriers regularly practice objections by passengers about the hidden costs. This is often observed on airlines which are low cost because they devour a complex charging rule that requires the passengers 'consideration to recite all of its parts. The clearness of info which is delivered by the carrier to the passengers fluctuates from company to company making it tough for the passengers to identify around the charges. Recently selecting seat, promoted meal, liquor choices, inflight meals are charged provisional on

the carriers parting the passengers 'displeased. Baggage masses deviation too leads to such concerns.

- *Customer Service:* Consumers criticize about the deprived service which they acquire for several characteristics. Consumers faces deprived service while they pursue assistance of the carriers through flight postponing, once flights get postponed, in-flight help, help associated whit baggage. Travelers are too disappointed if the communication they have with the company's employee is impolite, inattentive, unbiased, unqualified to contrary in English and etc. This is the main motive that client service stances at digit five in the client objections type (Skytrax, 2015).

- *Cleanliness:* The growth in the quantity of passenger year by year has led to airlines aiming to improve the reversal times of airplanes. Because of short turnarounds schedules and times there is bit more little time for the scrubbing and managing the mess of the airplane after flights therefore a lot of airlines surface objections about hygiene inside the cabin, toilets and etc. Some of the airlines have surpassed in the hygiene of aircraft. Growth in the quantity of travelers has also put a weight on the quantity of travelers at the airport making it a challenge for the up-keep of services (Skytrax, 2015).

- *Refunds:* When a client demands a payment from the service supplier in case of not getting the service that payment was made for is named a refund. Repayments may be done in days that make the customers unhappy. Several other reasons can also cause in demanding a refund. Some of those can be as follow, not getting priority boarding, demotes of the class for which passengers faces problems getting repayments or not getting the right sum of refund.

3. Customer Satisfaction

Customer satisfaction may contrast from one person to other person and product. However commonly if the product quality is high and least come across the wishes of the consumer then it is called customer satisfaction. If it has low quality and do not meet the minimum expectancy then it will be twisted into dissatisfaction of customer (Zeithaml & Bitner 2003). Pretrial beliefs about a invention that function as principles or situation points alongside which invention performance is judged is a

ordinarily used description of prospects that appeals from this theory novel conceptualization (Olson & Dover, 1979).

Customer satisfaction is defined as a measurement that determines how products or services provided by a company meet customer expectations. Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. High-standard customer service can win your clients' hearts and make you recognizable within your target group. Nowadays when social media play such an important role in making decisions it's crucial to keep an eye on the quality of customer service you provide. If you don't care about customers' satisfaction, don't expect them to care about your services or products. While calculating the customer satisfaction there will some differences and variance in different attributes of customer satisfaction which should be considered, however, there would be different meanings in calculation results. When the variances presented by the data are the same, it is planned to use the inconsistency as the benchmark for analysis and comparison, this has been consistent with customers' service quality satisfaction. In this case, it makes sense to consider the Ordered Categorical Data as adjustable data to use the obtained.

Having loyal and faithful customers are the key for survival in a business competition environment, with marketing, client satisfaction too comes along with it which means it regulation of the expectancy and needs of the customer on how the good, products and services are being expedited and provided by the organizations. Actionable statistics on the way of making clients more pleased is consequently, a decisive result (Oliver, 1999).

II. LITERATURE REVIEW

This section evaluates the literature from theoretical and empirical point of views on the areas of customer satisfaction, service quality, service quality dimensions, service quality model, measuring customer satisfaction, customer service and the association among customer satisfaction and service quality.

A. Customer Satisfaction

The term customer satisfaction is a recognized state in many places such as marketing, customer exploration, aviation sector, commercial sensibility, welfare-economics and finances. The usual thing in customer satisfaction is to understand weather they customers are happy with the service or not in different period of times according to marker gained from the expectation which means that the customer needs are not met and it may lead unhappy and dissatisfied customers. Bitner & Zeithaml (2003) specified that satisfaction is the clients' assessment of a creation or service in terminologies of whether that merchandise or service has satisfied them and expectations and satisfaction is an optimistic, affecting state resulting from the appraisal of all aspects of a party is working relationship with one another. If the your business friend or customers are happy and satisfied with service provided by your company it will lead to good market promotion and giving the corporation a high hand of promote marketing actions. It is an extremely private calculation that is importantly artificial by consumer prospects. Consummation which is the of reaching a management to complaints of customer is also essential to have, if the customer is well educated and have good images and understanding then they will definitely chose and understand the best. The calculation of customer's satisfaction is a great effort to have those measurement on the individuals. The statement which are defining the unhappy or dissatisfied customers are arisen from not caring about the customer's individual needs and wants with for specific propose. To avoid most of the problems which is caused by unsatisfied customers, some experts urge industries to "which establish a target" and being more close friends with customers and hearing to their complaints

and reaching out their need in short time, this means not letting customer's dissatisfaction.

Perhaps the fundamental question for many vendors and corporate sales force is how to convince the customer to buy from us? In today's competitive world, in addition to familiarity with customer acquisition methods, we must have a plan to persuade different types of customers to attract their attention and win the competition with others. Utilizing the skill of persuading others helps us to turn a potential customer into an actual customer. In this article, by learning 15 very simple strategies, we will learn how to convince the customer and increase our sales be with "How" and this question will be answered if the company provides the best and better quality to their customer and make them be well satisfied of their product and service. According to (Reed, John H., Hall, Nicholas P, 1997) the assortment of relation making a service provider can create is a key path for establishing relations and connection with customers. The theories of customer satisfaction which are evaluation the two variables which is customer satisfaction versus service quality which are highly affecting each other is defined by Reed theories and are widely used in definition of the terms. Every terms which is reviewed explanations uphold, in more or one way with satisfaction is applied:

- Wishes which shows the reality of customer's dissatisfaction.
- Achievement (satisfaction) is those judgment only which are taken under consideration for the study propose, which judging customer's wants should be applied while provided answers to their problems. This method makes easier for a business to accomplish their goals.
- Assessment procedure of satisfaction implies the interference with two of following: considering satisfaction as result in must to be aware of your customers like an overall customer attitude in the direction of an amenity supplier, also with an expressive response to the change among the thing which are customers are going to receive, concerning achieving of those desires, targets and movements which are made to create customers equity. Also reaching to mention goals are much helping for customer's satisfaction as a significant objective of all business doings? And all those business will defiantly face their harshest desires.

Kotler struggle, because through invention and trade attitude, what gives a company a chance to surpass competition and satisfaction represents a man's perceived effect (or outcome) in relation to himself or his expectations. Today, issues such as customer satisfaction, service quality, and customer perception are the main concerns of service companies, with respect to the terms it will easier ways and the chances are there main elements that improve and promote the performance of the organization and make it more profitable.

As the study of Luo & Homburg (2007) indications show the level of customer satisfaction which is impacting the different businesses with regards to service quality leading them to positive word of mouth.

Customers' satisfaction is the corporation's capacity to accomplish the corporate, sensitive, and psychosomatic requirements of their consumers. Hunt (1977) also made a great definition of customer satisfaction as "an assessment reduced the expenses of service will be good as they was in the past theoretical existence. Additionally, they explanation of "an evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative.It is a well-known fact that customer satisfaction, customer relationship and quality of service savings lead to efficiency and market share. Customer satisfaction leads to customer commitment and this also leads to success. If customers use it and if they are happy and satisfied with an offer of quality equipment, they can be expected to test pre-purchased and even existing licenses, and therefore the market segment can be improved.

With the studies of Oliver (1980), when consumers are comparing their emotions and feeling with a service there will a reduction in level of customer satisfaction. Some inconsistencies among the opportunities also with acting make the reduction and decline which can be called as disconfirmation. By the studies of Oliver there three type of disconfirmation which are occurred by customers, these disconfirmations terms are listed below:

- When customers are highly satisfied or delighted, or in easy words when they service are better than what customers want is called as: Positive disconfirmation.
- When the services are below and lower than customer's expectation it will be: Negative disconfirmation.

- When product or service is equal to what customers are expecting it will be Zero Disconfirmation.

Customer satisfaction is higher when service performance is met (confirmation) or more than (positive confirmation) the probability. On the other hand, there is a possibility of customer dissatisfaction if the service is less than expected (no negative approval). He argues that waiting recognition is the only determinant of satisfaction. This theory does not support the fact that meeting high expectations will result in greater satisfaction than meeting low expectations. Customers will be dissatisfied if expectations and related services are not met by any company. To address this problem, perceived action was involved as a further satisfaction element. Considering disconfirmation which is the only way to ensure satisfaction with customer is to experience the disagreement empirically by influencing expectations and performance.

1. Measuring Customer Satisfaction

As it is clear that increasing customer's satisfaction is very profitable for a company but the term how to bring good and high level customer satisfaction is something mysterious in difficult conditions, customer satisfaction is caring about individual preferences while reach out to every single problem there are some dimension to be considered in order to fully over view the customer satisfaction boundaries. (Oliver and Swan 1989). Measurement of the rate of customer satisfaction is also an amount of materials and products and how the services are made to present the company. Satisfaction is a multidimensional concept which has been hypothesized as a requirement for building relationships and is commonly designated as the complete conference of to someone demands (Oliver, 1980), and also measurement of the customers feeling towards a brand product or service which the customers feeling are playing very important role in making a brand image better (Cacippo, 2000). Also the dimensions can also provide valuable visions into new products or services your clienteles want, putting one's company ahead of the competition. Also a good path multi-dimensions of customer satisfaction should be considered to cover all the gaps and problem while a corporation wants to guarantee the high level of customer satisfaction.

2. Traditional Customer Satisfaction Analysis Methodology

While calculating the customer satisfaction there will some differences and variance in different attributes of customer satisfaction which should be considered, however, there would be different meanings in calculation results. When the variances presented by the data are the same, it is planned to use the inconsistency as the benchmark for analysis and comparison, this has been consistent with customers' service quality satisfaction. In this case, it makes sense to consider the Ordered Categorical Data as adjustable data to use the obtained

mean as the basis for comparison and analysis. However, this only applies to such special cases. Let's take the five-point scale as an example, if the normal type of individual customer satisfaction is 3.25, it means neither "not" or "satisfied". Therefore, direct distribution of Sequential Non-Qualified Data as variable data without sensible data adaptation can pointer to difficult-to-explain results in procurement. And the changes in attributes of customer satisfaction happens the expenses on these attributes may differ accordingly with rational measurements strategies while new modern methods are brought in order to effectively aware of customers satisfaction attributes and apply them for purpose of achieve the desired targets.

In today's competitive market and world customer satisfaction and customer maintenance are very significant. For this reason, different models are designed to measure customer satisfaction; But because each industry has its own needs and customer satisfaction measurement models according to the needs of each sector and industry need to be localized, in the present study, the factors affecting customer satisfaction and the new economy have been identified and model, the needs factor will be distrusted to three main factors, functional and motivational. The study of new people which were selected the dependability of the survey and questions through Cranach's alpha was calculated for New Economy. The results show that from the according to airline passengers eyes, low fees and costs of aviation services are among the basic requirements, components of appearance and welfare facilities for customers, the existence of branches for out-of-office services and the development of electronic airline services are among the requirements. It is functional. Employee uniforms have also been identified as a motivational requirement, and customers are indifferent to providing special services to specific customers.

Also considering S/N ratio is not preferred than collective measurement methods for this purpose which it bring clear definitions about customer satisfaction (Taguchi, G., and Chowdhury 2005). As analysis methodology is getting higher the diagrams of explaining the ratios of problem definition will be easier to develop a loop for collecting all the errors. However, there will be some problems in satisfaction problem analysis as it is unable to describe all quality attributes in a diagram to compare their quality by graphic presentation. Though, the materialistic examination methodology is much more operational in briefing the periods and potentials of countless rules as the section of satisfaction and frustration periods are observed as the core and main data for service quality presentation assessments. S/N ratios are used to measure the traditional methods of customer satisfaction with considering the new

modern rules of customer satisfaction theories and attributes. Both methods are playing usable and essential role in today's theories while it comes to measure customer satisfaction traditionally and non-traditionally

3. Customer Expectation

It may seem easy to provide good customer service while doing less things for it, but it is not the case which every service provider should well know the exceptions their customers in time. Consumers must be able to understand their expectations. While in this process this may activate to be equipped to deliver those customers with outstanding information and products.

Every customer walks into known or unknown situation with a set of expectations as to what will transpire. Opportunities would be private face of the outcomes while are coming from our knowledge. Expectation may be positive or negative. Salespersons will often have practiced their Reponses to an anticipated objection only to find our later on that they did not have to use these practiced responses. Expectations are usually grounded, at least partially, with control and overly looking to some of those observations. If the consumer's latest involvement with a corporation was undesirable, they will reach to the condition with the probability of chances that they will be unhappy or they will have bad experience of you even though they have accept you and your services.

Some companies/airlines or will think that they cannot to make their passengers or customers happy and satisfied. This is usually due to the misapprehension of the passengers expectations.

4. The Reason of Customer Complaints

Unhappy customers will give a change to company to instantly response to their whish while making complains. This is would the best opportunity for a company to response to those requests and avoid the same problem and gaps in their service again in order to keep the customers.

Customer objections after a treasured foundation of data concerning the amount of facility being experienced by consumers they should therefore be seen as such and collected and analyzed on 0a regular basis. Most organization are aware that a large proportion of the customers who are dissatisfied with the service they receive never take the time and effort to make a complaints, but instead simply all other people

about the problems they encountered. This means that if there so less and small amount of complains but there can be a lot of dissatisfied consumers.

There are a number of reasons why unhappy customers may be reluctant to make an official complaint, for example:

- They may purely think through it to be too much suffering, especially if they have busy days and routines.
- They may fear that there will be "hassle" if they make an objection and could prefer not to get convoluted in this issue.
- They may expect the overtone to be in dissimilar to the emotional state of their customers regarding service customary, and this will lead them to believe that actually assembly an objection will be fruitless.
- They make not know how to make their complaint or who to complain to.

There is evidence to show that customers who complain to an organization and then have that complaint dealt with to their satisfaction, show a greater level of loyalty to that company. They are likely to become an advocate of the company and engage in positive word-of-mouth communications. Although it may not be pleasant receiving complaints, it is better to have heard the complaint and be left with a satisfied and loyal customer, than not to have it raised and have an unhappy customer spreading the word about the poor service received.

5. Customer Decline

Every year there are many businesses losing their customer and profits which is between 10 to 30 percent, which some of them may even do not know how that happened and why they were misplaced, or how much more sales price cost them by losing their loyal customers each year.

Even without worrying and thinking nearly consumers they are not able to hold and loses their market share in competition. The firms which are not learning and bringing changes in their service and products as well as in their management system will face to customer decline.

6. Relation Ship between customer satisfaction and profit Satisfied

The bone and skeleton of company is it customers with profit and they are the purpose why corporations that could be in cooperation private are public and the monopolist are economical are in business. Even the monopolist business firms have to thinks of effective means of customer management.

According to Hill and Alexander customer satisfaction affect profit briefly discuss below (Hill and Alexander, 2003:22-23) " There is a deep relation between customer satisfaction and gaining profits which profit in business works a dependent variable to how much the customers are satisfied and also they will have its impact on the management as well to employees of corporation.

The concept of productive labor in economics is a long-standing debate. Adam Smith considered the production of tangible material goods to be merely productive work, and he did not consider the work of producing services such as trade, transportation, education, medical and legal services, and the like productive, but productive. Smith's mistake stemmed from a materialist approach to the subject of production and was rooted in value theory. Basically the companies with more market share the ones who are more profitable and they will attract more customers while they are larger s share because they found out well how maintain their clients satisfied and outweighs market share as follow:

- Working more on customer satisfaction will lead to more business profit
- The outcomes which are coming from customer satisfaction will be counted as a profit to company
- In order to have motivated and active employees the company should have high level of customer satisfaction.

B. Service Quality

In past few years, we have witnessed the huge role of service quality in the marker, which the better service be the more profit will a company gains. With this study, the theories are examining to find out the different aspect of service quality affecting a management and a business: "expectations", "satisfaction", and "quality". This discussion focuses on surveying and evaluating aspects of the existence of differences in jobs in different fields or the level of recruitment of graduates and professionals. There are several studies were conduct regarding to SERVQUAL, and

all of them explained in this thesis to know the better ways and solutions to maintain the quality in products and works of corporation, which emphasizes the benefits of paying attention to faculties provided for the customers.

Traditionally, service quality been hypothesized as the several methods among service provider which all of the service will be gained Expectation is viewed as needs or wants of consumer. For example, what may customer feel about the company which they may expect a better service provided by their favorite company while they have a good feeling about it. (Parasuramanet.al, 1988). Niteck and Hernon (2000) describe service quality in relations of gathering or surpassing client expectancy or as the alteration among customer observations and prospects of facility.

Gronroos (1982) well-defined service as, "A service is a process consisting of a series of more or less intangible actions that normally, but not unavoidably always, take place in infrastructures between the customer and service personnel and/or physical possessions or goods and/or systems of the service supplier, which are providing as resolutions to customer problems". With distinct examination quality as "a global judgment or arrogance relating to a particular service; the customer's overall impression of the relative inferiority or preeminence of the organization and its services. Service quality is a perceptive judgment".

Quality is made of two main rudiments: first, either the product meets the needs or second the extent to which it is free from shortages. Services are a function that is provided by one party to the other and should be a part of it materially Customer service, all decisions, databases and actions that are taken to meet the customer's need for goods or services. Customer service usually seems sound after selling a product, and companies' efforts to improve them as much as possible lead to better client faithfulness and embolden others to buy the corporation's goods. Services such as keeps, problems, referrals and provision facilities can be categorized as purchaser services Lewis and Booms (1983).

According to the studies of Oliver (1980), on every single attribute of service quality will have a different affect. It shown that customers will judge the company if they face a low quality of service and this judgement will affect the bunnies extremely also the good image of the company in other people's mind, which is essential for company in market.

1. Service Quality Dimensions

Parasuraman (1988) have stated five dimension of service quality, which is very affecting the customer satisfaction. I have used the dimensions in my study in order to emulate my questionnaires. The dimensions are as follow:

a. Tangibles

The touchable and physical equipment of an industry is tangibles. Such as good clothing, proper Martials, good views are included in this section.

b. Empathy

Having and paying a special and individual caring to customer called empathy. Every company should focus to train empathy to their employees.

- *Access*: includes method, aptitude and comfort of communication. It means the capability is effortlessly reachable; to come time to have facility nor comprehensive, the times of process are appropriate and place of facility ability is much more appropriate.

- *Communication:* having a proper communication with customer is necessary, this term means how to establish a good relation with customer and know their problem. Having a relation with people interacts the loyal customers to your company and more profit.

- *Understanding the customers:* this means to understand well know of your customers and their mind, understanding customer can help in being more reliable and knowing what to do.

c. Assurance

Assurance states to the being polite and trustworthy, assurance gives the clients a confidence to trust the company and be a loyal customer. The following assurance things should take under consideration:

- *Capability:* means having the correct abilities in order to maintain as assured industry in mind of clients or in easy words the company should have the capability of confident.

- *Politeness:* Means to have a good relation with customer and employees in a management.

- *Credibility:* means having a good place in heart of everyone and to trust by your opponents.
- *Security:* this term indicate the full feeling of secretly and safety from financial and human resource point of view.

d. Reliability

Reliability is very important from customer's eyes which reliability means doing a thing correctly while doing it for the first time and doing it without having any errors, which is necessary. Being reliable promotes the credit and company image in mind of people.

e. Responsiveness

Responsiveness means preparedness and ability of employees to provide a fast and on time service for those who are demanding service, with resolving the problems of customers as fast as possible.

After a wide-ranging review of service quality educations, (Asubontenget.al, 1996) decided some important points of service quality magnitudes differs in businesses. For instance, Kettinger and Lee (1994) in study of information system the listed four dimensions. Cronin and Taylor (1992) have decided one main term or this theory as whole with compared by Parasuraman. Besides SERVQUAL, have acknowledged five features of service quality from the customers' side, which frequently interrelates customers. Those are as follow:

2. Model of Service Quality Gaps and the SERVQUAL approach

There are seven key gaps in the service quality theory, and will be demonstrated as a problem study model of Parasuraman et al. (1985). Conferring to the succeeding description some significant breaks, which are more associated with the external customers, some of the following gaps have a direct relation with customer perspective of view.

Gap1: Clients' prospects against organization observations: as an outcome not good marketing enquiry placement, insufficient rising announcement many deposits in the administration.

Gap2: Organization observations versus service terms: as an outcome of insufficient promise to service quality, also can be lack of exact targets and goal for the future in order to obtain a specific spot.

Gap3: Service specifications versus service transport: These terms indicate the job technology, which both variable should be adequate accordingly, unsuitable managerial mechanism systems, absence of professed mechanism and doing a teamwork.

Gap4: Facility transfer versus outward statement: as an outcome of insufficient straight public services and tendency to be promised.

Gap5: This gap shows the large need have customers, which said, and mention to company and their needs are not considered; this can be also knowns as by the extent of personal wants, word of mouth reference and previous service involvements. This crucial for management to take responsibilities of their staff and should guarantee they are well preserved of customers.

Gap6: Difference among customer wants and willing of employee is included in this section, which the employee is unaware of the customers' needs and want in particular period.

Gap7: This section indicate the different path between the organization management and different level of working employees in a company. For example, the employee wants something else while manager gives him another thing.

Parasuraman et.al, (1985) advanced a theoretical ideal of service quality where it contains of five gap and limitation for purpose of make good connection with customers. Administrations should fully consider these problems and pay more attention. The gaps were;

- *Gap between Customer Prospect and Administration Observation (Knowledge Gap):* management does usually perceive correctly, the customers' want. Electricity company manager might think that consumer's judge the company service by the quality of employees' performance in the technique department. This can lead to customer's dissatisfaction which customer needs not met.

- *Gap between Administration Observation and Service Quality Condition (The Standard Gap):* organization force properly notice the customers' needs but not willing to reach those needs.

- *The Delivery Gap:* The employee of company can have lack of training and information that would not deliver all the good information's to customer. For example a bank officer who is told by the maneuvers department to work fast and by the promotion department to be courteous and friendly to each customer.

- *Gap between Service Delivery and External Communication:* Customer hopes are self-important through values ended by business councils and publicizing. For example if a hospital booklet displays an attractive room, but the patient stretches and discoveries, the room to be economy It will lead to customer lack of eagerness.

- *Gap between Supposed Service and Probable Service:* This problem happens when customer is expecting something else but they provided with something different.

The knowledge limitation is the modification can lead to some serious problems and can damage the company image in mind of customers. Management should be more caring about the above gaps, which are so dominating the market and customer perspective of view.

The existence of knowledge gap means that the corporation are in the wrong path and they do not understand each other's demands. In the customer knowing leaning commercial, you should well understand all the need and wants of a customer from different percepts. The organization will need a very deep market search to understand and find out those gaps between clients.

3. Improving the Measurement of Service Quality

The Companies who have high hands in the market are the companies, which are evaluating the market properly and know what to gain more customers. Customer focus and intimacy with the customer as they progress. However, you should keep in mind that as you grow, you need to willfully endorse a philosophy of customer caring and come up with policies and organisms to protect it - otherwise you will miss it. Empirically, customer and customer-centric intimacy can be measured by product acceptance (high), dissatisfaction (low), and NPS which means comparative growing score + above standard for your business.

Customer understanding is very important today than past days; growing in this area is becoming more and more difficult for businesses: sales and marketing channels have become much more exclusive than in previous years and are more richer than at any other time in the past of the free market.

They develop products that are needed by the market. The level of intimacy with customers in these companies is so high that they can easily predict their pain, needs and wants, sometimes even before the customer is aware of their existence. From tea drink brands to the deepest fears and dreams of their customers, these businesses know and fully understand them. This makes the products and services of these companies popular as soon as they are produced and remain successful as the market grows and evolves.

Two separate lists of sentences for an element cause additional errors. Lawyers cannot be sure of the exact difference between the two sentences at first; particularly the sense of the term "should," because the quality of the service used is unrealistic because of an unexpected definition. They might too consume effort in memorizing to rate businesses in over-all as opposite to valuation what they want or imagine from that particular corporation. More, for the declarations are valued at dissimilar periods, customers disremember how they have valued expectations when finishing their presentation reports. To have self-determining scores may firstly seem to be helpful. On closer examination, however, it is exactly reverse to what is existence required, i.e. a decision amid some universal belief and one item that is given for companies acts. Associating the two at the similar period must assuredly give a more exact likeness of problems in mind of passengers. To summarize, undesirable declarations and the term "should," reason misunderstanding, and self-governing scores recommended being fewer exact than judgments ended at nearly the similar theme in period.

4. Customer Services

The processes of collecting the customer's complaints and reaching out the solution for their problems called customer service system. The customer service brings easiness to responding to customer's requests (Kim et.al, 2004). The better customer services are important for an airline to provide better facilities to their passengers. In other word, the customer service system should be always, available and open to those are requesting service. For evolving satisfaction among clienteles,

the airline service providers want to be further cautious for the customer services they deliver. Satisfaction of customer is strong-minded by his/her assessment of facility providing by the association.

Customer service is clear as the capacity of well-informed, skilled and passionate workers to carry produces and facilities to their interior and outside clienteles with a strong movement in a manner that satisfies the company and all the products they support to send in the market.

Passengers do not expect the airline to do everything for them but they want their problem to be solved (Gronroos, 1982). The main aim of the purchaser service staff is to be always in touch with passengers, to achieve their problems concerning invention or facility, to transfer the appropriate information, to analyze the customer need and wants, to advice about new presents, and to manage the distance of the call. Treatment customer-complaint well clues to customer satisfaction "should have always loyal and a proper customers". Customer service is very important term in order to maintain in the competitive markets, those who are constantly looking to comprehend and then resolve passengers problems are the ones who will defiantly win. By having a common information of these difficulties and intimacy with the customer, companies are easily able to innovate, market, and sell effectively.

5. The Relationship Between Customer Satisfaction and Service Quality

The connection between customer satisfaction and service quality is deep that will show how these hypothesis and variables are interconnect and affecting each other. Parasuraman et.al (1994) decided that the misperception surrounding the difference among the two ideas to physicians and the general media using the rapports transferable, which make theoretic differences challenging.

Bitner (1994) dogged that service meeting consummation was discrete from complete satisfaction and seeming excellence. With considering all those relations of the attributes that they are deep relate to one other, academics dogged that the two paradigms exposed uniqueness and resolved that they were in fact unlike constructs, at least from the customer's eyes.

A valuation perfect optional stresses on the association amid declared facility quality, customer satisfaction and attention in purchasing. This investigation displays that buyer gratification is an overriding mutable of service quality and repurchases

attention. In easy words, service quality properties customer satisfaction, and customer satisfaction dashes repurchase concern. Ghylin et al., (2008).

After completing research, results found out how important the role of service for satisfying the customers is with regard to their deep relation with ectotherm they are so affecting and essential. Nevertheless, the amount of highly positive relation between two variable is so bold and seen easily. Bitner (1990) also jagged out that customer satisfaction is the ancestor and main affective element on service quality and found that they are extremely connected.

6. Emergence of AIRQUAL

This emergence occurred by exploring the SERVQUAL widely, which he found some specific points by Bari et al. (2001): which named it AIRQUAL. The scale used to measure the quality of airport services in the Turkish Republic of Northern Cyprus (TRNC). Because the pervious measurements of these services was not answering the full problems as they found out new studies with measures in the TRNC. This drives backbone to our sympathetic of philosophy and context where "quality of service" is life threatening in the method of measuring user insights.

AIRQUAL was significant so that several investigators claimed that the scopes and fauna of the SERVQUAL idea might be industry categorical (Ekiz et al., 2006; Nadiri et al, 2005; Nadiri et al., 2008; Babakus & Mangold, 1992). As the emergence brought airliens more good facilities to control on their management that made them more eager about improving it and then they have found that which dimension will added to their previous studies for empowing the AIRQUAL models (Babakus & Mangold, 1992; Babakus & Boller, 1992). Infrequently this outcome of the examining factor investigation through exploring greater than one seemed by even ten dimensions.

Nadiri and Hussain (2005) accepted that it should be two dimensions. With a parallel method, detectives have found performance-only (SERVPERF) to be the best way of exploring and quantity of change in a whole measure of service quality linked to SERVQUAL mechanism. All searcher agreed with those previous studies and they have conducted all those dimension together. Eventually Bari and her associates confirmed the investigation and they planned to conduct, where quantitative

investigation assumed. For achieving their target, they used both methods and finalized the methods in following eight steps. Those 8 steps of Bari are listed as follow:

- State area of theory

- Produce example of objects

- Gather data, decontaminate the quantity

- Measure consistency with fresh data

- Evaluate concept

- Rising norms.

This method was because of understanding how powerful their information framework is and it can be castoff to gather the necessary information to develop better methods as well as evaluate the quality of applied methods. Advanced was the second SERVQUAL tool that emerged Parasuraman et al. (1988) and it is on observations – Prospects, which is names as disconfirmations.

7. AIRQUAL Model

When evaluating the quality of aviation model services, researchers work hard to improve the quality dimension. Research on the many dimensions of aviation quality is extensive and ongoing (Alotaibi, 1992). By his studies having good knowledge of passengers knowing how to convince and happy the customers was a necessary issue according to studies. For this purpose, Bari et al. (2001) originated a mechanism for assessing those facilities in the air company industry, and it names as AIRQUAL. The five dimension of AIRQUAL, which developed by Bari, are list as follow, which are:

- The Airline tangibles,
- The Terminal tangibles,
- Personnel,
- Empathy,
- Image.

In their study of the aviation industry, they examined whether AIRQUAL could successfully measure aviation customers' perceptions of service quality. In the AIRQUAL vehicle, these five dimensions require different aspects of aviation products. For example, aviation visualizations include questions about the interior of

the aircraft used by the aircraft, the quality of the catering on the aircraft, the cleanliness of the aircraft toilets, the cleanliness and novelty of the aircraft seats, comfort and luxury. The superiority of aircraft seats and air conditioning in aircraft (Bari et al., 2001; Ekiz et al., 2006).

Concrete Terminal, another important dimension of AIRQUAL, contains more questions about an airport, including the services offered by the airport. Cleaning of the airport toilet after the participants of this size, the availability and presence of different stores at the airport. Ease of car parking and availability at the airport, airport size, air conditioning and airport environment, separate places for people Smoking, age of useful airport signs. and presence of wheelbarrows at the airport, security control at the airport system, staff uniforms and the comfort and luxury of the airport lounge (Bari et al., 2001; Ekiz et al., 2006; Nadiri et al., 2008).

There are two studies which are used for exploring the customers mind which first study was done by (Bari et al., 2001; Ekiz et al., 2006) which shows the dimension of reliability and low pricing. With this dimension, we can measure the reality of low tick prices and having a good image in the market place Nadiri et al., 2008). These two studies used the AIRQUAL to examine whether it could obtain the customer gratification along with some other hypotheses using the service quality standards. Both these studies are showing that how customer gratification is affecting the manager to promote their quality and management as well in order to keep the good side of passengers and market share. As it is clear that increasing customer's satisfaction is very profitable for a company but the term how to bring good and high-level customer satisfaction is something mysterious and difficult condition. Customer satisfaction is caring about individual preferences, while reach out to every single problem there are some dimension to be considered in order to fully over view the customer satisfaction boundaries.

Airline companies are in highly competitive situation in aviation industry to stay high handed in the market and keep the customers satisfied by their services. Airlines are alive based on their number of passengers, so to keep the business alive and ongoing an airline company should maintain their old customers and provide best services to attack the attention of new customers. Ariana Afghan Airlines was established in 1955, which is now in action as the only governmental airline company in Afghanistan. The airline is recognized as low cost and efficient carrier in

Afghanistan air transportation market by standardizing their services, aircrafts and management system. The five diminution of service quality in Afghanistan will armiger to lead the aviation sector of Afghanistan to high levels. As per past studies the aviators in Afghanistan can use the multi dimension of service quality to find out all the gaps which are exist in the aviation industry, such as stand razing the quality of service to passengers and going to high level through using their deficiencies and problems.

The aviation sector and technology around the gobble are gowning as and all the airlines should change accordingly, which will help them to stay in competitive market and to keep their customers. The existence of knowledge gap means that the corporation are in the wrong path and they do not understand each other's demands. In the customer knowing leaning commercial, you should well understand all the need and wants of a customer from different percepts. The organization will need a very deep market search to understand and find out those gaps between clients, this study will evaluate the gaps in aviation industry and complains of passengers from the airline which they have traveled with frequently and this study will evaluate the important steps to be taken.

III. METHODOLOGY

A. Introduction

This study has three main questions which the analysis methods are used to answer these questions. These questions are as follows:

- What is the effect of service quality on customer satisfaction in Ariana Afghan Airlines?
- How different attributes of service quality is distresses the satisfaction Ariana Afghan Airlines passengers?
- How much is the level of awareness of Ariana Afghan Airlines passengers?

Thus, this section explains which quantitative methods are used to evaluate the result as well as data collection methods. The target population, where survey is conducted is selected sampling design and purpose of requisite sample size of study will also be labeled. Finally, the means of organizing an organizational tactic of and quantitative data will be exposed and recognized. Also, in this chapter I will define methods used to achieve the quantitative results that will come from survey made on Ariana Afghan Airlines customers in Afghanistan and to some other countries which they have weekly flight schedule.

B. Research Approach

In this study, first of all I have used librarian method of research by collecting data from published books and I have collected some terminology from the most lawful and reliable books, topics and magazine's articles, published research papers, and websites. This analysis aimed to test the impact of service quality of Ariana Afghan Airlines provided to their customers and measurement of airline customers satisfaction from the airline. It progressed to collect explicit observations from customers of Ariana Afghan airlines through questionnaires in order to examine existing hypotheses about the connection among two different variables of this study.

I am willing to conduct this research and collect the desired data through questionnaire to achieve the actual findings.

C. Research Strategy

So as to increase adequate information through research process, an investigation methodology is used in order to accumulate data and break down to determine significant results to achieve facts and targets of this examination. Research system is known as the establishment of an examination and its decisions through in this way must agree with the exploration techniques and methods.

There are various sorts of techniques that combine audits, examinations, action inquiries, logical investigation, pre-recorded studies, ethnography, etc.

As communicated previously, this investigation is a contextual analysis concentrating on Ariana Afghan Airlines so as to test and explain the effect of service quality on Ariana Afghan Airlines customers' satisfaction. This research shows directed polls and ideas with the Ariana Afghan Airlines customers and airline passengers which considers the Ariana Afghan airlines as a service provider.

There is a specific research design for this study will be as this survey is calculation of happiness of passengers on the service quality of Ariana Afghan Airlines. Quantitative research design considered as a main research method because in qualitative research configuration, consideration depends on social occasion subjective information that is not quantifiable nor calculable, while measureable examination depends on calculable, quantifiable and statistical data and information. Measureable plan is recognized for advanced unwavering quality and legality and smaller inclination while compared with independent structure. It is additionally faster than independent structure (Denzin and Lincoln, 2011).

In the course of analyzing the problems the method of primary and secondary data collection were engaged. The variables that were employed in this study are SERVQUAL model components which are:

- Tangibles
- Reliability
- Responsiveness
- Assurance

- Empathy

D. Data Collection

For this thesis, questionnaire method is used for gathering information and implementing survey. An administered questionnaire which includes -- questions is passed and sent to the passengers and customers of Ariana Afghan airlines which had a flight with the airline during the past 12 months.

For data collection both data collection methods are used:

- Nonprobability testing: in non-likelihood testing, everyone from target population does not have equivalent shots (Creswell 2013).

E. Questionnaire development

The survey questions are categorized into three main portions. The first part of the questionnaire contains the personal information of passengers' demographic. The second part relates to quantity airline service quality and measures the SERVQUAL scales; the third part deals with customer satisfaction. Accordingly, the first part includes nominal scales, while the two parts later will use a five point of scales for Likert, ranging from "strongly disagree" (1) to "strongly agree" (5). The 17 questions involving the five dimensions of service quality with their scales are assumed from the dimensions or SERVQUAL and AIRQUAL scale from the studies of Parasuraman et al. (1989), Alotaibi (2015) and Bari et al. (2001). The 17 items of the instrument are categorized into five dimensions. The 7 questions which are related to customer satisfaction driven from the studies and researches of Westbrook and Oliver (1991) and Baumann, Elliott.

F. Data Analysis

The SPSS program for this research to evaluate and analysis present the outcome of this survey in tables and figures. Second, Cronbach's Alpha analysis is castoff to test the inner uniformity of the questionnaire. Third, Pearson's correlation coefficient analysis is utilized to verify the grade of correlation between all control variables, service quality and customer satisfaction. Finally, the association among two different variables has been determined using linear regressions.

The producer of collecting information is used for gathering different data from several source which all the data combined together for the purpose of analysis and obtaining the required result for study. After the mentioned step the information are used for evaluating the hypothesis of study. In this way, information investigation procedures are a momentous section of research. There are various information investigation strategies for both qualitative method and quantitative information gathering technique.

In this research, quantitative information gathered throughout distribution of questionnaires overview was analyzed utilizing SPSS and MS Excel. Informative insights as well as developing the degeneration and relationship between variables in this research. Communicative measurements are most regularly developed factual tools in this research. The principle advantage of distinctive insights is that it uses tables, figures and charts to split data, it very simple to get although for those people who are not getting the results. What's more, fascinating understandings are simpler and very easy with different procedures, for example, the searching and analyzing data well be the second version of the data. Besides, the exploitation of degeneration and relationship between variables how there two variable are dominating the company, with regard Ariana Afghan Airlines.

IV. RESULTS AND ANALYSIS

A. Preface

In this study, 200 questionnaires shared to passengers of Ariana Afghan Airlines. As whole numbers of answers was 164 out of 200. The passenger profiles and flight information are shown in tables below. This chapter contains the surveyed information. The SPSS (Statistical Package for the Social Science) used in analyzing the data and information. The discoveries charted in Tables, Line charts, Pie diagrams, and structured presentations. In chapter the main segment is devoted to breaking down number of polls given by Ariana Afghan Airlines customers, the second for preparing surveys, the third for association activities to prepare its councils and the fourth segment will be the result of my survey.
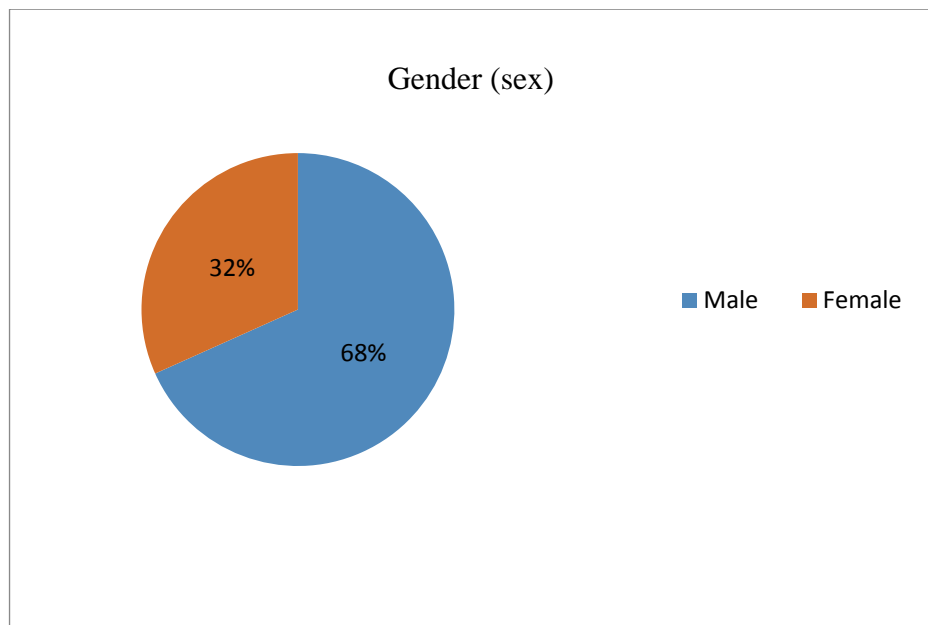
1. Part I: Demographics

Figure 1: Gender

Table 1: Gender

Sex	Frequency	Valid percentage
Male	112	68 %
Female	52	32 %
Total	164	100%

Source: SPSS
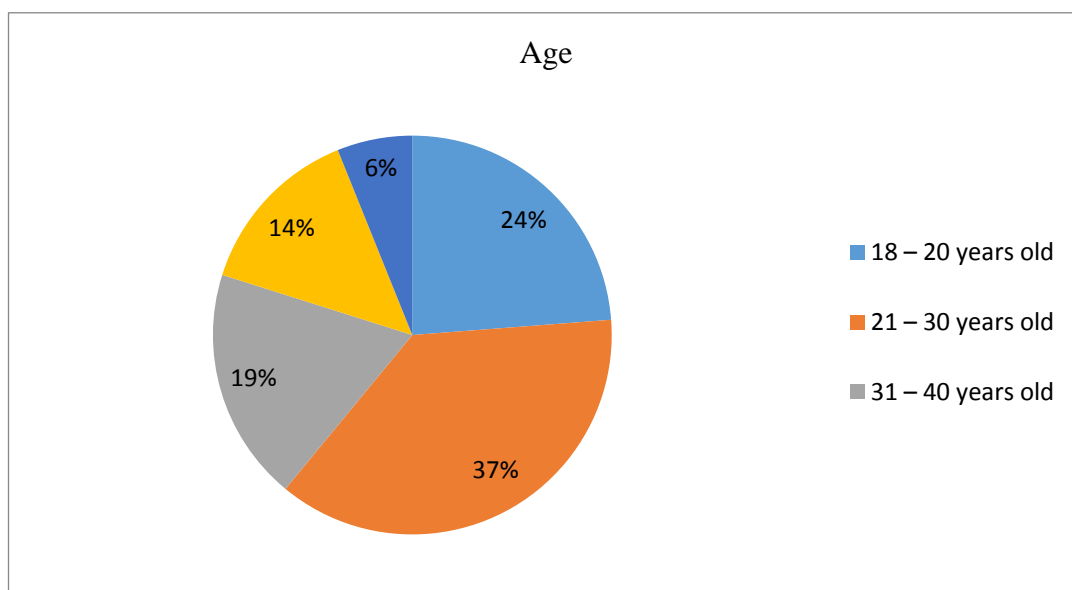
Figure 2: Age

Table 2: Age

Sex	Frequency (N=164)	Valid percentage
18 – 20 years old	39	24 %
21 – 30 years old	61	37 %
31 – 40 years old	31	19 %
41 – 50 years old	23	14 %
Above 50 years old	10	6 %
Total	164	100%

Source: SPSS
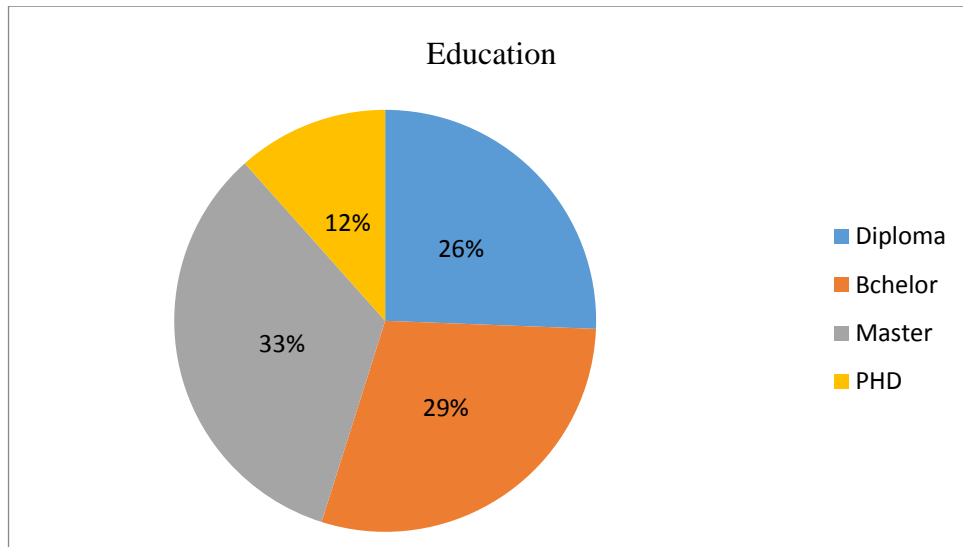
Figure 3: Education

Table 3: Education

Education	Frequency	Valid Percent
Diploma	42	26%
Bachelor	48	29%
Master	55	33%
PHD	19	12%
Total	164	100%

Source: SPSS

Table 3 shows that most of participants are having a master's degree which (33%) of the members were accomplished Master's qualification. It is showing that the people who answered from are caring about different levels of society and they are good educated. More prominent than 29% of respondents have finished the Master level, 26% have finished from the High school level and just 12% had education degree level of (PHD) which means most of the passengers were good educated.
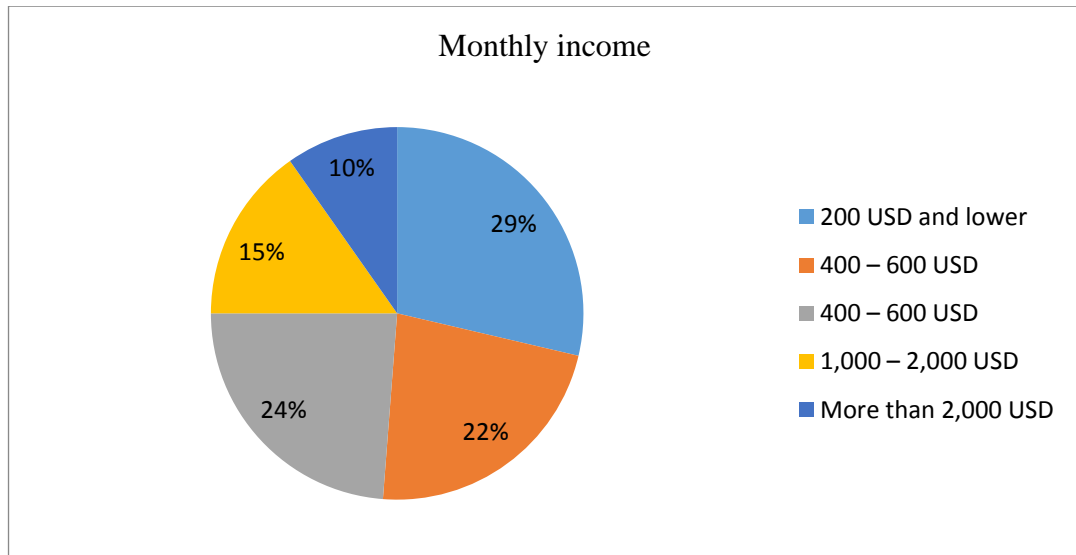
Figure 4: Monthly Income

Table 4: Monthly Income

Monthly income	Frequency	Valid Percent
200 USD and lower	29	26%
400 – 600 USD	37	29%
600 – 800 USD	39	33%
1,000 – 2,000 USD	25	12%
More than 2,000 USD	16	10%
Total	164	100 %

Source: SPSS

For the income, the highest number of the participants earned 600 – 800 USD monthly (33%), followed by those with a monthly income of above 400 USD (29%), the income of 1,000 – 2,000 USD is (12%) and More than 2,000 USD monthly income is the lowest (10%).
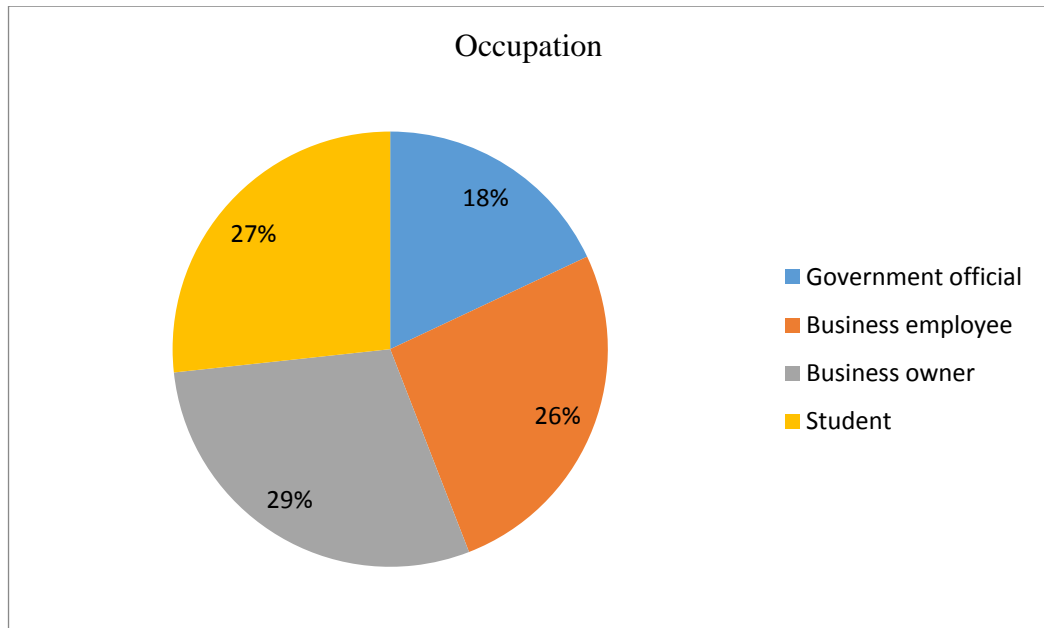
Figure 5: Occupation

Table 5: Occupation

Types of Answer	Frequency	Valid percentage
Government official	29	19%
Business employee	42	25%
Business owner	49	29%
Student	43	27%
Total	164	100%

Source: SPSS

Table 5 indicates that most passengers of Ariana Afghan Airlines were business owners with (29%) on the table and the least travelers were government officials with (19%).
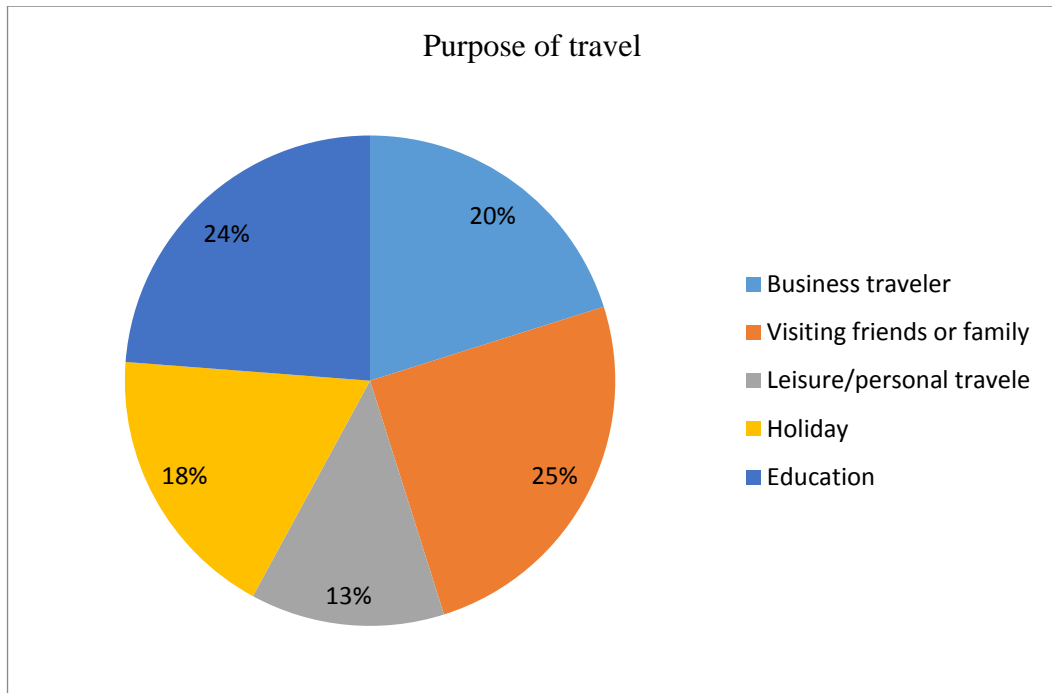
Figure 6: Purpose of Travel

Table 6: Purpose of Travel

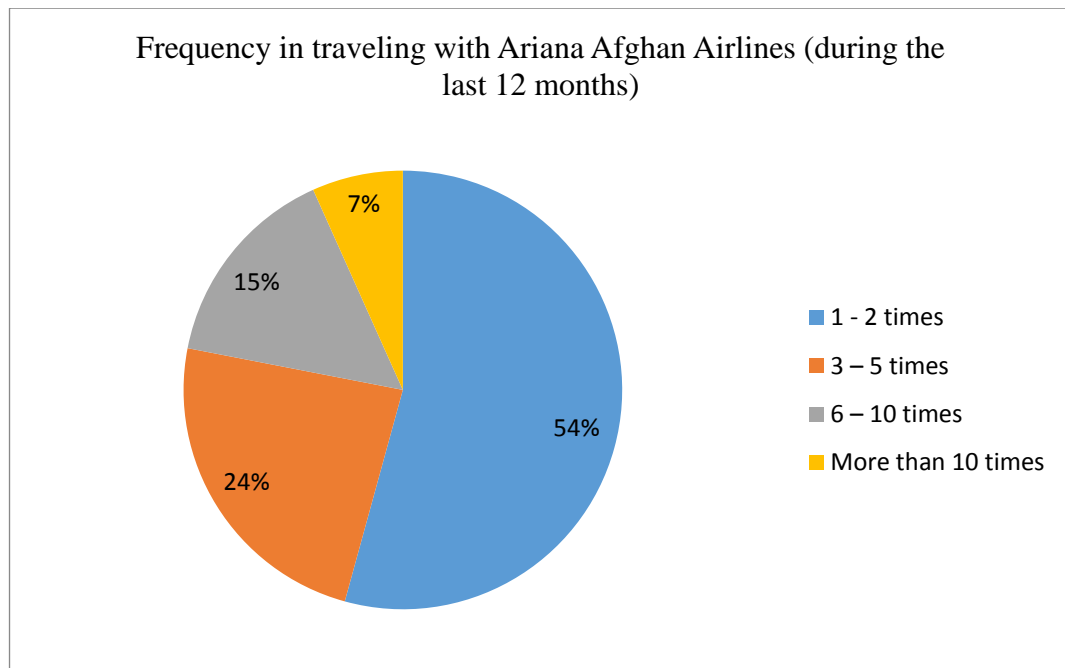| Types of Answer	Frequency	Valid percentage
Business traveler	33	20%
Visiting friends or family	41	25%
Leisure/personal travel	21	13%
Holiday	30	18%
Education	39	24%
Total	164	100%

Source: SPSS

Figure 7: Frequency in Traveling with Ariana Afghan Airlines (during the last 12 months)

Table 7: Frequency in Traveling with Ariana Afghan Airlines (during the last 12 months)

Types of Answer	Frequency	Valid percentage
1 - 2 times	89	54%
3 - 5 times	39	24%
6 – 10 times	25	15%
More than 10 times	11	7%
Total	164	100%

Source: SPSS

The results in Table 6 and 7 shows the flight information of customers which the main reasons for travel are visiting friends or family traveler (25.6%), Education (24.4%); and the remaining (50%) included Leisure/personal travel, business traveler, and for holiday purposes. Among the 164 responses to the survey, the majority of passengers had experienced flight with Ariana Afghan Airlines for 1-2 times over the past 12 months (54%).

2. Part II. Service Quality

This part shows the detailed and results with percentage of the 17 questions of service quality. Which these 17 questions were made according to 5 different attributes of service quality.

- Tangibility

Q1: The airline provides passengers with new, modern and well-preserved aircrafts.
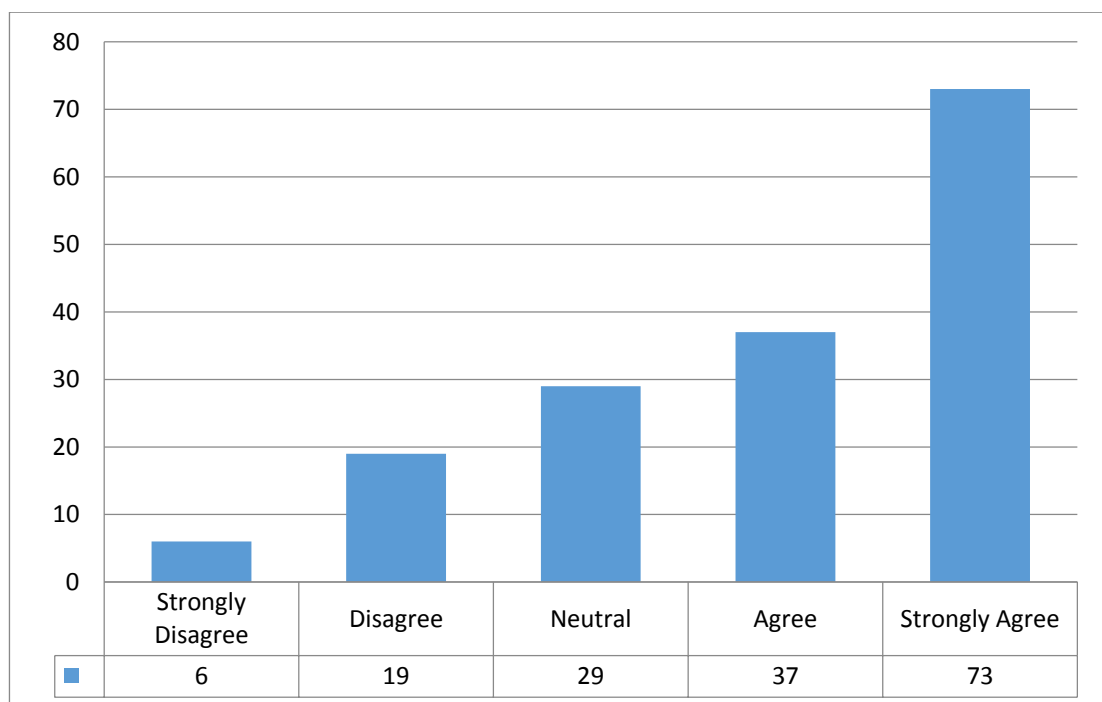
Figure 8: Modern Aircrafts

Table 8: Modern Aircrafts

Types of Answer	Frequency	Valid percentage
Strongly disagree	6	3.7%
Disagree.	19	11.6%
Neutral	29	17.7%
Agree	37	22.6%
Strongly agree	73	44.5%
Total	164	100%

Source: SPSS

Q2: Food and drink served on the aircraft through the flight are of high quality and sufficiently varied.
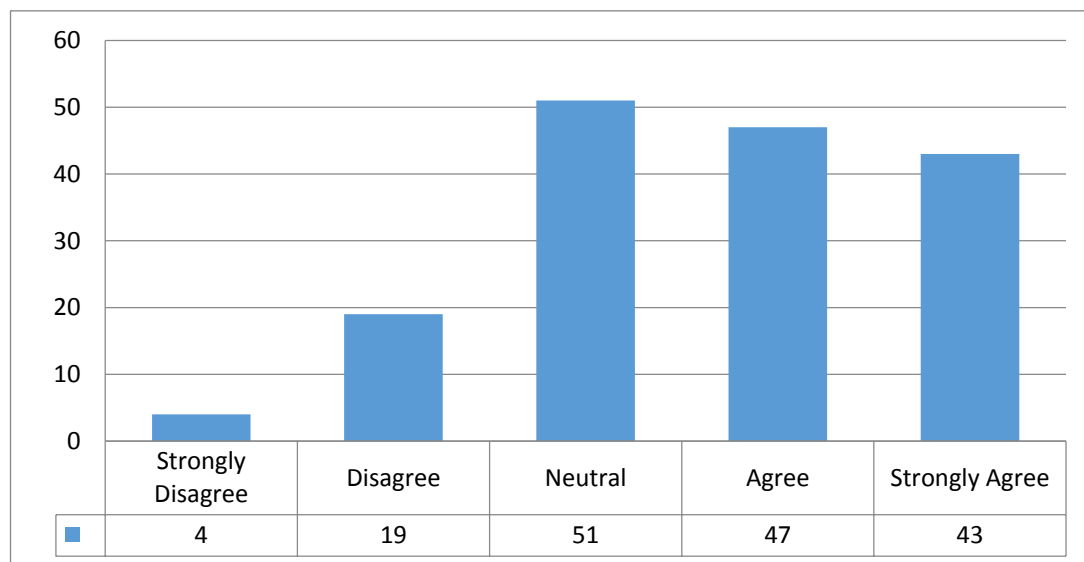
Figure 9: Food and Drinks

Table 9: Food and Drinks

Types of Answer	Frequency	Valid percentage
Strongly disagree	4	2.4%
Disagree.	19	11.6%
Neutral	51	31.1%
Agree	47	28.7%
Strongly agree	43	26.2%
Total	164	100%

Source: SPSS

Q3. There are daily newspapers and current updated magazines available to read in the aircraft.

Figure 10: Reading Newspapers and Magazines

Table 10: Reading Newspapers and Magazines

Types of Answer	Frequency	Valid percentage
Strongly disagree	10	6.1%
Disagree.	25	15.2%
Neutral	30	18.3%
Agree	52	31.7%
Strongly agree	47	28.7%
Total	164	100%

Source: SPSS

Q4. The airline provides passengers with allocated and specific seats.
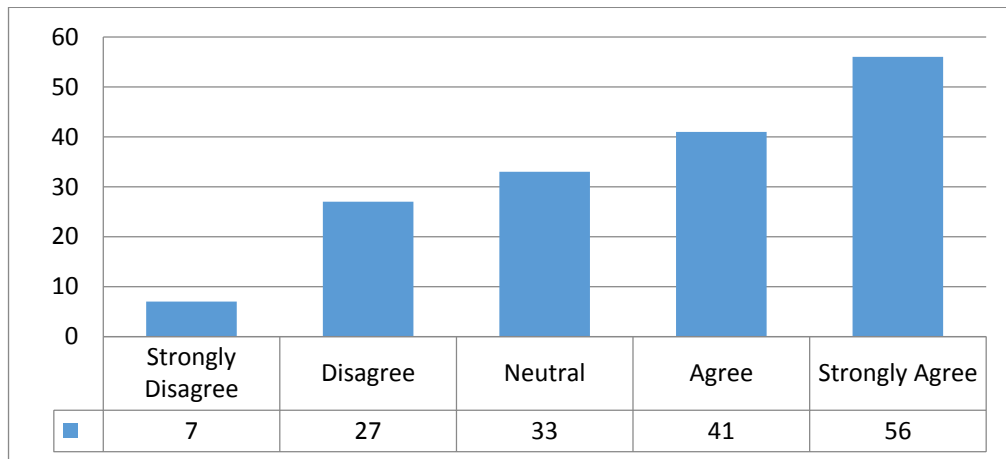
Figure 11: Specific Seats

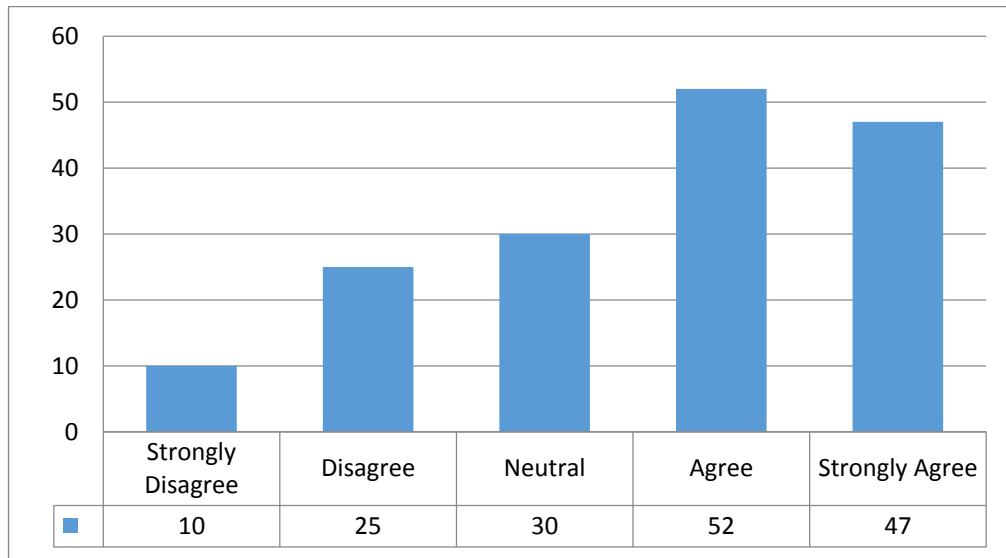Table 11: Specific Seats

Types of Answer	Frequency	Valid percentage
Strongly disagree	7	4.3%
Disagree.	27	16.5%
Neutral	33	20.1%
Agree	41	25%
Strongly agree	56	34.1%
Total	164	100%

Source: SPSS

The above tables report the results of tangibility of services provided by Ariana Afghan Airlines. Which examines how tangible the service of this Airline is? As the results shows most of respondent were strongly agree with AAA having modern Aircrafts (44.5%). Respondents with complains and being neutral was about Foods and drinks serviced during the flight and more than half of respondents were agree about allocation of seats (34.1%) and presence newspapers and magazines (31.7%).

Which the results indicate that most of passengers was happy with tangible services provided by Ariana Afghan Airlines.

- Reliability

Q5: Passengers' luggage is handled with more care and attention.
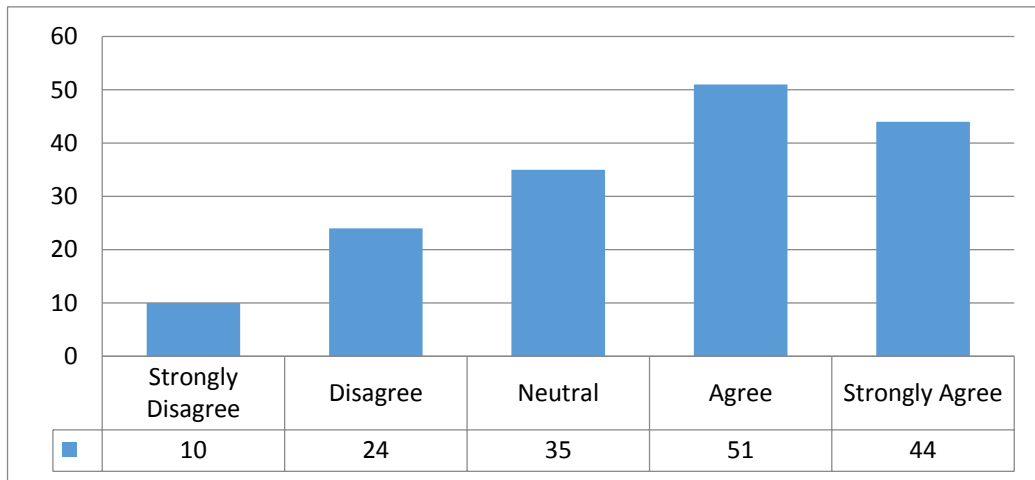
Figure 12: Passengers' Luggage

Table 12: Passengers' Luggage

Types of Answer	Frequency	Valid percentage
Strongly disagree	10	6.1%
Disagree.	24	14.6%
Neutral	35	21.3%
Agree	51	31.1%
Strongly agree	44	26.8%
Total	164	100%

Source: SPSS

Q6: When Airline Company promises to do something by a certain time, it does so.
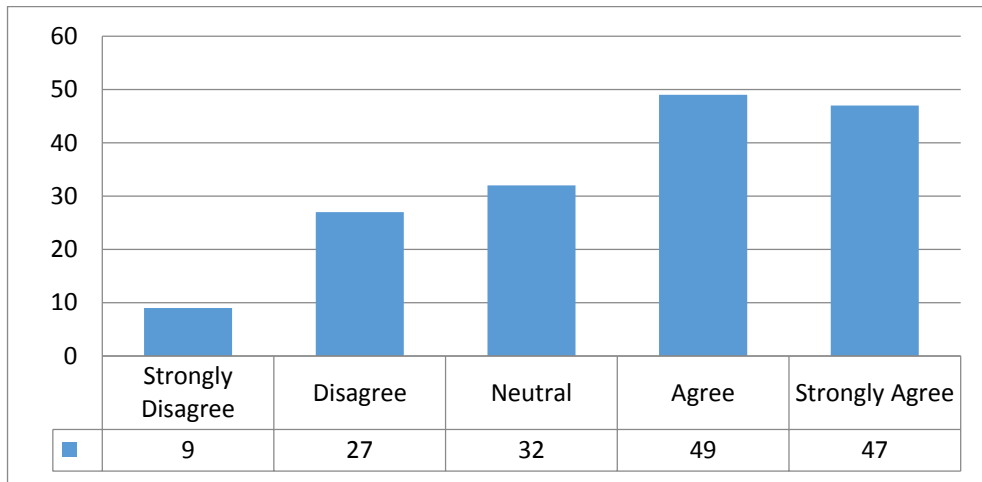
Figure 13: Promises

Table 13: Promises

Types of Answer	Frequency	Valid percentage
Strongly disagree	9	5.5%
Disagree.	27	16.5%
Neutral	32	19.5%
Agree	49	29.9%
Strongly agree	47	28.7%
Total	164	100%

Source: SPSS

Q7: Employees of the airline tell you exactly when services will be performed.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
■	7	20	40	45	52
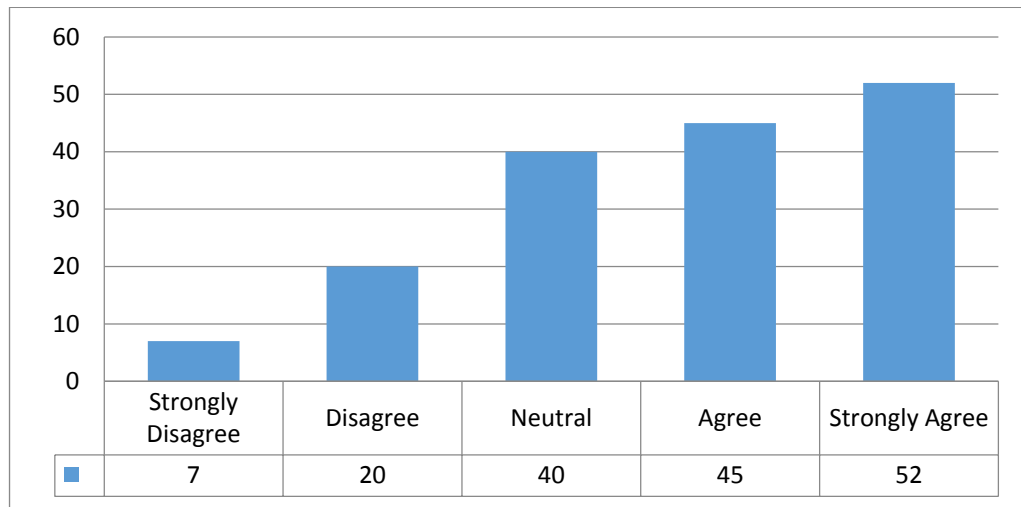
Figure 14: Employees of the Airlines

Table 14: Employees of the Airlines

Types of Answer	Frequency	Valid percentage
Strongly disagree	7	4.3%
Disagree.	20	12.2%
Neutral	40	24.4%
Agree	45	27.4%
Strongly agree	52	31.7%
Total	164	100%

Source: SPSS

Q8: Employees of the airline are always willing to help customers.
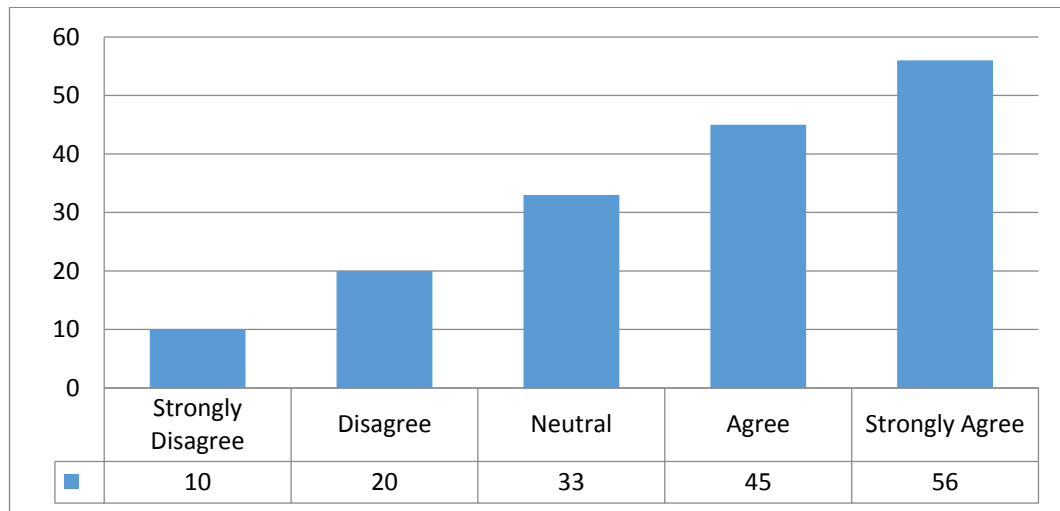
Figure 15: Helping Customers

Table 15: Helping Customers

Types of Answer	Frequency	Valid percentage
Strongly disagree	10	6.1%
Disagree.	20	12.2%
Neutral	33	20.1%
Agree	45	27.4%
Strongly agree	56	34.1%
Total	164	100%

Source: SPSS

The second attribute of SERVQUAL is reliability which the four above questions tests how reliable the services of AAA is. The result from above tables indicates that AAA service is reliable enough which most of customers showed their level of satisfaction. In careful handling luggages of passengers (31.1%) were agree and (26.8%) were strongly agree. And also results shows that employees of AAA are reliable and willing to help customers which more than (50%) were agree to this poll.

- Responsiveness

Q9: Employees of the airline are never too busy to respond to your requests.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
■	6	16	30	48	64
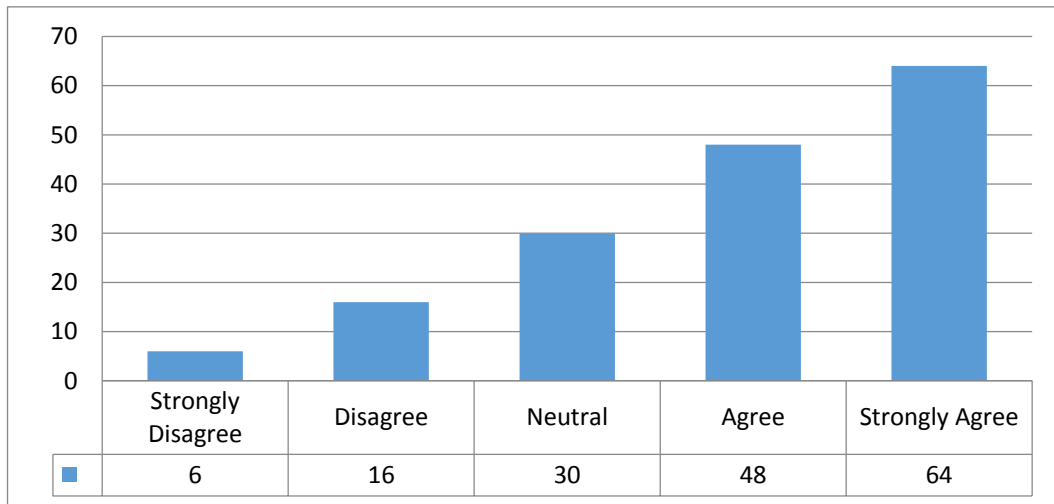
Figure 16: Never Busy to Respond

Table 16: Never Busy to Respond

Types of Answer	Frequency	Valid percentage
Strongly disagree	6	3.7%
Disagree.	16	9.8%
Neutral	30	18.3%
Agree	48	29.3%
Strongly agree	64	39%
Total	164	100%

Source: SPSS

Q10: The airline provides its services for customers promptly.
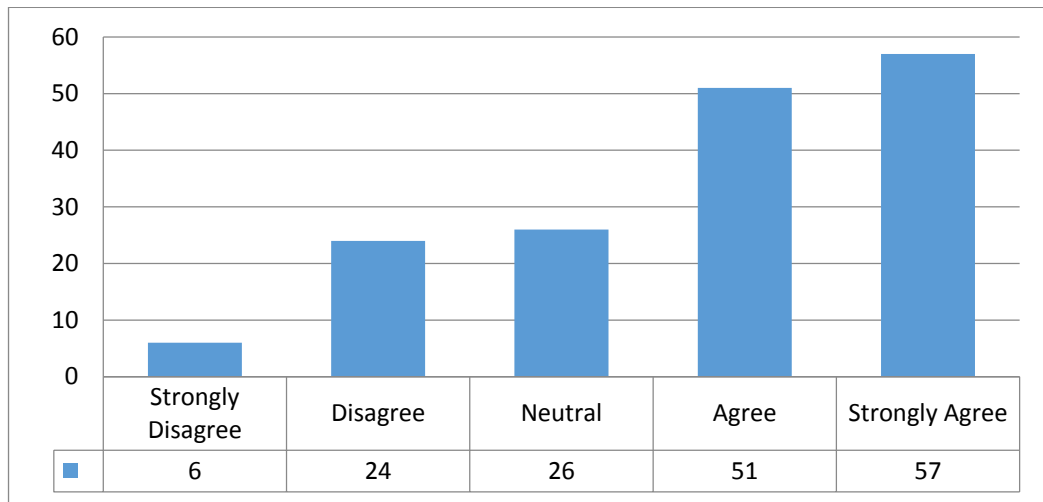
Figure 17: Customer Promotion

Table 17: Customer Promotion

Types of Answer	Frequency	Valid percentage
Strongly disagree	6	3.7%
Disagree.	24	14.6%
Neutral	26	15.9%
Agree	51	31.1%
Strongly agree	57	34.8%
Total	164	100%

Source: SPSS

This section shows the responsiveness of AAA to their passengers. The result in Table 16 which is polled for employees of AAA always free to answer shows that (39%) of respondents are strongly agree. And AAA has managed to have customer's promotion which indicates the high level of their responsiveness towards their customers.

- Assurance

Q11: The airline personnel are experienced and well trained.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
■	8	15	39	41	61
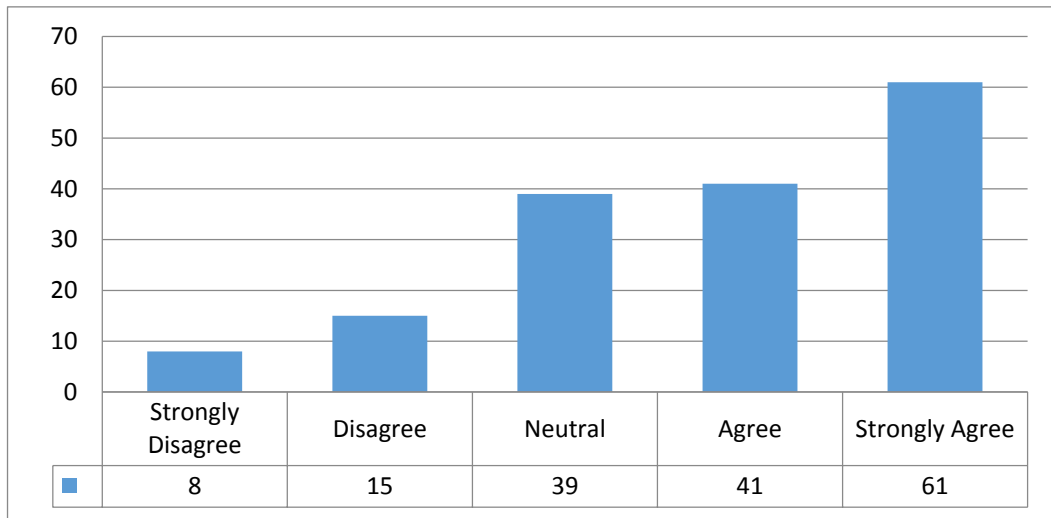
Figure 18: Experienced Personnel

Table 18: Experienced Personnel

Types of Answer	Frequency	Valid percentage
Strongly disagree	8	4.9%
Disagree.	15	9.1%
Neutral	39	23.8%
Agree	41	25%
Strongly agree	61	37.2%
Total	164	100%

Source: SPSS

Q12: The behavior of employees of the airline instills confidence in customers.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	5	21	33	50	55

Figure 19: The Behavior of Employees

Table 19: The Behavior of Employees

Types of Answer	Frequency	Valid percentage
Strongly disagree	5	3%
Disagree.	21	12.8%
Neutral	33	20.1%
Agree	50	30.5%
Strongly agree	55	33.5%
Total	164	100%

Source: SPSS

Q13: Employees of the airline have the knowledge to answer your questions.
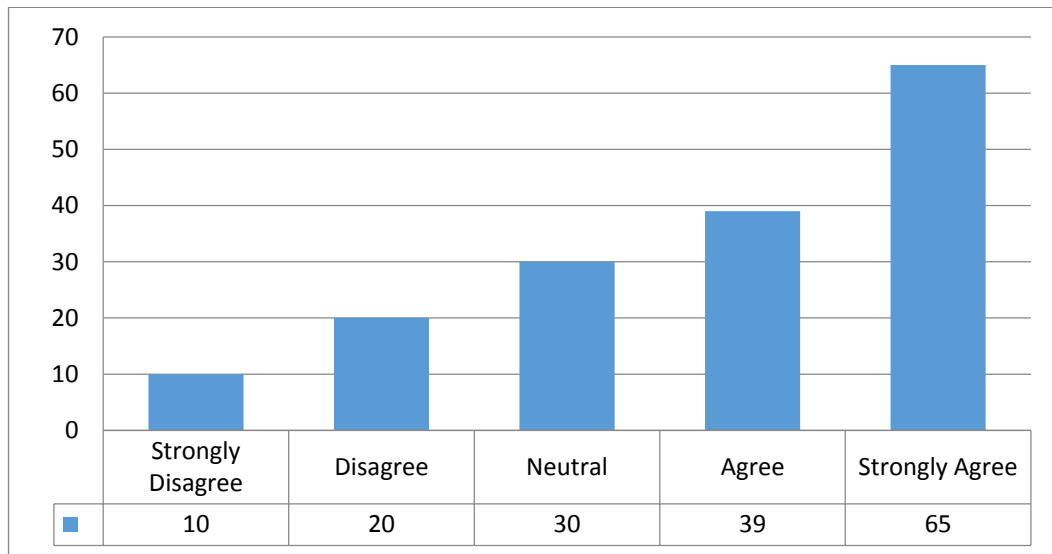
Figure 20: Knowledge of Employees

Table 20: Knowledge of Employees

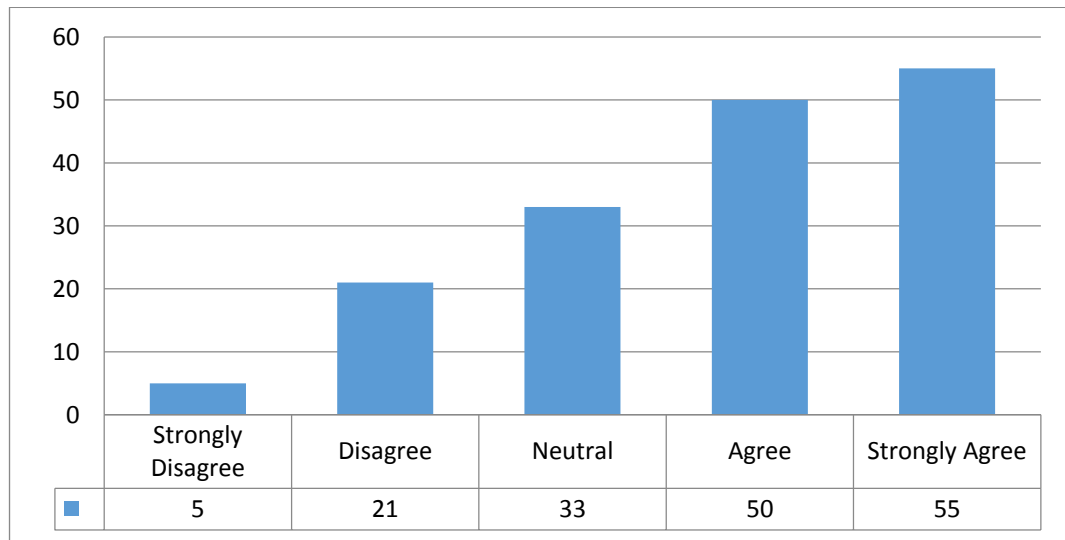| Types of Answer	Frequency	Valid percentage
Strongly disagree	10	6.1%
Disagree.	20	12.2%
Neutral	30	18.3%
Agree	39	23.8%
Strongly agree	65	39.6%
Total	164	100%

Source: SPSS

This attribute of SERVQUAL shows how customers assured of the services provided by the company. Which in tables above the questions asked about the experiences of AAA employees and level of their knowledge plus the behavior of the employees with passengers? The highest price for assurance attribute of service quality was for item 'Knowledge of employees' with (39.6%) strongly agree and also the customers were happy with behavior of employees according to Table 19.

- Empathy

Q14: Passengers are compensated sufficiently by the airline company for any damages arising in the shortest time possible.
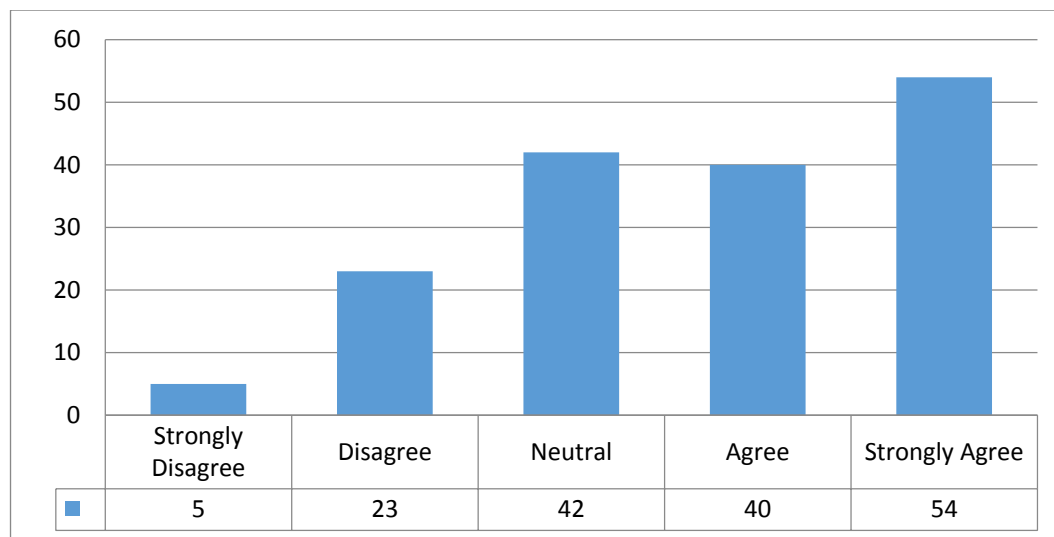
Figure 21: Compensation of Passengers

Table 21: Compensation of Passengers

Types of Answer	Frequency	Valid percentage
Strongly disagree	5	3%
Disagree.	23	14%
Neutral	42	25%
Agree	40	24.4%
Strongly agree	54	32.9%
Total	164	100%

Source: SPSS

Q15: The airline has operating hours convenient to all its customers.
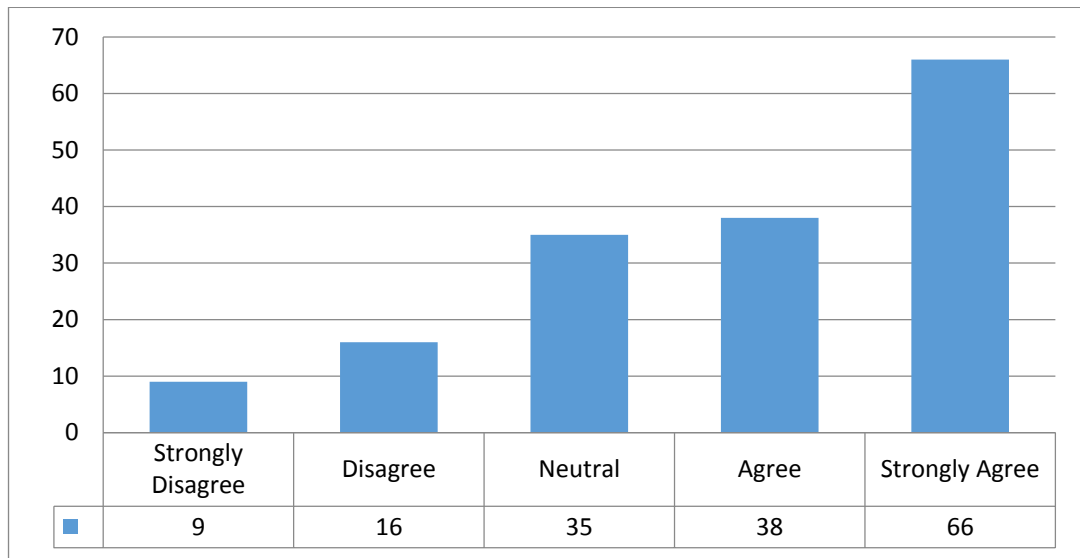
Figure 22: Operating Hours

Table 22: Operating Hours

Types of Answer	Frequency	Valid percentage
Strongly disagree	9	5.5%
Disagree.	16	9.8%
Neutral	35	21.3%
Agree	38	23.2%
Strongly agree	66	40.2%
Total	164	100%

Source: SPSS

Q16: The airline gives you individual attention.
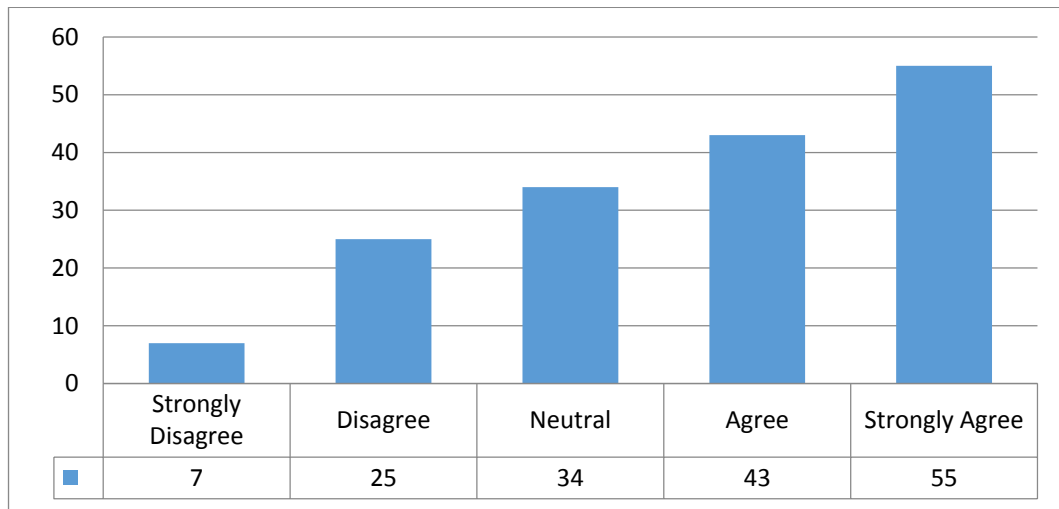
Figure 23: Individual Attention

Table 23: Individual Attention

Types of Answer	Frequency	Valid percentage
Strongly disagree	7	4.3%
Disagree.	25	15.2%
Neutral	34	20.7%
Agree	43	26.2%
Strongly agree	55	33.5%
Total	164	100%

Source: SPSS

Q17: The airline has your best interests at heart.
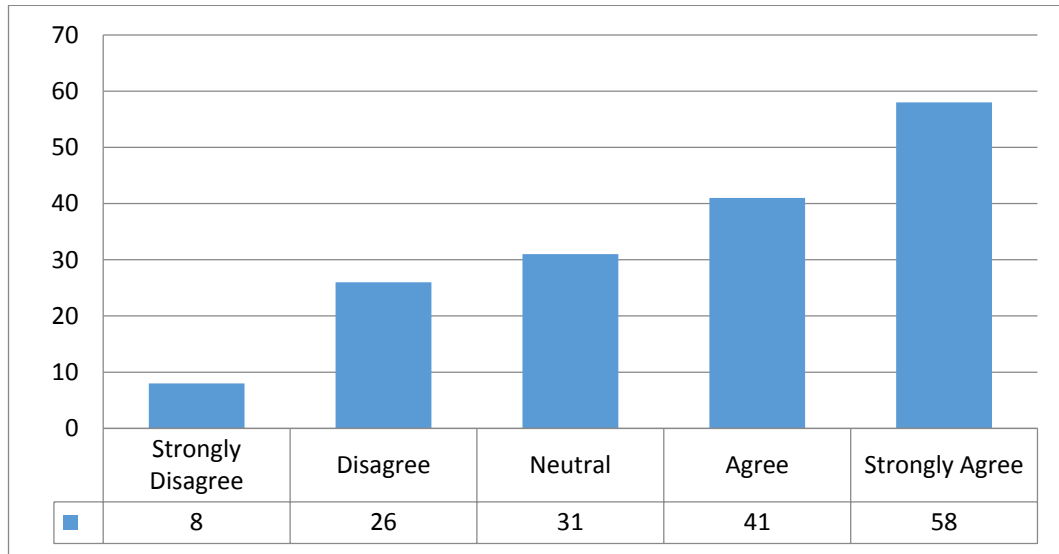
Figure 24: Interest at Heart

Table 24: Interest at Heart

Types of Answer	Frequency	Valid percentage
Strongly disagree	8	4.9%
Disagree.	26	15.9%
Neutral	31	18.9%
Agree	41	25%
Strongly agree	58	35.4%
Total	164	100%

Source: SPSS

The final scale of SERVQUAL is empathy which shows how the operation and customers care services are observed by AAA before and after the flight. 164 respondents were partially happy with this service. The highest value belongs to item 'Operation hours' in Table 21 which (40.2%) of respondent were strongly agree with preserved operating hours managed by Ariana Afghan Airlines. The tables in above section indicate that level of empathy provided by airlines was not too bad which could keep their customers happy and partially satisfied.

3. Part III: Customer Satisfaction

Q1: I am satisfied and happy with my decision to use this airline as a service provider.
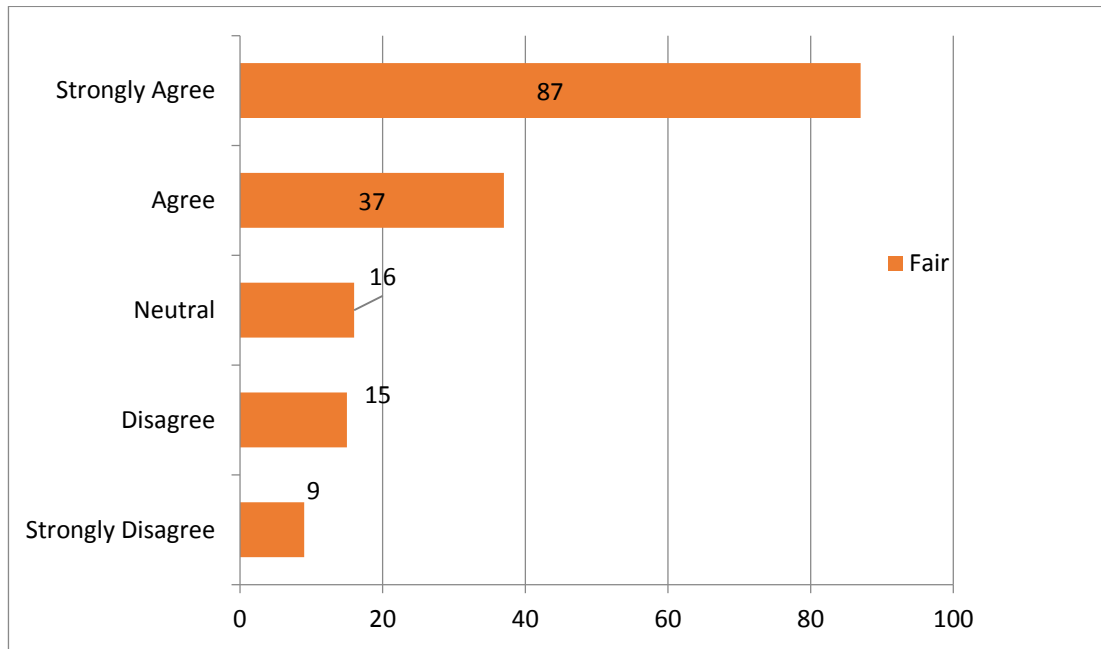
Figure 25: Happy with Decision

Table 25: Happy with Decision

Types of Answer	Frequency	Valid percentage
Strongly disagree	9	5.5%
Disagree.	15	9.1%
Neutral	16	9.8%
Agree	37	22.6%
Strongly agree	87	53%
Total	164	100%

Source: SPSS

Q2: My choice of this airline as a service provider was a good and wise one.
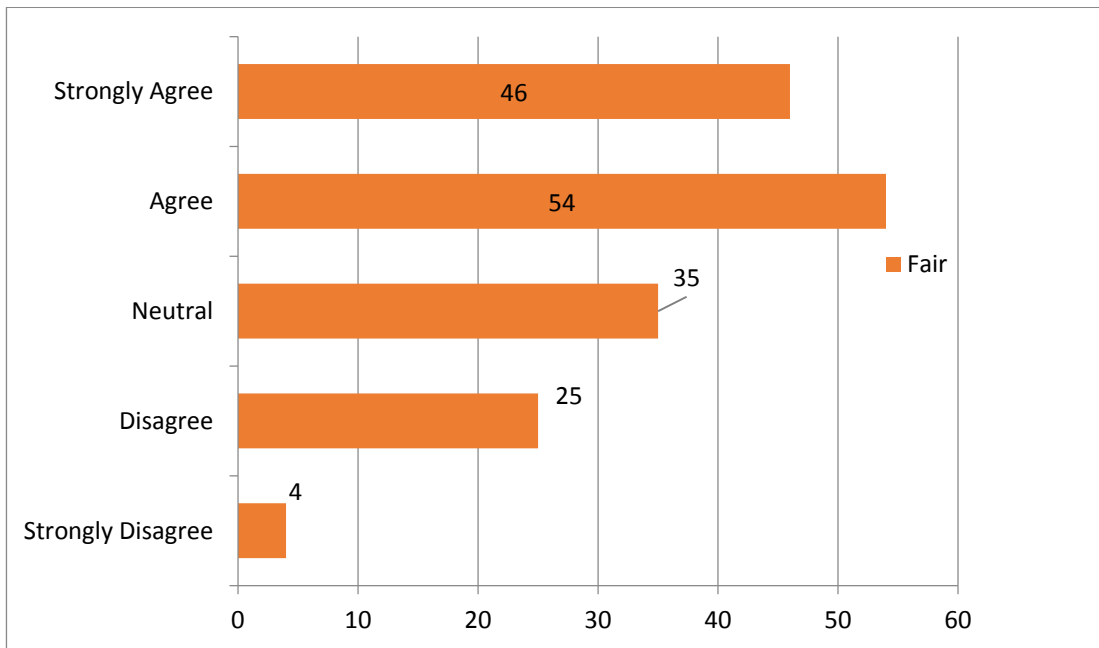
Figure 26: Wise Choice

Table 26: Wise Choice

Types of Answer	Frequency	Valid percentage
Strongly disagree	4	2.4%
Disagree.	25	15.2%
Neutral	35	21.3%
Agree	54	32.9%
Strongly agree	46	28%
Total	164	100%

Source: SPSS

Q3: I think I did the right thing when I chose to travel by this airline.
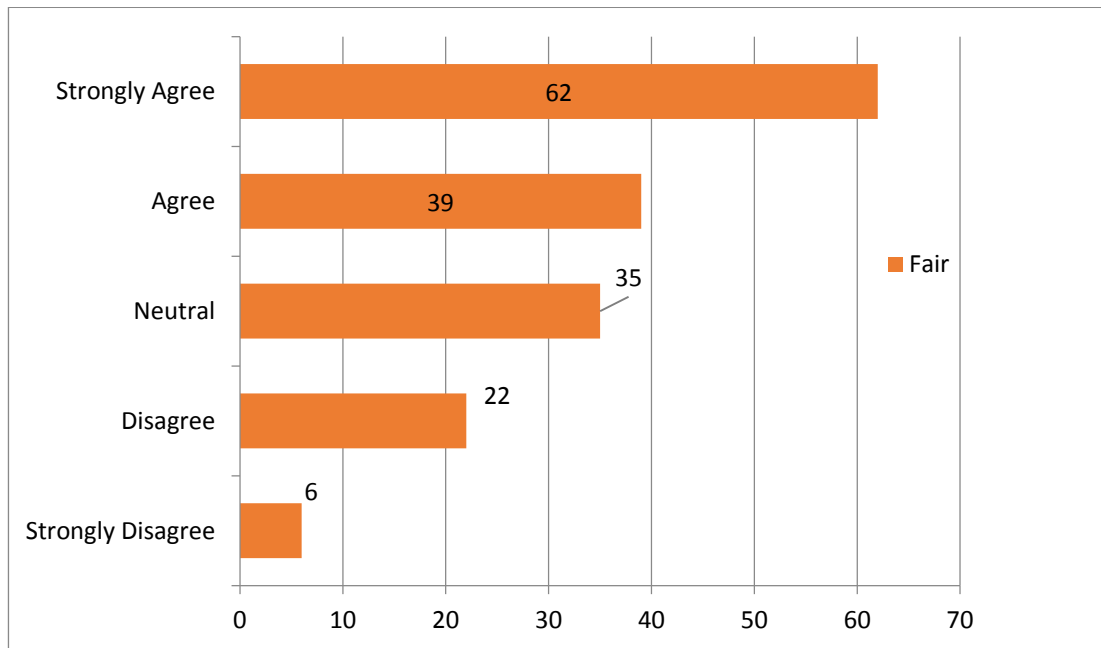
Figure 27: The Right Thing

Table 27: The Right Thing

Types of Answer	Frequency	Valid percentage
Strongly disagree	6	3.7%
Disagree.	22	13.4%
Neutral	35	21.3%
Agree	39	32.8%
Strongly agree	62	37.8%
Total	164	100%

Source: SPSS

Q4: I feel that my enjoyable with experiences from this airline.
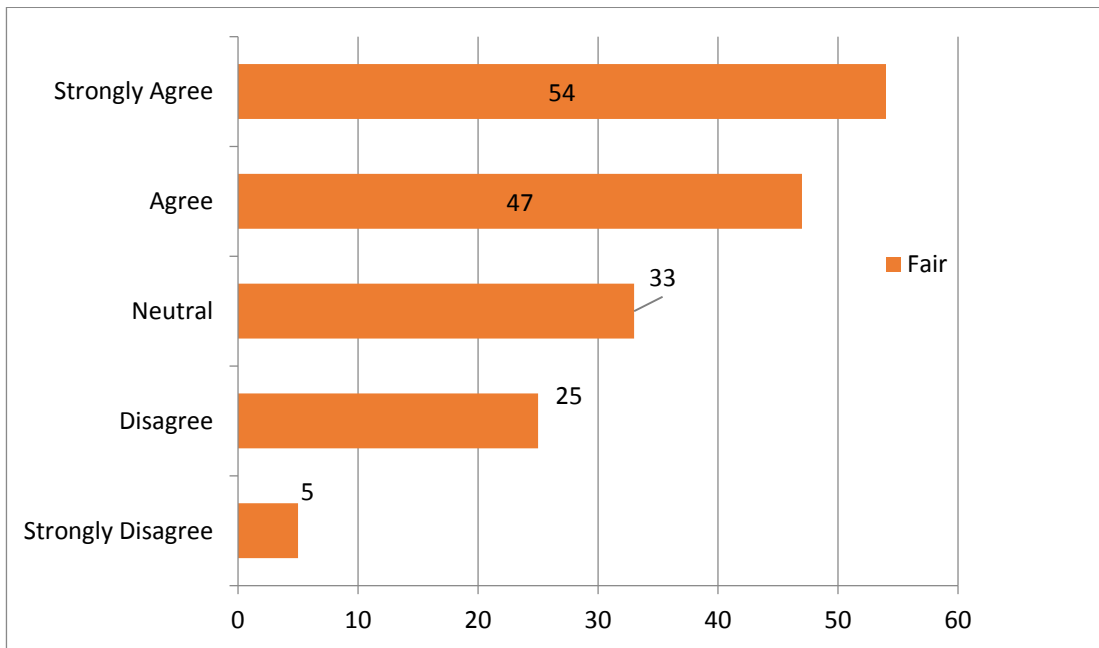
Figure 28: Enjoyable Experience

Table 28: Enjoyable Experience

Types of Answer	Frequency	Valid percentage
Strongly disagree	5	3%
Disagree.	25	15.2%
Neutral	33	20.1%
Agree	47	28.7%
Strongly agree	54	32.9%
Total	164	100%

Source: SPSS

Q5: My satisfaction with this airline has increased.
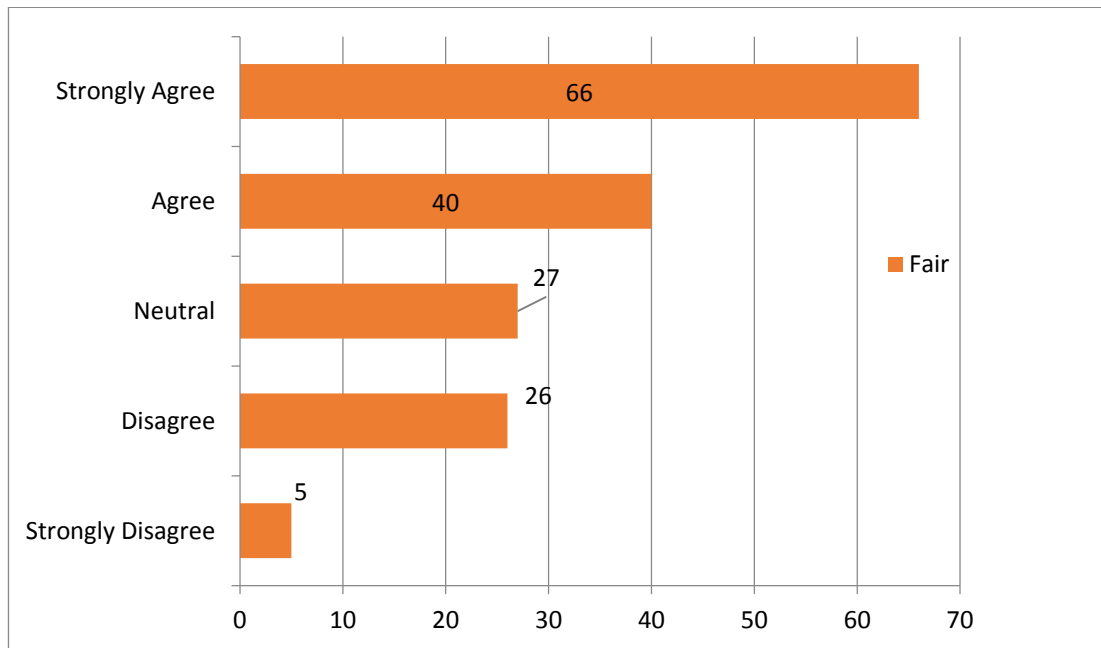
Figure 29: Increased Satisfaction

Table 29: Increased Satisfaction

Types of Answer	Frequency	Valid percentage
Strongly disagree	5	3%
Disagree.	26	15.9%
Neutral	27	16.5%
Agree	40	24.4%
Strongly agree	66	40.2%
Total	164	100%

Source: SPSS

Table 29 indicates that passengers who have more frequency of travel with airline have been satisfied by the service provide by Ariana Afghan Airlines which the 66 (40.2%) people agreed with this poll and only 5 (3%) were strongly disagree with this term.

Q6: I have a positive insolence towards Ariana Afghan Airlines.
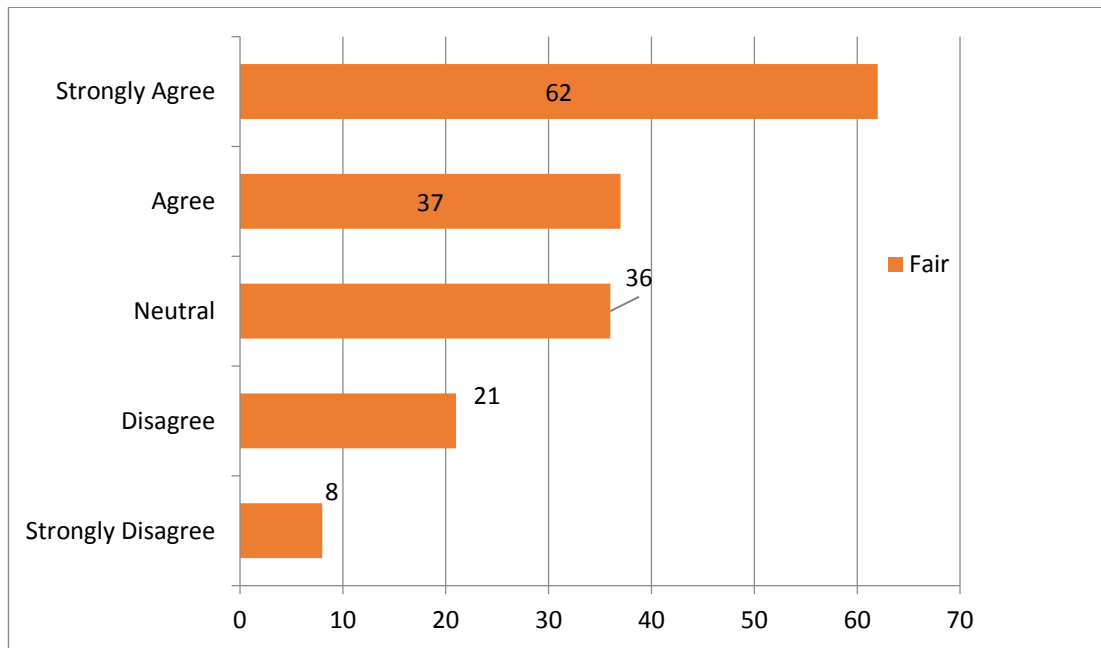
Figure 30: Positive Attitude towards Airline

Table 30: Positive Attitude towards Airline

Types of Answer	Frequency	Valid percentage
Strongly disagree	8	4.9%
Disagree.	21	12.8%
Neutral	36	22%
Agree	37	22.6%
Strongly agree	62	37.8%
Total	164	100%

Source: SPSS

Table 30 indicate that most of customers were happy with service and now they have positive view and image of the airline as the highest strongly agree is 62 people with (37.8%).

Q7: I would recommend my friends and family to travel with Ariana Afghan Airlines.
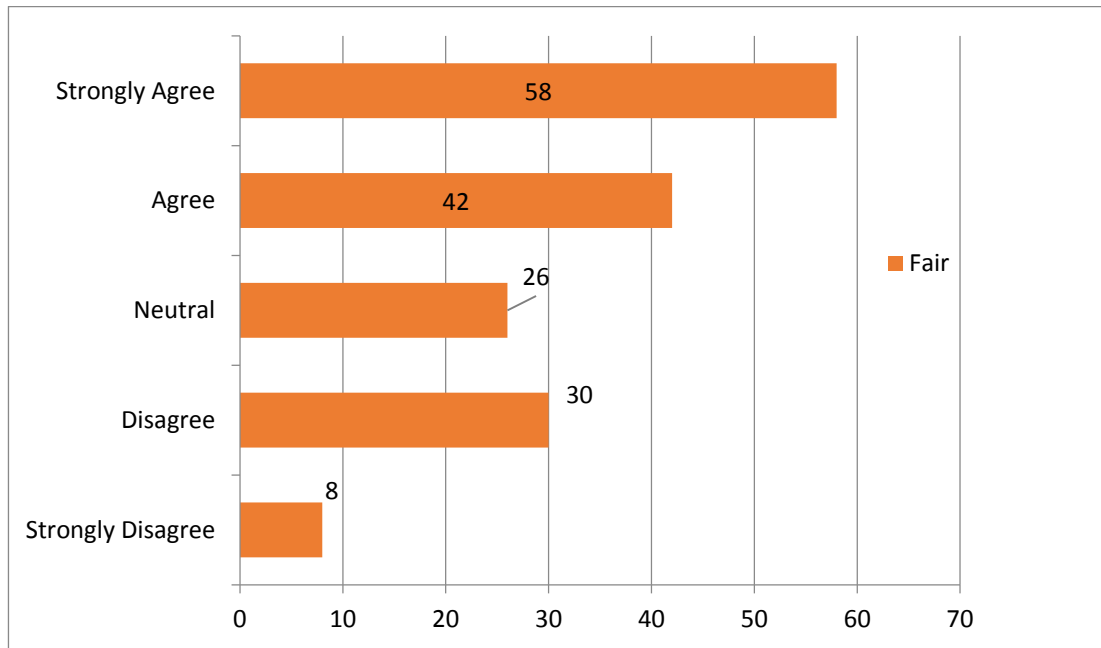
Figure 31: Recommend to Friends and Family

Table 31: Recommend to Friends and Family

Types of Answer	Frequency	Valid percentage
Strongly disagree	8	4.9%
Disagree.	30	18.3%
Neutral	26	15.9%
Agree	42	25.6%
Strongly agree	58	35.4%
Total	164	100%

Source: SPSS

The above 7 questions were asked to determine the level of customer satisfaction. The questions asked from people who have traveled with Ariana Afghan Airlines and have experienced the services provided by airline.

Lastly by the result it is understood that how customers will be happy if the see a service by the company and we can say that is easy word that which item is more related and depend to received service form the airline. I used the analysis considering service quality as an independent and customer satisfaction as a dependent variable.

The tables in above presents the level of customer satisfaction will be linked with the service quality provided by the airline in order to measure the level of customer's loyalty and good willing towards the airline. Table 31 shows that passengers whom traveled more with the Ariana Afghan airlines are the loyal customers of airline and will recommend their friends and family to fly with airline are the poll shows 58 (35.4%) of strongly agreed to recommend the airline.

G. Analysis

The obtained data throughout survey is being analyzed in this section which three types of data analysis is will be conducted for the purpose of determining the consistency of the questionnaires as well as the relation between variables which customer satisfaction will work as dependent variable to service quality in aviation industry. I used reliability testing, correlation testing and regression testing in order to assess and analysis the above questionnaires.

1. Reliability Testing

This test is for measuring how reliable and good the questionnaires are which respect to the study and results, in easy words reliability testing shows how much sufficient and reliable the survey questionnaires are. In this section, I used Cronbach's Alpha analysis to extent the level of internal consistency among the survey items. Sekaran and Bougie (2011) stated that Cronbach's Alpha values should more or equal to 0.7 which higher values will show greater reliability of scales.

Table 32: Reliability Test

Reliability Statistics for Service Quality and Customer Satisfaction

Cronbach's Alpha		Cronbach's Alpha Based on Standardized Items	N of Items
Tangibility	.786	.787	4
Reliability	.776	.777	3
Responsiveness	.800	.799	3
Assurance	.784	.783	3
Empathy	.859	.859	4
Customer Satisfaction	.911	.911	7

$$a = \ (N \cdot \bar{C})/(\bar{v} + (N-1) \cdot \bar{C})$$

As we can see in table Cronbach's Alpha all the question in questionnaire are highly reliable internally and very consistent because all result values are more than 0.7.

2. Pearson Correlation Testing

Correlation analysis is a good way for definition of relations and associations among two variable of an analysis.

Table 33: Correlation Test

Correlations		SQT	SQR	SQRESP	SQA	SQE	CS
SQT	Pearson Correlation	1	.846**	.740**	.744**	.725**	.758**
	Sig. (2-tailed)						
	N						
SQR	Pearson Correlation	.846**	1	.793**	.778**	.784**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	164	164	164	164	164	164
SQRESP	Pearson Correlation	.740**	.793**	1	.808**	.825**	.798**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	164	164	164	164	164	164
SQA	Pearson Correlation	.744**	.778**	.808**	1	.855**	.786**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	164	164	164	164	164	164
SQE	Pearson Correlation	.725**	.784**	.825**	.855**	1	.796**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	164	164	164	164	164	164
CS	Pearson Correlation	.758**	.790**	.798**	.786**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	164	164	164	164	164	164

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

- .90 to 1.00   Means very high positive (-) correlation
- .70 to .90   Means high positive (-) correlation
- .50 to .70   Means moderate positive (-)correlation
- .30 to .50   Means low positive (-) correlation
- .00 to .30   if any little correlation is there.

According to above Table 33 I have examined the level of associations among five attributes of service quality and relation between customer satisfaction and all attributes of Ariana Afghan Airlines service. Service quality tangibility have high

positive correlation with the rest of four attributes of service quality which the highest value of relation among these two variable are the correlation between SQT and SQR which (r = .846) near to very high positive relation. In addition, the relation between dependent variable (customer satisfaction) and independent variable (five attributes of service quality) is found to be high positive, as the relation between (CS - SQT = .758), (CS − SQR = .790), (CS − SQRESP = .798), (CS − SQA = .786) and (CS − SQE = .796). We can say that customer satisfaction have a High positive relation with five attributes of service quality which the highest values belongs to relation between Customer Satisfaction and Service quality responsiveness.

Moreover, considering to Hair et al. (2014) when two variables are very high correlated such as (r = 0.90) or higher multi- collinearity problem would occur in the regression tests. However, as seen in above result all the values are lower than (0.09) which means the multi-collinearity problem is not there in this research.

3. Regression Analysis

While implementing a regression test, the core aim of the method is to sort out the close or far relation between two independent variable as well as independent variable of the research. In order to forecast the dependent variable, one or more independent variables chosen, which it can help in forecasting the dependent or changing variable? Regression analysis also helps in the process of confirming whether the independent variables are good enough to help in forecasting the dependent variable.

Table 34: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	T Value	P
SQT 1	.758[a]	.574	.572	.63346	14.780	.000
SQR 1	.790[a]	.625	.622	.59482	16.416	.000
SQRESP 1	.798[a]	.636	.634	.58536	16.193	.000
SQA 1	.786[a]	.618	.616	.59988	16.252	.000
SQE 1	.796[a]	.634	.632	.58743	16.745	.000

a. Predictors: (Constant), Service Quality Tangibility, Service Quality Reliability, Service Quality Responsiveness, Service Quality Assurance, Service Quality Empathy.

Dependent Variable: Customer Satisfaction.

One of the best ways for finding out how one variable affects the other one is Regression analysis. Through this table on service quality tangibility (SQT) it can be seen that R-square is 0.574 or 57.4% which is a very strong effectiveness degree. The interpretations can be drawn that customers satisfaction which is a dependent variable can be clarified or predicted by independent variable which is service quality by 57.4% or the DV is affected by IDV by this percentage. It shows that according to the aviation sector these two variables are affecting each other. It is also noticeable that the Ariana Afghan Airlines managers should focus and consider a lot on their service quality to improve the airline performance beside of increasing the service quality.

$*p<.05$ $**p<.01.$ $***p<.001.$

SQR R square value is 62.5% effecting customer satisfaction, which this frequency is more than SQT, SQRESP with 6.36%, is the highest value of effecting and predicting the dependent variable customer satisfaction, SQA with 61.8% and SQE with 63.4 predicts the CS as independent variable.

The P value in above table indicates that the relationship between SQ and CS is statistically significant at a-level of ($P<0.05$), this is also shown by the P value for the estimated coefficient score of variables which is 0.000.

The above statement proves that all the hypothesis are accepted.

Table 35: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	.743	.735	.49836

a. Predictors: (Constant), SQA, SQT, SQRESP, SQE, SQR

Table above shows the medium of regression analysis among five attribute of constant variable which is SQ and how these factors are effecting and predict the dependent variable which is customer satisfaction. The result of R square shows 74.3% of SQ predicts the CS which is showing high and effective impact of service quality on customer satisfaction.

H. Hypothesis Testing

All the result were analyzed in order to test if the hypothesis are rejected or not rejected.

Main hypothesis (H0):

Main hypothesis: Service Quality has a relationship with Customer Satisfaction in the aviation sector.

Sub Hypothesis: Five attributes of service quality have a direct and positive effect on customer satisfaction.

Table 36: Hypothesis Testing Summary

	Hypothesis	Summary
1	Main hypothesis: Service Quality has a relationship with Customer Satisfaction in the aviation sector.	Not Rejected
2	Sub1: SQT has positive effect on CS. Sub2: SQR has positive effect on CS. Sub3: SQRESP has positive effect on CS. Sub4: SQA has positive effect on CS. Sub5: SQE has positive effect on CS.	Not Rejected

V. CONCLUSION

Based on the hierarchical regressions' result, it shows that airline service quality significantly affects customer satisfaction, meaning that if airlines attempt to better their quality of services, it will make their customers more happy and satisfied. The result is in route with previous studies conducted by Parasuraman et al. (1988). Outcomes of the analysis shows that all attributes of service quality have their special effect on how they are making passengers happy. Every passengers is most happy with one specific service provided by airline. The study of authors in thesis show that reliability shown a lot to be above all other five dimensions of SERVQUAL. It implies that if the airline give these attentions for first time as well as delivering the services at the promised time, customers will be more satisfied with the company. Empathy is caring and pay more attention to individualized the firm provides its customers. Also states that the high level of understanding will definitely make the passengers to attention for the company and they will show some eagerness to be a loyal friend to the corporation. Responsiveness is the willingness to help customers with being more in touch with them and provide prompt service. It means that, if employees of the airline are rapidly and punctually respond to the customers' questions and requests, they will be more satisfied with the company and they will have a good image of the company in their minds.

In sum, Ariana Afghan Airline's managers should more focus on these three dimensions of their services. Some recommendations can offered as; they should offer consistent services and perform service right the first time without any delay, also they should take special care when dealing with customers. It also proves that the employees of company should not be busy or careless about giving responses and should be in instant contact.

The final results of survey proved the following terms:

- Airline services has a wise and important role on making passengers happy.
- As the quality of services are a raised that much the passengers would be happy with the airline.

- All scopes of service quality is directly effecting the level of customer satisfaction in aviation industry.

Regarding to empathy dimension of service quality, it has significant and positive relation to customer satisfaction. Thus, customers expecting for special attention and individual attention at all times from airline that can increase their satisfaction level. In the reverse the airline have problems on giving individual attention and understanding customers' best interest. In addition, employees of the Ariana Afghan Airlines are sometimes showing weak in satisfying customers because they lacks to giving individual attention and understand their precise needs.

A. Limitations

The research has some restrictions that is going too explained below. These terms should be as addressed for future research. First, due to time and resource constraints, all of the questionnaires were administer to customers from Ariana Afghan airlines in Kabul, Afghanistan and Istanbul, Turkey. Thus, the result of this study is short to characterize the population of the airline customers in Afghanistan.

Studies recommending that this study should be spreader to big airports and international airports with including the passengers of Ariana Afghan Airlines from different providences of Afghanistan. Secondly, the study also confines itself with only target economy class passengers. There passengers from different class which desires different level of services on the plane. Thus, future research will be to explore and examine the effect of service quality between different passenger classes and tickets. Finally, this research only focused on Ariana Afghan Airlines a low-cost carrier. Future research may contemplate producing comparison between middle and low-cost airlines as well as modern airlines, which are dominating the market and aviation industries for examine the difference of service quality levels between these two airline carrier typologies.

B. Future Work

Further research suggestions in this research section, the researcher has assessed the amount of customer satisfaction, which obtained from management of Ariana Afghan Airlines customers and it covers only passengers from Kabul Afghanistan and Istanbul turkey. The sample size was only 164 customers. For future,

the researcher recommends others to investigate similar issue by including all or most of the areas that Ariana Afghan Airlines have flight to by taking large number of sample size. In addition, it is also better if other customer satisfaction measurement and instruments is to be install to find out other factors that can affect customer satisfaction.

C. Recommendation

As per the findings and additional analysis of this study the following thing are recommended: the attributes which are in Tangible section which is more focused on the physical and body of the component of the service as seen on the finding have strong association with customer gratification. In addition, the scores of highest undesirable gap score, which shows customers, are not so happy or dissatisfied on the enactment of the airline on empathy dimension according to results. managers and responsible bodies of the airline should address the problem by making their equipment modern and their physical facilities visually appealing and also pay good care to individual passengers and refurnishing and the airline should also make its printable advertising materials and statements more attractive by preparing them in clear, more understandable and visually appealing manner. In addition, employees should appear neat to customers to satisfy them. Being reliable to customers, which is the ability to perform the promised service more dependably and accurately, have significant effect on satisfying customers as well as making them loyal and it increases their reputation of purchase but the study indicates that perceived performance of the airline is below customers' expectation. To satisfy customers the airline should keep its promises by telling customers the truth regarding the services it provide and the exact time specially on the flight timing which it provides and at most it should also make accounts zero from errors. Willingness and intention of helping the passengers and giving them the good service will definitely satisfy customers.

Thus, management body of the airline should provide the necessary service materials, facilities and system to improve the staff efficiency in service delivery. It also makes them able to give information about exact timing of the service, to give prompt service and reply to customers request quickly. Empathy and Assurance, which found to be the first and second service quality scopes respectively having direct and strong relationship with customer satisfaction, are still below the satisfactory level.

Thus, managers of the airline should improve the employees' knowledge, behavior and make them to trust by customers and managers should improve the politeness given to customers by trying to improve hospitality given by employees through training. In general, the airline performed below the expectation of its customers on the service quality dimensions. Therefore, the airline should give greater attention to improve its service quality and satisfy its customers by meeting or exceeding customer's expectation through measuring and improving the gaps on all the service quality dimensions. Also employing other necessary strategies, which will result in reputation of purchase, word of mouth and customer loyalty that helps the airline to stay competitive in the aviation industry and increase its number of customers and profit.

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APPENDICES

Appendix A: Questionnaire

Appendix B: Ethic Form

Appendix A: The Cover Letter sent to the Questionnaire Respondents

Part I: Demographic

1) What is your gender?

- Male
- Female

2) How old are you?

- 18 – 20yrs
- 21 – 30yrs
- 31 – 40yrs
- 41 – 50yrs
- Above 50yrs.

3) Your Education achievement?

- Diploma
- Bachelor
- Master
- Doctor's degree
- Others

4) What is your monthly income?

- 200 USD and lower
- 400 – 600 USD
- 800 – 1,000 USD
- 1,000 – 2,000 USD
- More than 2,000 USD

5) What is your occupation?

- Government official
- Business employee
- Business owner
- Student
- Other

6) What was your purpose of travel?

- Business traveler
- Visiting friends or family

- Leisure/personal traveler

- Holiday

- Education

- Other

7) Frequency in traveling with Ariana Afghan Airlines (during the last 12 months)?

- 1 - 2 times

- 3 – 5 times Low

- 6 – 10 times

- More than 10 times

Part II: Service Quality

8) The airline provides passengers with new, modern and well-preserved aircrafts.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

9) Food and drink served on the aircraft through the flight are of high quality and sufficiently varied.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

10) There are daily newspapers and current updated magazines available to read in the aircraft.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

11) The airline provides passengers with allocated and specific seats.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12) Passengers' luggage handled with more care and attention.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13) When Airline Company promises to do something by a certain time, it does so.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14) Employees of the airline tell you exactly when services will performed.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15) Employees of the airline are always willing to help customers.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16) Employees of the airline are never too busy to respond to your requests.

- Strongly disagree
- Disagree
- Neutral

- Agree
- Strongly agree

17) The airline provides its services for customers.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

18) The airline personnel are experienced and well trained.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

19) The behavior of employees of the airline instills confidence in customers.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

20) Employees of the airline have the knowledge to answer your questions.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

21) Passengers are compensate sufficiently by the airline for any damages arising in the shortest time possible.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

22) The airline has operating hours convenient to all its customers.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

23) The airline gives you individual attention.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

24) The airline has your best interests at heart.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Part III: Customer Satisfaction

25) I am satisfied and happy with my decision to use this airline as a service provider.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

26) My choice of this airline as a service provider was a good and wise one.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

27) I think I did the right thing when I chose to travel by this airline.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

28) I feel that my experience with this airline has been enjoyable.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

29) My satisfaction with this airline has increased.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

30) Now I have a more positive attitude towards Ariana Afghan Airlines.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

31) I would recommend my friends and family to travel with Ariana Afghan Airlines.

- Strongly disagree

- Disagree

- Neutral

- Agree

- Strongly agree

Appendix B: Ethic Form

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-188
Konu : Etik Onayı Hk.

Sayın Ahmad Samım MASTOR

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 22.12.2020 tarihli ve 2020/11 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

RESUME

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