

Exploring the Impact of Airport Services on Passenger Satisfaction in Tanzania: A Case Study of Julius Nyerere International Airport

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ABSTRACT

Satisfying passengers at the airport has been the cornerstone for airlines and airports in air transport service. This study aimed to understand the effects of airline-related quality service dimensions on overall passenger satisfaction at airports. The study intended to analyse the effect of pre-flight, in-flight, and post-flight services on passenger satisfaction at the airport. Passengers begin to interact with air transport services when booking a ticket, and airline-related service dimensions are considered part of the broader concept of airport services, which should be integrated as they overlap in satisfying passengers at the airport. Previous research focused extensively on airport-related factors but overlooked the specific impacts of airline services on overall passenger satisfaction. The study was guided by Total airport experience framework considering holistic view of passenger satisfaction. The study used a descriptive research design which targeted all international passengers travelled through Julius Nyerere International Airport at the time of conducting this study. In this regard, the study included departing and arriving passengers from Terminal III at the final lounge and baggage claim area. The Webb et al (1996) guidelines were used to determine the sample size which suggests that for population above 2,000, a sample of 1% is appropriate; The population consisted of 18,000 passengers arriving and departing at Julius Nyerere international Airport during the time of conducting survey; thus 180 passenger were selected randomly ensuring that every passenger had an equal chance of being selected. Collection of data involved questionnaires with close-ended and open-ended questions. Descriptive analysis of collected data was conducted to summarize the main variables through utilizing the Statistical Package for Social Science (SPSS) for data analysis to obtain percentages and frequencies. The findings indicated that several dimensions of airline-related service influence passenger satisfaction: pre-flight, in-flight, and post-flight dimensions. The findings revealed that these three dimensions positively affect passenger satisfaction. For instance, in pre-flight services, respondents reported satisfaction, highlighting the crucial role of effective management of pre-flight services in determining positive initial travel experiences. High satisfaction rates were also observed for in-flight services, emphasizing the importance of onboard amenities and crew responsiveness. However, post-flight services showed areas for improvement to enhance the overall passenger experience. Additionally, the results highlighted the strategic necessity for airlines and airports to prioritize service excellence across all touchpoints of the passenger journey. Enhancing service quality and responsiveness, particularly in mishap resolution and service delivery which are crucial for maintaining a competitive advantage and fostering customer loyalty. The study concluded that passenger satisfaction is highly influenced by three primary dimensions of airline related service: pre-flight, in-flight, and post-flight dimensions. The study recommends the Airline and airport operators to focus on improving service quality delivery across all touch points of passengers journey by implementing an integrated approach such as coordinated decision making.

Keywords: Airline Service Dimensions, Passenger Satisfaction, Quality Service

I. INTRODUCTION

An airport plays a great role, in that it acts as the meeting place of passengers and air transport service providers. Passenger satisfaction is one aspect of both airlines and airports success and sustainability, so trying to improve the delivery of airport service leads to an improved passenger satisfaction. The airports need to understand the customer experience and perception of the service received to attain or improve passenger satisfaction and attract more customers and Airlines (Fitantril, 2017). In the 20th century, there were several changes in advancement in the air transport service especially between the 1980s and 1990s. These aimed at increasing airport efficiency and effectiveness in the delivery of quality service. It also included privatization and agencification of airports across the world, moving from traditional way of management to new way of management techniques. In the past, the airport business had a very passive attitude towards marketing and only seldom centered on customer needs. Airport growth in the 20th century experienced increasing challenges in managing passengers volume effectively which led to a greater focus on customer satisfaction to meet the demands of an expanded industry to attract more airlines and

passengers (Graham, 2018). In 2018, the Airport Council International (ACI) conducted a survey on passenger satisfaction around the world based on airport service quality (ASQ). According to the survey, various factors including airport access, check-in, and security screening, airport facilities, cleanliness, staff efficiency food and beverage, and overall airport experience impacted passenger satisfaction at the airport (ACI, 2018).

In the case of Tanzania, in the 1980s and 1990s, there were different reforms in the public sector to improve public service delivery. As such, public service delivery was characterized by red tape, bureaucracy, and corruption, and some reforms included civil service reform, privatization, and launching of executive agencies. The creation of agencies aimed at enhancing performance in the delivery of public service and ensuring quality service is provided by allowing the freedom of operations and commerce to managers (Caulfield, 2002). In 1999, Tanzania Airports Authority was an agency established as a way of improving quality service delivery to satisfy customers. Tanzania's government made efforts to improve airport's infrastructure and service including the construction of additional terminal buildings and renovation of existing facilities aiming at improving the overall passenger experience. In 2019, the airport passenger satisfaction received a mixed view while some passengers reported a positive experience with the airport. Others complained about long lines, slow customs and immigration processes, outdated facilities and poor customer service (Oyoo, 2021).

The attention on improving passenger satisfaction has increased in many airports as a competition factor. This is because, when passengers travel through the airport, they expect to get services that satisfy their needs and expectations. In this context, their satisfaction depends on several dimensions or factors. The airport is a complex environment where various service elements are integrated. These integrated service elements have a great influence on passenger experience. However, there is little attention on improving door-to-door overall passenger satisfaction to/from the airport (Graham, 2018). Some studies have focused on specific criterias or environments, the survey carried out by Fodness and Murray (2007) on passenger satisfaction with airport quality service analyzed sixty-five (65) factors that affect the satisfaction of passengers at the airport and grouped them into three important factors including the cape of services, service providers, and services, factors that related to the airport determinants.

The provision of quality service at the airport has contributed to being a cornerstone for the growth and competition of air transport service in most aviation firms or sectors. Bezerra and Gomes (2015) argued that since airlines and airports services share a significant area of overlap, airline-related environments have an impact on Airport service quality which should be investigated. Some of these challenges related to airline service that overlap with airport services entail flight delays and cancellation, lack of clear communication from the airline, mishandling of baggage and inefficient staff. Lack of responsiveness to passengers' complaints, lack of transparency in pricing or booking, and policies such as hidden fees, technological challenges that can lead to delay or confusion, and overbooking greatly impact passengers' satisfaction at the airports. Therefore, the above context necessitated the study on the impact of airline-related determinants on passenger satisfaction at the airport to increase knowledge and understanding holistic view of the airport service determinants on overall passenger satisfaction at the airports.

1.1 Statement of the Problem

In the competitive air transport service, passenger satisfaction has emerged as a key determinant of the airline's overall success and brand loyalty. The attention to improving passenger satisfaction has increased in many aviation sectors as a competition factor. When passengers travel throughout airports, they expect to get services that satisfy their needs and expectations. As such, their satisfaction depends on several integrated dimensions or factors. However, there is little attention on improving door-to-door overall passenger satisfaction to/from the airport (Graham, 2018). Some studies have focused on airport-specific criterias that determine passenger satisfaction. A survey carried out by Fondness and Murray (2007) on passenger satisfaction with airport quality service analyzed sixty-five (65) factors that were related to airport determinants affecting the satisfaction of passengers at the airport and grouped them into three important factors including the cape of services, service providers, and services.

From the passenger's perspective, all aspects of passengers touch points contribute to the enhancement of the end journey experience. In the context of assessing complete air transport journey experience from booking a ticket to the boarding stage, the airport-related services overlap with the airline-related services in satisfying customers throughout the journey. However, the existing research usually overlooks the integration of airline-related service dimensions with broader airport quality service models. Most studies have focused predominantly on airport-specific determinants, neglecting the interconnectedness and the overlap between airports and airlines services (Bezerra & Gomes, 2015). Airline service providers play a crucial role in influencing passenger satisfaction, as their behavior and operations efficiency directly impact the quality of service delivered. Johnson and Smith (2022) conducted their study and concluded the importance of effective customer support and operational efficiency in enhancing passenger satisfaction. They further noted that there is a need to explore how airline service interactions, including their responsiveness and attitude, integrate with other service attributes to provide a holistic view of passenger satisfaction. Moreover, the quality of services offered at airports, such as cleanliness, seating comfort, and accessibility, has been

identified as a crucial factor in passenger satisfaction (Li & Liu, 2021). Despite this, research has been limited on how these quality aspects interact with other factors, such as airport operations and security measures to influence overall customer experience. This gap suggests a need for further investigation into how factors like flight availability, delay and cancellations, and reliability impact overall passenger satisfaction, considering their direct influence on the quality of airport services perceived by passengers.

1.2 Research Objectives

- i. To determine the extent to which pre-flight service dimensions affect passenger satisfaction at Julius Nyerere International Airport.
- ii. To examine the effects of in-flight service dimensions on passenger satisfaction at Julius Nyerere International Airport.
- iii. To determine the effect of post-flight service dimensions on passenger satisfaction at Julius Nyerere International Airport.

1.3 Research Questions

- i. Do pre-flight service dimensions affect passenger satisfaction at Julius Nyerere International Airport?
- ii. Do in-flight service dimensions affect passenger satisfaction at Julius Nyerere International Airport?
- iii. Do post-flight service dimensions affect passenger satisfaction at Julius Nyerere International Airport?

II. LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 The Airport Quality Service Model

The study utilized The Airport Quality Service Model developed by the ACI. It measures passengers' satisfaction when they travel through the airport. The measurement of passenger satisfaction using the airport model focuses only on a specific operation, and the approach does not integrate all touch points of passenger journey experience (Graham, 2018). However, the model uses only airport determinants such as check-in service, immigration service, airport facilities, and other services to depict how passengers perceive overall airport satisfaction.

Fondness & Murray (2007) adopted the airport quality service model and analysed the opinions of passengers on quality service at the airport. They produced 65 factors of service quality at the airport and then concluded that sixty-five (65) issues of airport service quality can be categorized into three important factors including the scope of services, service providers, and services. The study concluded that the overall satisfaction of passengers on the airport service is attributed to sixty five factors neglecting the holistic view of passenger journey experience.

This study predominantly relied on Airport experience model which is designed to provide a comprehensive and holistic view of the airport experience, covering all aspects of the passenger journey from pre-travel arrangement to post-travel. Passenger satisfaction involves a holistic view of various aspects that the passenger experience in their airport journey, unlike service quality model that measures variables using the specific criteria (Graham, 2018). The model considers a holistic view in understanding the factors that contribute to passengers' overall satisfaction with airport services. To form a holistic of passenger experience all crucial points should be considered and all related parties that are involved in airport activities should be integrated (Wattanacharoensil, 2019). This model consists of several key elements, including airline-related services, airport determinants, passenger characteristics, and cultural differences that play a crucial role in shaping end-to-end passenger experiences, below is the relationship between airline-related services and passengers' satisfaction using the Airport Quality Service Model. The theoretical framework of this study is shown in Figure 1.

Independent Variables

Dependent Variable

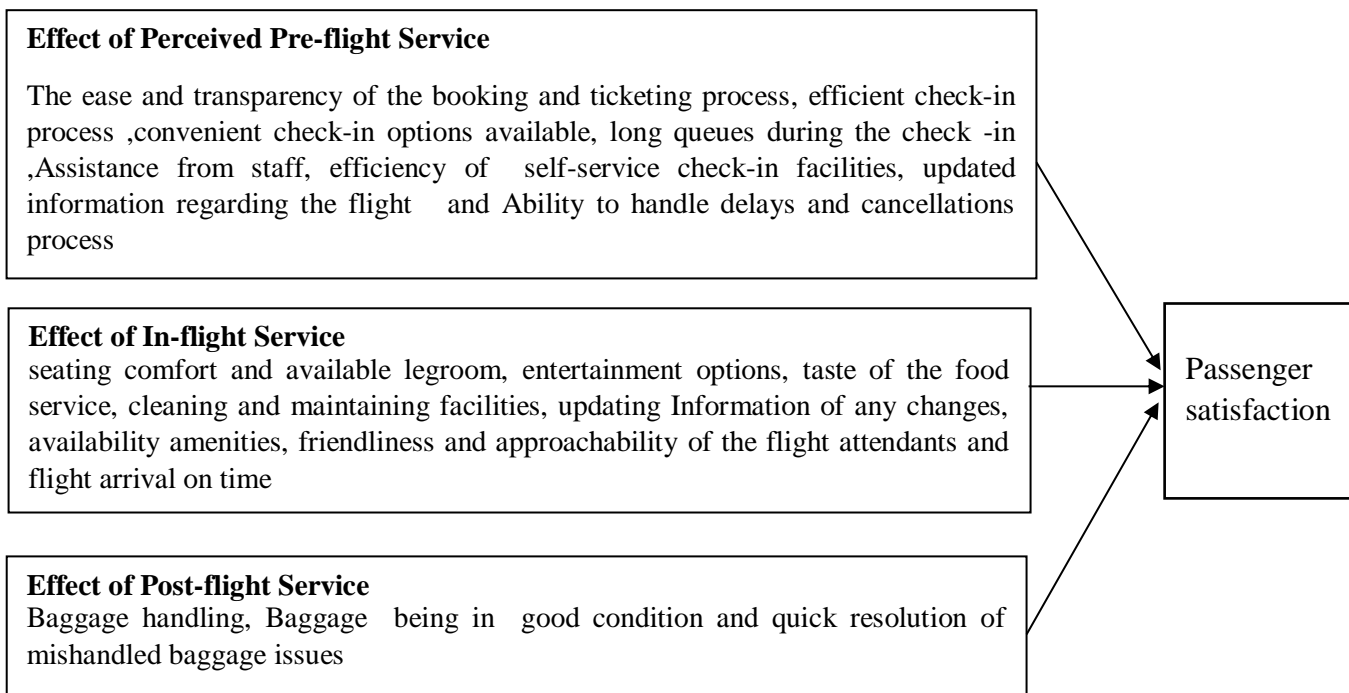


Figure 1
Conceptual Framework
Source: Author (2024)

2.2 Empirical Review

Airport service encompasses a comprehensive array of amenities and facilities designed to facilitate smooth and comfortable travel experiences for passengers and visitors alike, airport service aims to optimize convenience, efficiency, and satisfaction for all individuals passing through the airport environment. Thus, from the passengers perspective, the meaning of service can be explained as the explicit set of tasks and interactions considered to simplify passengers' journeys from check-in to boarding and beyond, airport service involves a wide variety of actions, including ticketing, baggage handling, security screening, and customer support (Kwortnik and Thompson, 2009). Service quality can also be defined as meeting or exceeding customer expectations across various touchpoints, it is essential for enhancing passenger satisfaction and distinguishing service providers (Johnston et al., 2012). Graham (2018) further defines service quality as the disparity between customer expectations and perceptions of received service, underlining its significance in influencing passenger satisfaction and loyalty. Satisfaction is the feeling of pleasure or disappointment when comparing the service or product performance with one’s prior expectation (Oliver, 2010). Satisfaction is the more emotional response to what service is and emotions will range from one customer to another. In air transport the consumers of the service are passengers, therefore customer satisfaction means passenger satisfaction (Graham, 2018).

Mbura (2019) investigated salient attributes in the choice of an airline service; the study discovered that passengers’ selection of an airline was greatly influenced by airline schedules, costs, and airline image. In the same study, it didn’t appear that service quality characteristics significantly influenced airline choice. Davis & Johnson (2022) researched the impact of customer satisfaction in Tanzania’s airline industry. Results showed that while tangibility has little effect on customer satisfaction, the five areas including tangible, reliability, responsiveness, assurance, and empathy are positively related to customer satisfaction. However, the study did not integrate the mapping journey of the passengers.

Masorgo et al. (2022) explored service quality and its impact on customer loyalty in Tanzania's airline sector. The study found that factors such as staff competence and the operations efficiency of service were critical for enhancing passenger loyalty. It also noted that service quality enhancements lead to higher customer retention. The research had limitation since it did not dig intensely into the comparative efficacy of different service quality factors. A study conducted by Kisanga and Sikaluba (2021) based on the role of customer feedback in affecting service quality improvements in Tanzanian airlines. The study found that airlines which actively addressed customers issues and

made improvements based on customers' feedback were healthier positioned to improve service quality and enhance customer experience. The study contended the position of integrating customer feedback into service improvement strategies.

Adeniran (2020) investigated the dependence of complex factors that affect passenger satisfaction at Murtala Muhammed Airport (MMA2) and showed that the eight most important factors contributed to passenger satisfaction including airport-related services such as the attitudes of immigration staff, efficiency of cargo delivery, well-planned of public transport choices, Television and entertainment equipment, immigration process and queuing times, the Security process and safety values, Wi-Fi accessibility, shower rooms, and bathrooms. He recommended that airports management should provide better service considering the mentioned factors. However, the study did not cover the aspects of airline-related services.

Isa (2020) pointed out that twenty-two out of thirty-three factors were reasonable measures for consumer satisfaction which includes eight elements of good service including accessibility, airport ambience, airport services, reception check-in desk, guidance signs, symbols, and markings, passports, and security measures, The airport ambience was discovered to be the greatest relevant factor in ensuring the overall customers' experience and should be given more attention by the aviation industry for sustainable development of their passengers. The quality of pre-flight, in-flight, and post-flight service had a statistically significant impact on customer satisfaction (Namukasa, 2013). In addition to that, passenger satisfaction as a facilitating variable also had a substantial outcome on passenger loyalty. It was well-known that different passengers had different reasons for being satisfied; some were more attracted to boarding facilities, others onboard amenities, and the food quality while others desired more extra luggage.

Johnson and Smith (2022) conducted the study on the impact of customer service and operational efficiency on passenger satisfaction. Their study concluded that quick service, active customer provisions, and smooth operational processes were significant for positive passenger experiences. The airline has to prioritize these areas to improve customer experience and foster customer brand. Li and Liu (2021) studied the role of airport facilities and their impact on passenger satisfaction. The study found that facilities such as seating areas, cleanliness, and accessibility of restrooms meaningfully affected customer comfort and satisfaction. A study conducted by Zhang and Xu (2020) examined the impact of airport staff behavior on passenger experience, their study found that the professionalism, friendliness, and responsiveness of airport staff play great impact on passenger satisfaction. Patel and Singh (2021) examined the relationship between flight punctuality and passenger satisfaction, the study resulted that timely departures and arrivals were key elements impacting passenger satisfaction, delays and disruptions were distress to satisfaction levels, and the study suggested that airlines should focus on enlightening punctuality to improve the overall passenger experience.

Williams and Brown (2023) evaluated the influence of communication and information delivery on passenger satisfaction. The study indicated that clear and appropriate communication concerning flight status, gate changes, and other applicable information is paramount for avoiding confusion and frustration among passengers, thus, passenger experience relies on effective communication strategies. Davis and Johnson (2022) examined the impact of food and beverage services at airports on passenger satisfaction, their research also indicated that the quality and variety of dining options, convenience of food services, were vital aspects impacting passenger satisfaction. The study suggested that airports and airlines to capitalize in various and high-quality food delivery to improve the overall travel experience. Therefore, improving airport and airline service to satisfy passengers requires an integrated end-to-end approach that considers multiple factors and passengers' preferences, on provision of quality service at the airports

III. METHODOLOGY

3.1 Research Design

The research design served as a strategic blueprint to address the research questions, outlining the methods for data collection and analysis aimed at filling the identified gaps in the literature. This study employed a descriptive research design, which focused on assessment and summarization of passenger satisfaction regarding various airline-related service dimensions and passenger experiences at the airport (Webb et al., 1996).

3.2 Study Area

The study was conducted at Julius Nyerere International Airport, focusing on both Terminal Two and Terminal Three. Data collection occurred during both day and night operations, capturing the experiences of departing and arriving passengers.

3.3 Population of Study

The target population comprised all passengers who traveled through Julius Nyerere International Airport at the time of conducting survey. During the two-day data collection period, the population size ranged from 18,000 to 20,000 passengers. The sample frame included all passengers utilizing airport services at that time, with data collected at the final gate and baggage claim areas.

3.4 Sampling Design

3.4.1 Sample Size

The sample size was determined following the guidelines of Webb et al. (1996). For populations exceeding 2000, a sample size of 1% was deemed appropriate. Given the estimated population of 18,000 passengers, Then the sample size calculated as follows: $n=0.01 \times N$ Where: n = sample size, N = total population size (where $N > 2000$)

$$n = 0.01 \times 18,000 = 180$$

Thus, 180 Persons were determined for the study.

Table 1

Sample Size Distribution

Terminal (International Pax only)	Time Period	Percentage Allocation	Sample Size (N)
Terminal Two	Day	30%	54
Terminal Two	Night	10%	18
Terminal Three	Day	50%	90
Terminal Three	Night	10%	18
Total		100%	180

3.4.2 Sampling Technique

The sampling technique employed was simple random sampling, ensuring that every passenger had an equal chance of being selected (Webb et al., 1996). This approach facilitated the collection of unbiased data during the designated periods of data collection.

3.5 Data Collection Approach

To gather data on airline-related factors influencing passenger satisfaction, a questionnaire comprising both closed-ended and open-ended questions was developed. Given the time constraints faced by passengers at the airport, the questionnaire was designed for quick completion. A total of 180 questionnaires were distributed: one set at International Terminal III and another at Domestic Terminal II, during both day and night operations.

3.6 Data Analysis and Procedures

The collected data were thoroughly examined to interpret and address the research questions. Descriptive analysis was conducted using the Statistical Package for Social Sciences (SPSS) to summarize the main variables and generate tabulated reports. This software was chosen for its flexibility in handling various data types and its capacity to produce clear and organized results.

3.7 Measurement

The study employed a Likert-type scale to assess airline-related service dimensions and their impact on passenger satisfaction. This scale offered a comprehensive spectrum of feedback options, allowing participants to express their experiences along a continuum. The ratings were defined as follows: A rating of 1 (Poor) signified a highly negative experience, and a score of 2 (Below average) indicated dissatisfaction without reaching poor levels, suggesting noticeable shortcomings that affected the overall experience. A rating of 3 (Average) reflected a neutral stance and a score of 4 (Above average) suggested better-than-expected service. Finally, a rating of 5 (Excellent) denoted an exceptional experience where every aspect was seamless and exceeded expectations

IV. FINDINGS & DISCUSSION

4.1 Educational Level of Respondents

The distribution of educational levels among the 180 respondents in the study on airline-related services and passenger satisfaction established a great number of respondents with advanced educational qualifications. 79.1% of respondents held degrees or postgraduate degrees. This demographic was likely to approach their evaluation of airline services with a perspective influenced by deeper academic knowledge and analytical skills, potentially expecting

higher standards in service delivery. Similarly, Baker (2016) argued that higher educational achievement habitually correlates with an increased ability to critically evaluate service quality and expectations, possibly leading to a demand for more sophisticated and efficient services. Also, it is supported by the findings of Choi and Chu (2001), who noted that customer with advanced educational backgrounds tend to show greater sensitivity to service quality dimensions and needs constant higher standards of service expectations. In contrast, Certificate and Diploma holders though fewer in number, were focused on immediate service quality and utility. This demographic is likely to prioritize basic service items such as efficiency and functional utility over more other factors. Similarly, a study conducted by Wu and Chen (2021) indicated that individuals with lower educational backgrounds are more likely to emphasize basic services and tangible service attributes rather than complex service aspects. Thus, the level of education significantly impacts the understanding and expectations of service quality, with those holding higher qualifications demanding more comprehensive and high-quality service delivery, results are tabulated below:-

Table 1*Educational Level*

Level of Education	Frequency	Per cent
Certificate	17	9.4
Diploma	41	22.8
Degree	69	38.3
Postgraduate	34	18.9
None of the above	19	10.6
Total	180	100.0

4.2 Travel Purpose of Respondents

The categorization of travelers by their purposes like business, leisure, working, and studies revealed distinct influences on their perceptions of airport service quality. Business travelers, comprising 27.8% of the respondents, prioritized efficiency, reliability and seamless check-in processes. Similarly, Tyagi and Lodewijks (2022) conducted a study and reported that business passengers place a high value on operational efficiency and reliability, as their travel schedules are usually time-sensitive and critical to their business responsibilities. Leisure passengers, consisting of 41.7%, prioritized comfort and convenience. This preference for a pleasant and hassle-free experience is similar with the work of Kim et al. (2013) who found that leisure passengers are more influenced with comfort, relaxation, and the overall quality of the airport experience, as their prime objective is to enjoy their journey. The class of Working passengers consisted of 21.1%, focused on access to work-related facilities such as WiFi onboard, emphasizing the need for productivity while tripping, as supported by Boren and Ramey (2001). The group of students travelling, constituted 9.4%, where their emphasize were affordability and accessibility of WiFi, this is supported by Moutinho and Clark (1994), who noted that cost considerations and connectivity are vital for younger travelers. Thus, understanding these varied perspectives is vital for airlines to reface their services effectively. It is crucial to address the specific needs and expectations of different traveler types, airlines can enhance overall passenger satisfaction and ensure that their services align with the diverse requirements of their customer base.

Table 2*Travel Purpose*

Purpose of Travel	Frequency	Per cent
Business	50	27.8
Leisure	75	41.7
Working	38	21.1
Studies	17	9.4
Total	180	100.0

4.2.1 The Extent to which Pre-Flight Service Dimensions Affect Passenger Satisfaction at the Airport

The study investigated the effects of pre-flight service dimensions on passengers' satisfaction including booking efficiency, timely updates, check-in processes, convenient check-in options available, waiting time or long queues during the check-in process, Assistance from staff during check-in, Changes or updated information regarding the flight, and ability to handle delays and cancellations efficiently.

Table 3 indicates that majority of responded (79.9%) highly satisfied the booking and ticketing process as rated the process to be above average, passengers who experienced an excellent booking and ticketing process benefited from streamlined procedures, clear information, and user-friendly interfaces, contributing to a positive overall airport experience against who were indicated Not Applicable (1.1%), Below average (3.3%), Average (16.7%), . Conversely, those with Below-average or Average ratings highlighted potential areas for improvement, such as clear communication or smoother transaction flows; this is line with existing literature that the efficiency of pre-travel arrangements has positive influence on passenger satisfaction (Isa, 2020). He further argues that any inefficiencies or complication during booking and ticketing process lead to dissatisfaction. Similarly, Kurtulmuşoğlu et al. (2016) found that reliability; ticket price and booking convenience were the crucial factors for passengers when choosing an airline. These findings are tabulated below;

Table 3
The Ease and Transparency of the Booking and Ticketing Process

Ease and Transparency	Frequency	Per cent
Not Applicable	2	1.1
Below average	6	3.3
Average	30	16.7
Above average	40	22.2
Excellent	102	56.7
Total	180	100.0

Efficiency of Check-In Process

Table 4 indicates that 53.9% of respondents satisfied with the efficiency in the check-in process at airports emphasizing its crucial role in overall satisfaction. Another 23.3% of respondents found the service to be above average, indicating a positive correlation between efficiency in the check-in process and satisfaction. Conversely, 5.6% respondents indicated that were not satisfied with service as it was below average or poor, suggesting room for improvement. This observation supported by Isa (2020), found that long queues and delays during check-in significantly detract from passenger satisfaction. Improving check-in efficiency is essential to enhancing the overall passenger experience, as it directly affects how passengers perceive the airport's service quality. These findings are tabulated below;

Table 4
Efficiency of the Check-In Process

Efficiency	Frequency	Per cent
Not Applicable	5	2.8
Poor	1	.6
Below average	10	5.6
Average	25	13.9
Above average	42	23.3
Excellent	97	53.9
Total	180	100.0

Convenient Check-In Options Available (online check-in, kiosk, counter)

Table 5 indicates that majority of respondents (81.4%) highly satisfied with Convenient of check-in options such as online check-in, kiosks, and counter services and indicated widespread appreciation for their availability and usability, against those who indicated the service to be average (16.1.) below average 6% Only 1.1% rated these options as poor, suggesting rare dissatisfaction. This is in line with previous study that passengers expect airports to operate with a high degree of timeliness and efficiency, delays, long waiting times, or inefficient processes can lead to dissatisfaction and negative perceptions of the airport experience (Namukasa, 2013). Furthermore, a study conducted by Wu and Chen (2021) underlined the key role of convenient check-in options in impacting passenger satisfaction, their research found that the availability of different and accessible check-in options greatly contributes to facilitate airport operations and reduces wait times, which in turn affect positively the overall passenger experience. This study suggests that there is need for airlines and airports to invest in and progressively update check-in technologies to meet emerging passenger demands and expectation. These findings are tabulated below;

Table 5*Convenient Check-In Options Available (online check-in, kiosk, counter)*

Convenient Check-In Options	Frequency	Per cent
Not Applicable	2	1.1
Poor	2	1.1
Below average	1	6
Average	29	16.1
Above average	62	34.4
Excellent	84	46.7
Total	180	100.0

Waiting Time or Long Queues During the Check-In Process

Table 6 indicates that waiting time and length of queues during the check-in process significantly influenced passenger satisfaction at airports as evidenced by 69.4% of respondents argued the service to be highly satisfied and 22.2% were only satisfied with the service. Conversely, 8.3% rated their experience as below standards due to long queues especially when delays occurred. This is supported by previous study that length queues, intrusive procedures, or rude behavior can negatively impact the overall experience (Nigel & Mwesiumo, 2021). Thus, the study concludes that reducing waiting times and managing queues effectively are crucial for enhancing passenger satisfaction, as they directly impact the airport experience and perceptions of operational efficiency. These findings are tabulated below;

Table 6*Waiting Time or Long Queues During the Check-In Process*

Waiting Time	Frequency	Per cent
Not Applicable	2	1.1
Poor	7	3.9
Below average	6	3.3
Average	40	22.2
Above average	35	19.4
Excellent	90	50.0
Total	180	100.0

Assistance from Staff during Check-In

Table 7 indicates that majority of respondents (69.4%) were highly satisfied with the support provided by staff during check-in process indicating a positive relationship between the support provided by staff and passenger satisfaction, and only 19.4% indicated the service was average. Conversely, 4.4% rated the assistance as poor, suggesting dissatisfaction with the level of support provided. The perception that assistance was not applicable for 5.6% of respondents highlighted varying needs and experiences. The study conducted by Mbura (2019), also indicated the same that the attitude and helpfulness of airport staff, including customer service representatives and ground personnel greatly influence passenger satisfaction, while unhelpful or rude behavior can detract from it, thus the study showed that the majority of respondents emphasized that attentive and helpful staff during check-in significantly enhanced passenger satisfaction. Similarly, the study conducted by Choi and Chu (2001) found that staff interactions that are perceived as unresponsive or unkind can negatively impact passengers' overall feelings about their travel experience, the attentiveness and supportiveness of staff during the check-in process can substantially and positively impact passenger experience. Thus, the study suggests the necessity for airline management to prioritize the training and development of their staff ensuring that staff members are not only competent but also empathetic and supportive to support improved passenger satisfaction and loyalty. These findings are tabulated below;

Table 7*Assistance from Staff during Check-In*

Assistance from Staff	Frequency	Per cent
Not Applicable	10	5.6
Poor	8	4.4
Below average	2	1.1
Average	35	19.4
Above average	45	25.0
Excellent	80	44.4
Total	180	100.0

Changes or Updated Information Regarding the Flight

Table 8 indicates that most of respondents (68.9%) were highly satisfied with receiving information on timely about any changes or updates information on flight and 25% indicated average satisfaction. Conversely, 6.1% rated their experience as poor or below average, indicating dissatisfaction with the timeliness of updating flight information. In other study proofs that access to real-time flight information and assistance in case of delays or cancellations can mitigate stress and enhance satisfaction (Mbura, 2019). This findings shows that there is strong relationship between timely and accurate communication regarding the flight information on passenger satisfaction, Moreover, other previous study has supported that passengers' satisfaction is closely linked to the quality of information they receive being clearly and timely (Choi and Chu (2001), they further argue that well-managed communication systems that provide real-time updates and manage flight changes efficiently are important for guaranteeing a positive passenger experience. Ineffective or delayed information can lead to increased passenger anxiety and dissatisfaction. Thus, the study strengthens the need for airports and airlines to invest in information management systems to keep passengers updated and satisfied throughout their journey. These findings are tabulated below;

Table 8

Receiving on Time any Changes or Updated Information Regarding the Flight

Timely Receipt of Updated Information	Frequency	Per cent
Not Applicable	3	1.7
Poor	4	2.2
Below average	4	2.2
Average	45	25.0
Above average	34	18.9
Excellent	90	50.0
Total	180	100.0

Efficiency Self-Service Check-In Facilities

Table 9 shows that most of respondents (69.4%) indicated a high level of satisfaction with check-in facilities. However, 19.4% rated the check-in facilities as "Average," with a middling satisfaction level, while a combined 10.1% of respondents were not satisfied with the efficiency self-service check-in facilities that the system did not accommodate passengers carrying excess baggage which accounted for another process at the check-in facilities. Supporting this, Tyagi & Lodewijks (2022) conducted a study and identified three types of passengers: persons prefer traditional service, those who encourage the use of technology based services, and other who choose for technology based services over particular circumstances such as less crowding and shorter processing times. They further suggested that passenger satisfaction is highly influenced by how well check in system aligns with individual preferences and circumstances. Similarly, a study conducted by Johnson and Smith (2022) also underlined the importance of integrating self-service technology with passenger needs and expectations. The study noted that well-organized and accessible self-service options are critical for improving travel experiences, when the installed systems fails to address issues such as excess baggage or intricate travel situations can detract passengers from satisfaction. Thus, the study underlines that enhancing the flexibility and functionality of self-service check-in facilities is essential for meeting the varied needs of passengers and improving their overall travel experience. These findings are tabulated below;

Table 9

Efficiency of Self-Service Check-In Facilities

Efficiency of Self-Service Check-In Facilities	Frequency	Per cent
Not Applicable	10	5.6
Poor	8	4.4
Below average	2	1.1
Average	35	19.4
Above average	45	25.0
Excellent	80	44.4
Total	180	100.0

Ability to Handle Delays and Cancellations Efficiently

Table 10 indicates that majority of respondents (60%) were highly satisfied with ability of airlines to efficiently manage flight delays and cancellations, and 25% of the respondents were average satisfied. Conversely, 8.9% of respondents were not satisfied with way delays and cancellations were managed. Similarly, Efthymiou et al., (2019) conducted a survey on the impact of delay on customer satisfaction in British airways and revealed that previous results assured the company with its ability to satisfy its customers. Interestingly, the results indicated that passengers were frustrated from the delay that was experienced. The study concluded that managing delays and cancellation significantly influence passenger satisfaction. Additionally, research conducted by Oliveira and Santos (2021), indicated that clear communication and on time problem solving during flight delays are key for maintaining high levels of passenger satisfaction. They further argued that effective management of delays involves not only solving immediate issues but also ensuring information is clearly and timely provided to passengers. This approach reduces passenger anxiety and dissatisfaction. The study emphasizes the need for airlines and airports to make collaborative strategies for handling passengers' disruptions and enhancing the overall passenger experience. Tabulated below are summarized findings;

Table 10

Ability to Handle Delays and Cancellations Efficiently

Handle Delays and Cancellations Efficiently	Frequency	Per cent
Not Applicable	11	6.1
Poor	5	2.8
Below average	11	6.1
Average	45	25.0
Above average	40	22.2
Excellent	68	37.8
Total	180	100.0

The Effect of In-Flight of Passenger Experience at the Airport

The study investigated the effects of In-flight service dimensions on passengers satisfaction including seating comfort and available legroom onboard, In-flight entertainment options (movies, music, etc.), quality and taste of the food service onboard, cleaning and maintaining of restroom facilities throughout the flight, information on any changes, processes or updates, available amenities (blankets, pillows, etc.) onboard, the friendliness and approachability of the flight attendants, and the arrival time of the flight is in line with the scheduled time, seating comfort and available legroom onboard

Table 11 indicates that the majority of respondents (77.2%) were highly satisfied with seating comfort and available legroom on flights and 18.3% of respondents were average satisfied. Conversely, only 4.4% of respondents were not satisfied seat conform and available legroom, Similarly, a study conducted by Park et al., (2020) revealed the same that seat comfort has a significant and positive relationship in satisfaction of passenger. The findings underscored the importance of comfortable seating and adequate legroom in enhancing overall passenger satisfaction. These findings are tabulated below;

Table 11

Seating Comfort and Available Legroom Onboard

Seating Comfort and Available Legroom	Frequency	Per cent
Poor	2	1.1
Below average	6	3.3
Average	33	18.3
Above average	33	18.3
Excellent	106	58.9
Total	180	100.0

In-Flight Entertainment Options (movies, music, etc.)

Table 12 indicates that most of respondents (60.6%) were highly satisfied with available and quality of in-flight entertainment options and 26.7% were satisfied with the variety and quality of movies, music, and other offerings. Additionally, 10.6% of respondents underscored varying preferences and flight durations. A study conducted by Fitantril (2017) indicated the same results that when airlines offer a wide range of amenities that meet passengers' needs and preferences in the flight leads to increased satisfaction levels both during the flight and at the

airports. Thus, the study concludes the importance of diverse and engaging entertainment options in improving the overall flight experience. These findings are tabulated below

Table 12

In-Flight Entertainment Options (movies, music, etc.)

In-Flight Entertainment Options	Frequency	Per cent
Not Applicable	4	2.2
Poor	7	3.9
Below average	12	6.7
Average	48	26.7
Above average	32	17.8
Excellent	77	42.8
Total	180	100.0

Quality and Taste of the Food Service Onboard

Table 13. Indicates that the quality and taste of food service on flights significantly impacted passenger satisfaction as evidenced by respondent (62.2) and 31.1 were averagely satisfied with both the quality and taste of the meals provided. Conversely, only 5.7% indicated relatively few instances of dissatisfaction. This line study conducted by Park et al. (2020) revealed the same that food and beverages affect rating of service as satisfier for passenger while inboard. Additionally, Wang and Zhou (2021) conducted a study and found that the factors of airline service are vital to passenger satisfaction. Their study indicated that passengers who perceived the food service as high-quality were more likely to have a satisfactory overall customer experience. They noted that airlines that focused on improving quality food and variety achieved higher levels of customer satisfaction. Thus, attention to the quality and taste of food service is essential for airlines aiming to enhance the passenger experience. These findings are tabulated below;

Table 13

Quality and Taste of the Food Service On Board

Quality and Taste of the Food Service	Frequency	Per cent
Poor	3	1.7
Below average	9	5.0
Average	56	31.1
Above average	44	24.4
Excellent	68	37.8
Total	180	100.0

Cleaning and Maintaining of Restroom Facilities Throughout the Flight

Table 14 indicates that most of the respondents (77.8%) were satisfied with cleanliness and maintenance of restroom facilities throughout flights and 15.6% indicated average satisfaction with the upkeep of restroom facilities. Conversely, 4.5% of respondents indicated minimal dissatisfaction with toilet cleanliness. Restuputri et al. (2022) conducted an explicit assessment of cabin comfort by evaluating 36 indicators, which revealed that passengers were satisfied with the ambiance of the cabin, seating service and personal in-flight entertainment but were not satisfied with food and beverage service. The study emphasizes the need for consistent cleaning standards and attention to detail throughout flights. Research conducted by Zhang and Wang (2021) also underlined the importance of cleanliness and maintenance as contributing factors to overall passenger comfort and satisfaction. Their study found that passengers were more satisfied with the state of restroom facilities with high standards of cleanliness. Thus, the study suggests that airlines should maintain consistent cleaning and upkeep of restroom facilities to meet passenger expectations and enhance their overall travel experience. These findings are tabulated below;

Table 14*Cleaning and Maintaining of Restroom Facilities Throughout the Flight*

Cleaning and Maintaining of Restroom Facilities	Frequency	Per cent
Not Applicable	4	2.2
Poor	1	.6
Below average	7	3.9
Average	28	15.6
Above average	55	30.6
Excellent	85	47.2
Total	180	100.0

Information on any Changes, Processes or Updates

Table 15. indicates majority of respondents (69.4) were satisfied with provision of timely and accurate information regarding changes, processes, or updates in the flight related to safety and emergency procedures, flight status updates health and safety protocols about the destination country, and 23.9% respondents were averagely satisfied the clarity and timeliness of communication. Only 4.5% indicated minimal dissatisfaction. Beshay (2023) conducted assessment of onboard service quality criteria for airlines in the MENA region revealed that there is positive relationship between higher cabin crew proficiency and better service emphasizing the importance of effective communication to inform passengers and keep passengers comfort throughout the journey. The study highlights the effective communication in enhancing passenger satisfaction throughout the journey experience. These findings are tabulated below;

Table 15*Information on any Changes, Processes or Updates*

Information on Changes, Processes or Updates	Frequency	Per cent
Not Applicable	4	2.2
Poor	3	1.7
Below average	5	2.8
Average	43	23.9
Above average	36	20.0
Excellent	89	49.4
Total	180	100.0

Available Amenities (blankets, pillows, etc.) Onboard

Table 16 indicates the majority of respondents (61.6%) were highly satisfied with availability and quality of amenities such as blankets and pillows and 23.3% respondents were average satisfied with available amenities in the flight. 8.9% of respondents were not satisfied with available amenities, in line with existing literature that when airlines offer a wide range of amenities that meet passengers' needs and preferences, it can lead to increased satisfaction levels both during the flight and at the airports. The quality of customer service provided by airline staff during the flight, including friendliness, responsiveness, and professionalism, plays a crucial role in shaping passenger satisfaction (Fitantril, 2017). Beshay (2023) highlighted that there comfort items such as pillows and blanket, and the availability of newspaper and magazines influence positively the experiences among passengers. Thus, this finding underlines the importance of providing a range of high-quality amenities to enhance overall passenger satisfaction. These findings are tabulated below;

Table 16*Available Amenities (blankets, pillows, etc.) Onboard*

Available Amenities	Frequency	Per cent
Not Applicable	11	6.1
Poor	12	6.7
Below average	4	2.2
Average	42	23.3
Above average	40	22.2
Excellent	71	39.4
Total	180	100.0

The Friendliness and Approachability of the Flight Attendants

Table 17 indicates majority of respondents (76.2%) were highly satisfied with the friendliness and approachability of flight attendants, and 18.3% of respondents were averagely satisfied with friendliness of flight attendants. Conversely, only 3.3% of respondents indicated rare dissatisfaction. Research conducted by Choi et al. (2020) indicated that passengers were satisfied with friendliness and approachability of the flight attendants like using of nonverbal communication cues and their physical attractiveness, thus, the study implies that the broader implications of nonverbal communication such as responsiveness and accessibility are equally considerable in the airline industry as they are key aspect of the in-flight experience. Additionally, Kim and Lee (2018), supports that emotional support, behavior and interpersonal skills of flight attendants are keys to improving a positive passenger experience. They underlined that friendly and approachable of flight attendants creates more enjoyable and stress-free flight, enhancing overall travel experience. The study suggests that nonverbal cues and accessibility are key aspects of the in-flight experience. These findings are tabulated below;

Table 17

The Friendliness and Approachability of the Flight Attendants

Flight Attendants' Friendliness & Approachability	Frequency	Per cent
Not Applicable	4	2.2
Below average	6	3.3
Average	33	18.3
Above average	46	25.6
Excellent	91	50.6
Total	180	100.0

The arrival time of the flight is in line with the scheduled time

Table 18 indicates that majority of respondents (72.2%) were positively affected by punctuality of flight arrivals in line with scheduled times, and 19.4 were averagely positively affected. Conversely, only 5.60% of respondents were negatively affected with flight arrivals accrued from delays. Masorgo et al. (2022) conducted survey in the airline industry indicated the same operational service failures such as arrival or departure delays have negative impact on customer satisfaction. Anderson and Fornell (2020) found that timely service delivery is a key factor of customer satisfaction in the travel sector. Their research indicated that punctuality not only affects immediate passenger experience but also influences overall perceptions of service quality; flight delays increase frustration and distract passenger from satisfaction. The study emphasizes the importance of maintaining schedule the impact of punctuality on the travel experience. These findings are tabulated below;

Table 18

The Arrival Time of the Flight is In Line with the Scheduled Time

Arrival Time of the Flight	Frequency	Per cent
Not Applicable	5	2.8
Poor	9	5.0
Below average	1	.6
Average	35	19.4
Above average	41	22.8
Excellent	89	49.4
Total	180	100.0

4.2.2 Effect of Post-Flight Service on the Passenger Experience at the Airport

Baggage Handling

Table 19 indicates that majority of respondents (63.3%) were positively satisfied with the efficient of baggage handling processes, and 25.6% were average satisfied with the service. Only 7.2% of respondents indicated occasional dissatisfaction with delays. The efficiency of baggage claim processes greatly influences passenger satisfaction issues such as delays, mishandled baggage or confusion in locating baggage carousels lead to passengers frustration, whereby quick and smooth baggage delivery enhances satisfaction levels (Nigel & Mwesumo, 2021). Singh (2023) argued that baggage delays frustrates passengers during arrival at the airport and he developed a hybrid heuristic algorithm to expedite arriving of baggage at Munich's Franz Josef Strauss Airport, their research demonstrated

noteworthy improvements in baggage handling process including a 38% reduction in baggage peaks at carousels and an 11% decrease in passenger waiting times. This research finding underlines the critical role of airlines to increase efficiency in baggage handling system to influence allover travel experience. These findings are tabulated below;

Table 19*Baggage Handling*

Baggage Handling	Frequency	Per cent
Not Applicable	7	3.9
Below average	13	7.2
Average	46	25.6
Above average	42	23.3
Excellent	72	40.0
Total	180	100.0

Receiving Belongings in Good Condition and Undamaged

Table 20 indicates that majority of respondents (62.3%) were satisfied with condition of belongings upon arrival and 35% of respondents were averagely satisfied. Conversely, only 1.7% of respondents indicated some instances of dissatisfaction with damage or handling issues. Similarly, Adeniran (2020) argues that the condition of personal belongings upon arrival significantly influenced passengers satisfaction, emphasizing the importance of ensuring items arrives undamaged for a positive travel experience. Rezaei et al (2020) conducted study which evaluated the perceived quality of baggage handling service and indicated that reliability in baggage handling was a key factor in passenger's satisfaction. Thus, the finding highlights the importance of careful handling and ensuring belongings arrived undamaged to enhance overall passenger satisfaction. These findings are tabulated below;

Table 20*Receiving Belongings Being In Good Condition and Undamaged*

Condition of Belongings when Received	Frequency	Per cent
Not Applicable	2	1.1
Below average	3	1.7
Average	63	35.0
Above average	39	21.7
Excellent	73	40.6
Total	180	100.0

Quick Resolution of Mishandled Baggage Incidents

Table 21 indicates that majority of respondents (78.3%) were positively affected by the way baggage, lost items, delays and damages were handled and 33.9% of respondents were averagely satisfied. Conversely, only 4.4% of respondents indicated minimal dissatisfaction with delays in resolving mishandled baggage incidents. Singh (2023), argues that unless the passenger journey promptly, expedient and seamless, lost items can negate those positive aspects, poor handling baggage can totally ruin the passengers experience regardless of how well the touch points of trip went, further suggests that effective baggage sorting and reduced personnel pressure through automation are crucial for minimizing mishandling and enhancing passengers satisfaction. The findings necessity the importance of responsive customer service and effective processes in handling mishaps to enhance overall passenger satisfaction. These findings are tabulated below;

Table 21*Quick Resolution of Mishandled Baggage Incidents*

Quick Resolution of Mishandled Baggage Incidents	Frequency	Per cent
Not Applicable	8	4.4
Poor	2	1.1
Below average	8	4.4
Average	61	33.9
Above average	21	11.7
Excellent	80	44.4
Total	180	100.0

V. CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

The comprehensive analysis of pre-flight, in-flight, and post-flight service dimensions reveals that there is significant overlap between airline and airport service, the study indicates that passenger satisfaction is only a segment of the journey rather involves holistic approach that integrates both airlines and airports service quality that affect passengers simultaneously, The findings underline the critical role of efficient pre-flight processes such as streamlined booking and ticketing, effective check-in procedures, and clear communication of flight updates in enhancing passenger satisfaction. Similarly, the in-flight experience highlights the importance of seating comfort, entertainment options, food quality, restroom cleanliness, and the demeanor of flight attendants that significantly contribute to overall travel experience. Moreover, seamless post-flight services, including baggage handling and customer interactions, were positively rated by a majority of respondents, emphasizing their influence on long-term passenger perceptions and loyalty. Given these findings, it is evident that airlines and airports need to collaborative more effectively to enhance the end-to-end travel experience, from booking to post-flight services. This could involve aligning loyalty programs, developing jointly coordination, offering integrated travel packages, and ensuring consistent service quality, this will aim not only to meet but exceed passenger expectations consistently to ensure enhanced airport experiences and sustained customer satisfaction

5.2 Recommendations

As the study shows that airlines service dimensions impact the passengers' satisfaction throughout the journey, the airports and airlines should invest more in advanced technologies such as Radio Frequency Identification (RFID) tagging or automated baggage handling systems to improve tracking accuracy and minimize mishandling incidents. Additionally, airlines should invest more in satellite-based WiFi systems that allow passengers to browse the internet, check emails, and access social media platforms while in flight. Aligning a ticket prices with the quality of onboard service to foster greater transparency, customer satisfaction, and operational efficiency, should also improve user friendly interface design and clarity of information to improve booking and ticketing system, Airline should also improve communication strategy to better inform passengers about available check-in options, aiming to increase usage rates and satisfaction levels, customer service training programs should be enhanced for staff working at check-in and flight attendants and a strong collaborative relationship between airlines and the airports.

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