Examining the Service Experience of Airlines Passengers Towards Loyalty in Airlines Industry in Malaysia

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ABSTRACT

Customer experience may be defined as their total experience while dealing with services offered by an organization through many points of touch with the staff's organization. Furthermore, the customer experience is a customer's entire reaction to the company's services. The structural analysis indicates the important role of airline staff in increasing customer loyalty. The purpose of this study is to examine airline passengers' service experiences in relation to airline industry loyalty. This study can demonstrate consumer loyalty when the airline provides the greatest service. This study demonstrates the service experience, which includes emotion, effectiveness, and ease of use as a result of customer loyalty. This study had 391 participants and was performed through social media platforms such as Whatsapp, Facebook, Twitter, and others. This study is limited to Malaysia since the aim of this survey is to examine the Service Experience of Airlines Passengers Towards Loyalty in the Airlines Industry in Malaysia.

Keywords: Loyalty, Airlines, Service Experience.

INTRODUCTION

Each year, airlines waste up to $1.4 billion by failing to improve their customer experience. In recent years, airline service breakdowns and failed recovery attempts have received a lot of media attention (Garbrecht, P.,2019). The service outages and botched recovery attempts have cost the company money. The airline sector experienced a public relations crisis as a result of this (Shen, 2017), which is expected to have a severe financial impact on airlines due to a loss of customer trust and loyalty. A source by Malaysia Aviation: Growth slows, profits under pressure presented by CAPA- Centre for Aviation (2019) shows that the service experience by passengers using airlines are slowed. Therefore, they can learn how to control the situation by responding at a rate as quickly as possible. Effective complaint handling can certainly change customers who give a negative impression to the most respected customers. (Gilly and Hansen, 1992).

The aviation business is no exception when it comes to the importance of a green image. For example, Asiana Airlines, one of Korea's largest airlines, is trying to conserve the environment by using energy that minimizes aircraft emissions. Next, the Korean Sustain Award was granted to Asiana Airlines for its environmental management programme (GukjeNews, 2016). Furthermore, United Airlines devotes a significant amount of time and resources to environmental management. According to studies on keeping the environment safe, many airlines are introducing green management to prove they care deeply about the environment. The company that strives to develop in implementing such an environmentally conscious corporate strategy is an environmentally friendly airline. Examples such as fuel conservation, waste reduction, and recycling (Hwang & Choi, 2017).

To put it another way, The goal of eco-friendly airlines is to ensure that pollution problems can be reduced. Thus, environmental management is needed to provide awareness to all passengers. When there is a lot of awareness about caring for the environment, it is certain that many passengers will use more environmentally friendly services. Hence, given the competitive

business climate within which global airlines operate, most airlines consider customer retention even as important as gaining new customers. Customers must be retained for the market to succeed. Therefore, it can assess the extent of the airline's service experience in maintaining consumer trust and creating airline loyalty.

This study aims to examine the service experience of airline passengers towards the loyalty of the airline industry as an airline's passenger service experience on customer loyalty in the airline sector. This research highlights the service experience as a result of customer loyalty, which includes emotion, effectiveness, and ease of use.

There were three objectives of this research:
1. To identify the relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry.
2. To investigate the relationship between the emotion of passenger loyalty and service experience in the Airlines Industry.
3. To determine the relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry.

Significance of the Study

Passengers

This research seeks to provide high-quality service to passengers. This is because passenger satisfaction service occurs when a corporation can serve passengers with advantages that surpass their expectations, and this is considered value-added. Passenger satisfaction is a fundamental aim of every airline that provides passenger services (R. Archana & M.V. Subha, 2012). This study is essential because, according to Karunagaran, R., Kumaran. K., Ragoo, P. & Rajan, N. (2020) gives a practical contribution to airline marketers by presenting a deeper insight and better knowledge of customer relationship management in Malaysia's airline industry.

Customers

The next significance of this study is for customers or specifically airline passengers. This research will help to clarify the service experience of airlines passenger towards the loyalty of the airline industry. Because customer satisfaction and loyalty have benefited market share and return on investment in the airline industry. Furthermore, in the airline industry, airline service quality is a major concern. Therefore, they will be more thorough with all of the new developments produced by the airline in the quality of service to consumers as a result of this study.

Students

The next significance of this study is for students. This report might be used as a resource for students. Students will gain a better understanding of the service experience of airline passengers towards loyalty in the airline industry, as well as learn new things. To support these ideas, some university students fly abroad to further their studies or travel somewhere and by that automatically they experience the services airlines themselves provide by the airline industry. This research is also beneficial and vital for them to learn more about this. On the other hand, they can use this research for their own profit and extra study thesis.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is defined as a customer's commitment to a firm. Brand preference, satisfaction level, purchase frequency, loyalty, price sensitivity and brand support are all common ways to measure loyalty. Furthermore, loyal consumers are the tendency of attitudes

and behaviours to choose one brand over another, whether to enjoy its goods or services, convenience or performance, or simply familiarity and comfort. According to Schminke, D. (2015), excellent customer service is critical in the airline industry. Since airlines depend on customers, they are the most important factor in the industry. This is because the airline will stop operating without users.

Effectiveness

A positive customer service experience will help a brand or organisation grow. It also has a positive impact on the relationship between customer loyalty and service excellence. Customers are happier when they obtain high-quality services, resulting in improved customer loyalty (Caruana, 2002). According to Bojei. J., Edura. W., and Nadia. N. S. (2013) customer loyalty to low-cost airlines has also been influenced by service quality. Reliability, tangibility, responsiveness, reassurance and empathy are among its characteristics.

Emotions

Emotions are affective states in which joy, pleasure, sadness, anger and many more emotions are more likely to be triggered. (Cohen & Areni, 1991). In other words, these emotions have been seen as affective states but not all situations will be effectively caused by emotions. (Cohen & Areni, 1991). Thus, it seems logical that emotions can be made as a proposition that emotions greatly influence a person's feelings. This means that everything that happens to the customer, no matter the negative or positive things, greatly affects the emotions of the customer. This will also have a huge impact on the company.

Ease of Use

To ensure market viability, airlines should adapt their websites from marketing tools to online sales platforms complete with additional features for their users, such as close communication and relationship building, in addition to basic functions such as search, booking, ticketing and internal review. service. Since the late 19190s, tourism research on website evaluation has been conducted and the importance of e-commerce is growing nowadays. This is because it aims to determine how to encourage visitors to browse and buy goods on tourism websites (Sookyup Chong & Rob Law, 2018).

Research Hypothesis

Customer loyalty has been impacted by this service experience. Customer loyalty to the airline is evaluated as part of the service experience. Smith and Bolton (Smith and Bolton, 2002). Passengers may switch to other airlines if the airline fails to give the greatest service experience. (Wen and Chi 2013, for example). Customers remain loyal to the same airline as a result of the excellent service offered, and it is highly recommended to many contacts. Of course, this results in a significant profit for the airline. Based on the above discussion, the parties the following hypotheses are proposed.

H_1	The relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry.
H_2	The relationship between the emotion of passenger's loyalty and service experience towards the Airlines Industry.
H_3	The relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry.

Research Framework

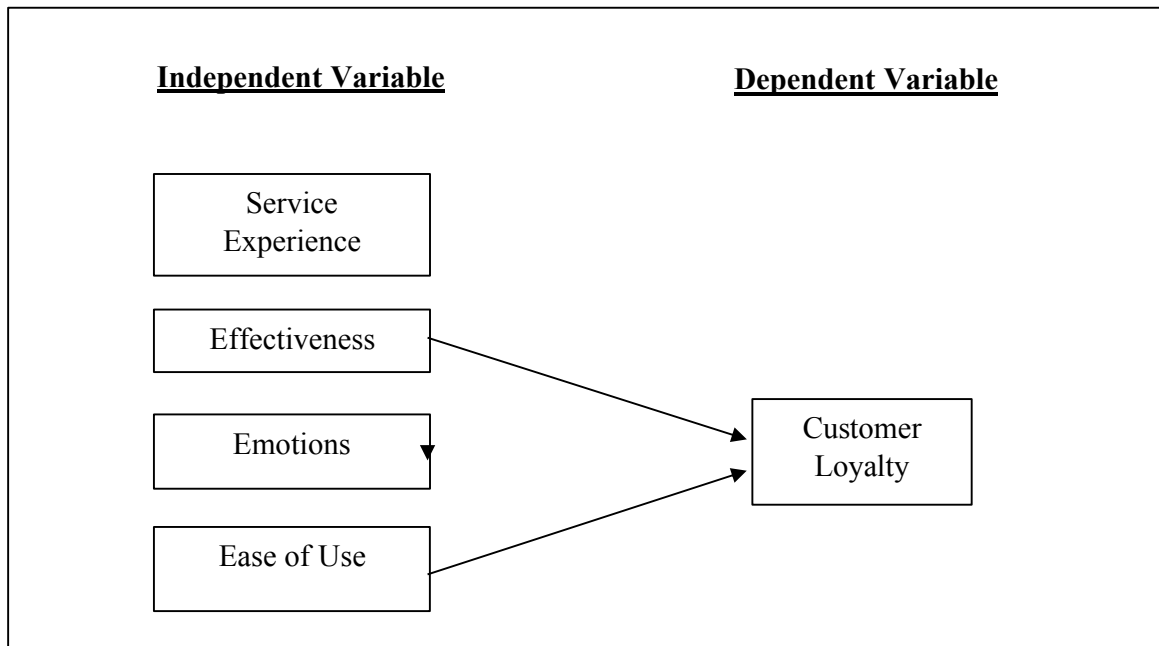Figure 1 below shows the research framework use for this study.

Figure 1: Research Framework

METHODOLOGY

Research Design

This study used the quantitative method to gain data through questionnaires. The questionnaire consisted of 3 sections, a total of 28 items. The first section which is the demographic profile included many choices of questions. The second and third section is the independent variable and dependent variables included 22 items with a five-point Likert-Scale ranging from 1=Strongly disagree to 5=strongly agree. These techniques are used on bigger samples (V,2021). The most basic instrument for all methods and investigations of quantitative outcome research is the survey study. Online surveys, online surveys, paper questionnaires, and web shortcut surveys were used to ask questions to a sample of respondents (Bhat, 2021). Therefore, the researcher has used the survey research method to achieve the researcher's goal which is to study the airline passenger service experience toward customer loyalty.

Data Collection Procedure

Data collection is a systematic process of gathering observations or measurements. (Bhandari, P., 2020). For this research, data will be collected using an online survey via Google forms and sent to 384 respondents via social media such as WhatsApp, Twitter and Facebook. The questionnaire contained three sections that represented the study's objectives. Section A depicts the demographic profile of Malaysian citizens, notably airline passengers. Section B discusses the independent variables, emotions, effectiveness, and ease of use. Section C, on the other hand, is focused on the dependent variable, namely customer loyalty. The data collection process took two months.

Sampling Method

In this study, we used the probability sampling method has an equal chance of being chosen. This research's target population focuses on Malaysian citizens, notably airline passengers. Thus, this sampling method is the process of selecting an individual or subset of a people to draw statistical conclusions and estimate the characteristics of an entire group. Researchers have used a variety of sampling approaches to avoid surveying whole populations to collect meaningful data. It is also a time and money-saving strategy and is the foundation of every

research plan. In research survey software, sampling strategies can be used to obtain the best results.

$$s = \frac{x^2 N_p (1 - p)}{e^2 (N - 1) + x^2 p (1 - p)}$$

n = sample size
N=population size
e = the degree of accuracy expressed as a proportion (0.05)
x2= chi-square of a degree of freedom 1 and confidence 95% (3.841)
p = proportion of the population (if unknown, 0.5)

Data Analysis
Data analysis is the act of processing and analysing the data obtained to convey ideas to the data collected through observation as well as prima (Greener & Martelli, 2015). Basic analysis produces relevant information and guides further analysis and interpretation of the data. Data collected from the questionnaires will be analysed using IBM Statistical Program for Social Science (SPSS) version 25. SPSS is a resolution-based software program that can be used to enter data and analyse graphs and tables. Statistics such as valid percentages and cumulative percentages will be calculated using SPSS data. To examine the data, the researchers used basic descriptive analysis.

FINDINGS

Result of Frequency Analysis
Table 1.1: Frequency Analysis

Respondents	Classification	Frequency	Percentage
Gender	Male	136	34.8
	Female	255	65.2
Age	17-21 years old	79	20.2
	22-26 years old	190	48.6
	27-31 years old	31	7.9
	31 years old and above	91	23.3
Race	Malay	305	78
	Chinese	40	10.2
	Indian	40	10.2
	Others	6	1.5
Education Level	SPM	61	15.6
	Diploma/STPM/Matric	79	20.2
	Bachelor of Degree	179	45.8
	Master Degree	53	13.6
	PhD	19	4.9
Occupation	Working (Government)	46	11.8
	Working (Non-Government)	77	19.7
	Self Employed	35	9.0
	Unemployed	18	4.6
	Students	215	55.0

Table 1.2 Respondents Experience in Dealing at the Airport.

Classification		Frequency	Percentage%
	Yes	292	74.7

Have you ever had experience in dealing at the Airport?	No	99	25.3

Table 1.3 How Frequently Do Respondents Fly With Airlines.

Classification		Frequency	Percentage%
How frequently do you fly with Airlines?	Always	34	8.7
	Once a year	80	20.5
	2-5 times a year	118	30.5
	Once a lifetime	82	21
	Never	77	19.7

Based on table 1.1, the demographic background of 391 respondents, the majority of the respondents are female with 255 respondents (65.2%) and male with 136 respondents (34.8%) Most of the respondents are students between 22-26 years old with a frequency of 190 (48.6%), 31 years old and above with 91 respondents (23.3%), 17-21 years old with 79 respondents (20.2%) and 27-31 years old with 31 respondents (7.9%). While the most race is among Malay respondents with 305 frequencies (78%). Indian and Chinese with the same frequencies with both 40 respondents (10.2%) and other respondents with 6 frequencies (1.5%).

Most of the respondent's education levels are Bachelor of Degree students with 179 frequency (45.8%). Diploma/STPM/Matric with 79 frequency (20.2%). SPM with 61 frequency (15.6%). Master's Degree with 53 frequency (13.6%) and PhD with the lowest 19 frequency (4.9%). Next, most of the respondent's occupations are among students with 215 frequency (55%), working (non-government) with 77 frequency (19.7%), working (government) with 46 frequency (11.8%), self-employed with 35 frequency (9%) and unemployed with 18 frequency (4.6%).

Therefore, table 1.2 represents the respondent's experience. The classification which has you ever had experience in dealing at the Airport?. The majority of the frequency is yes with 292 (74.7%) and no frequency with 99 (25.3%). In addition, table 1.3 represents how frequently respondents fly with airlines. Most of the respondents fly with airlines 2-5 times a year with 118 frequency (30.2%), 'once a year with 80 frequency (20.5%), 'once a lifetime' with 82 frequency (21%), respondents who 'never' fly with airlines with 77 frequency (19.7%) and the lowest frequently fly with airlines is 'always' with 34 frequency (8.7).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Effectiveness	The effective service quality experience will give satisfaction to passengers.	4.66	0.568
	A responsive service quality will lead to an effective service experience.	4.63	0.615
	An effective service quality and experience will guide to a positive relationship with customer satisfaction.	4.61	0.602
	An effective service must meet passenger's expectations.	4.49	0.720

	Effective service will give strength to Airlines Industry.	4.67	0.557
Emotions	Customers can regulate their emotional experiences.	4.08	0.789
	Emotions can influence an emotional experience.	4.37	0.711
	Promote positive things about airlines can react to the good emotions and impact.	4.39	0.690
	Experiencing goods airlines services would give great emotions to customers.	4.62	0.616
	A great customer service in airlines industries will give positive feedback and emotion to customers and airlines industries.	4.63	0.599
Ease of Use	Passenger satisfaction is a key metric for assessing service quality and determining whether customer will keep continue the service or not.	4.60	0.649
	With having quality ease and services, passenger will tend to repurchase airlines services,	4.60	0.620
	The availability of quality ease will result in a reduction in the number of complaints to airlines.	4.54	0.708
	Providing better service than competitors can build a strong customer loyalty foundation.	4.60	0.628
	Customer satisfaction is a criterion for evaluating the quality of service ease.	4.62	0.595
Customer Loyalty	Tracking customer satisfaction is important for all brands.	4.63	0.631
	Customer Loyalty gives an advantage to Airlines Industry to grow.	4.61	0.636
	Passenger satisfaction is a big driven factor to retain customers in the Airlines Industry	4.61	6.40
	Effective complaint handling can turn an aggrieved customer into a satisfied and loyal customer.	4.56	6.96
	Consideration for more hotel accommodation near the airport give an effective and positive impact on loyal customers and others.	4.44	0.815
	The airline passenger service experience as a whole has provide satisfaction to the passenger.	4.58	0.663

Based on table 2 above, the highest mean score value for effectiveness was 4.67, where respondents strongly agreed that "Effective service will give strength to Airlines Industry." The standard deviation is 0.557. In contrast, "An effective service must meet passenger's expectations." are the lowest mean score with 4.49, and the standard deviation is 0.720. Next, the highest mean score for emotions is "A great customer service in airlines industries will give positive feedback and emotion to customers and airlines industries." with a 4.63 score and the standard deviation is 0.599. Meanwhile, the lowest means score for emotions is "Customers can regulate their emotional experiences." The score is 4.08 and the standard deviation is 0.789. Hence, the highest mean score for ease of use is "Customer satisfaction is a criterion for

evaluating the quality of service ease." with 4.62 scores and the standard deviation is 0.595. The lowest mean score for ease of use is "The availability of quality ease will result in a reduction in the number of complaints to airlines". with a 4.54 score, and the standard deviation is 0.708. Lastly, the highest mean for customer loyalty is "Tracking customer satisfaction is important for all brands." with 4.63 scores, and the standard deviation is 0.631, meanwhile, the lowest mean score for customer loyalty is "Consideration for more hotel accommodation near the airport give an effective and positive impact on loyal customers and others." with 4.44 scores and the standard deviation is 0.815.

Result of Reliability Analysis
The table 4 shows that result of reliability analysis

Table 3: Result of Reliability Analysis

Variable	Number of items	Cronbach Alpha
Effectiveness	5	0.886
Emotions	5	0.790
Ease of Use	5	0.897
Customer Loyalty	6	0.900

Table 3 shows the Cronbach Alpha values for the variable in the questionnaire questions that the researchers have distributed, which range from the lowest level of non-acceptance which is (0.5) to the highest level of acceptance (0.9). Five variables were tested using Cronbach Alpha output of reliability. The findings of the study have found that the dependents variable, namely Customer Loyalty, has a very excellent trust value (6 items α = 0.9), followed by the independents variable, which has one good value, which is emotions (5 items α = 0.7)., the two another independents variable namely effectiveness and ease of use also got a very good value of trust with (5 items α = 0.8).
Variables for effectiveness, emotions, ease of use and customer loyalty in examining the service experience and loyalty of airline passengers be maintained because all variables are at a high level based on calculations from Cronbach's Alpha. Therefore, the data are acceptable and suitable for further analysis.

Result of Pearson Correlation Analysis
Table 5 below shows the Pearson Correlation Analysis
Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result (Supported / Not Supported)
H₁ The relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry.	0.732	H1 is supported
H₂ The relationship between the emotion of passenger's loyalty and service experience towards the Airlines Industry.	0.573	H2 is supported
H₃ The relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry	0.827	H3 is supported

Hypothesis 1, which is the relationship between the effectiveness of service experience and the loyalty of passengers towards the Airlines Industry with Pa -value of 0.732, is supported. Next, hypothesis 2, the relationship between the emotion of passengers' loyalty and service experience towards the Airlines Industry. with a P-value of 0.573, is supported. Lastly, hypothesis 3 supports the relationship between the ease of use of service experience and the loyalty of passengers towards the Airlines Industry, with a P-value of 0.827.

DISCUSSION AND RECOMMENDATION

As stated in the first chapter of this study, conversations try to answer questions and address hypotheses. In summary, this study comprehensively investigated the service experience of airline passengers regarding airline industry loyalty. Based on the study's findings, the current study would provide numerous recommendations for service experience toward customer loyalty of airline passengers and future researchers, allowing passengers to comprehend service experience loyalty in the airline industry and indicate concern about future studies.

Next, a practical service experience, emotions, and ease of use will significantly influence the airline industry and convey understanding to passengers and Malaysians who use airline services. This study aims to examine how service experience towards passengers and customer loyalty in the airline industry are used and to comprehend service experience in the airline industry. According to the findings, both push and pull elements influence airline passengers' service experience and loyalty to the airline industry. The findings of the study are also required for the continuation of future research. As a result, it is advised that future research look at other areas of the service experience in the airline industry regarding customer loyalty. The researchers distributed an online questionnaire to the respondents containing other demographic data such as gender, age, race, educational level, occupation, and many more to acquire varied outcomes or conclusions from multiple perspectives.

Future researchers should also enhance data collection for this study, particularly regarding questionnaire distribution. Future researchers can do face-to-face questionnaire dissemination instead of disseminating surveys through the internet. As a result, while providing questionnaires to potential respondents, the researchers may elaborate on the research aim. Furthermore, some discussion between researchers and respondents may be advantageous in alerting respondents about the questions that would be asked in the surveys.

CONCLUSION

Consequently, this survey was completed to determine the service experience of passengers regarding airline industry loyalty. As a result, three independent variables, effectiveness, emotions, and ease of use, were chosen to investigate their relationship with the dependent variable, customer loyalty. A total of 391 Malaysian citizens, notably airline passengers, were selected to examine the service experience and loyalty of the airline industry. According to Pearson's correlation analysis, the effectiveness component scored 0.732, followed by emotions at 0.573 and ease of use at 0.827. All of these variables have the exact p-value of p 0.01. As a result, the hypothesis for efficacy, emotions, and ease of use is validated.

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