



Service Standard And Affinity Of Passengers On Airline Services: Mediating Role Of Satisfaction With Betterment And Value For Money

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Abstract: The study intends to measure the mediating influence of passenger Satisfaction with Betterment of services, Value for Money towards Service Standard and airline affinity. The study is conducted with passengers traveling from Telangana. The study is conducted on 637 departing passengers from Hyderabad Airport in Telangana, as a sample. The sample respondents are identified using purposive sampling method. Causal research design is used for formulation of the study. Findings revealed that antecedents have direct and significant influence on Service Standard, Satisfaction with Betterment, Value for Money, and Affinity toward Airline. Furthermore, significant direct influence has been found between Service Standard and Satisfaction with Betterment; Satisfaction with Betterment and Affinity toward Airline, Service Standard and Value for Money; and Value for Money and Affinity toward Airline. Mediating influence confirms that Satisfaction with Betterment has partial mediation between Service Standard and Affinity toward Airline. Similarly, Value for Money has partial mediation between Service Standard and Affinity toward Airline.

Index Terms: Service Standard, Satisfaction with Betterment, Value for Money, Affinity, Passenger, Airline.

1. Introduction

The aviation sector is today characterised by a very competitive climate. At the same time, it also plays a significant role in the economy and as a crucial element of the business and tourism sector (Sandada and Matibiri, 2016). In a highly competitive business environment, an airline's ability to deliver high-quality service is essential to its survival and success. Superior service quality increases passenger happiness, which encourages passengers to endorse the business and plan future purchases (Leong et al., 2015). Delivering high-quality services allows an Airline to increase its prices to a larger extent, which could improve revenues. Value for money does not always result in a better customer experience. Previous experiences of passengers or their descriptions of the service are sufficient to judge its quality of service. On the other hand, providing quality service is necessary for passenger satisfaction (Jiang and Zhang, 2016). The effectiveness of these services affects passengers' satisfaction with the service. The practise of consumer sovereignty is fundamentally dependent on passenger affinity (Asma et al., 2018). Due to the rapidly changing aviation sector environment, passenger satisfaction has recently received significant attention from airline operators (Haryono et al., 2015).

Passenger satisfaction is also influenced by other contextual and individual elements, as well as the price and perceived value. These have relationships with the consumer, dependability, compassion, technology, dedication, or upholding confidentiality (Moslehpour et al., 2017). Additionally, such passengers are more tolerant to price increases since they value the advantages associated with the consumption or purchase of the service. When passengers are happy, they have little cause to complain, which means the airline needs to spend less money managing returns, handling complaints, and having service recovery measures (Kos Koklic et al., 2017). The ability to forecast future consumer behaviour and the zeal to uphold a connection, have positive conversations about the firm, and expand on current commercial relationships are all indicators of loyalty. A dedication to long-term relationship with an airline is loyalty. It is widely believed that in order to maintain passengers, loyalty must be linked to intention or disposition (Akpyomare et al., 2016). A determination of passenger satisfaction can be determined based on a particular service experience. Loyalty and satisfaction are not substitutes for one another. Passengers may be highly satisfied while remaining disloyal or disloyal while being highly satisfied (Archana and Subha, 2012).

2. Statement of the Problem

There is a considerable and favourable association between service quality, contentment with improvements, and value for money and passenger affinity. In this regard, the service quality dimensions play a crucial role in how passengers view both the Value for Money and the service quality offered by airline operators (Ali et al., 2021). The importance of understanding the requirements and expectations of passengers as a foundation for creating means to ensure loyal passengers cannot be underemphasised. Recognizing passenger demands and preferences is the first step in any airline service quality improvement initiatives. The service quality process and delivery should then be adjusted as required by the passengers. On the other hand, airlines should create practical plans to achieve their service commitment in keeping with the shifting preferences of their passengers (Trischler and Lohmann, 2018). In order to improve services provided along those dimensions, airlines should understand which factors are most crucial for passengers to consider when assessing the superiority of the services they obtain. They should also develop plans to address any gaps in their Service Standards (Prentice and Loureiro, 2017). As a result, the incapability of airlines to ensure effective services to consumers may not only harm their position, but may also have a negative impact on passengers' intents, leading to poor word-of-mouth, lack of affinity, and switching behaviour (Gambo, 2016).

3. Review of Literature

Service quality gaps can be defined as the divergence between pre-usage expectations and post-usage perceptions the service (Shah et al., 2014). It indicates that the service will be regarded as great if perception exceeds expectations. Similarly, a service is rated as good if perception matches expectation, and it is rated as terrible if it falls short of expectations (Rahim, 2016). The provision of excellent service quality is crucial for existence and attractiveness of airlines, which has increased interest in Service Standard and passenger affinities in the airline business (Farooq et al., 2018). These characteristics include the type of aircraft, standing in the industry, company philosophies, scope of services provided, and individual opinions of the level of quality conveyed by the airline companies (Saut and Song, 2022). Greater service quality is a key aspect in business achievement and functions as an order conqueror in the industry (Singh and Sushil, 2013). To set the company apart and obtain a competitive edge, quality services are necessary. It is anticipated that pleased passengers will want to repurchase the good or service, increasing brand loyalty and lowering the possibility of hearing complaints (Mahmud et al., 2013).

Passenger satisfaction and affinity is formed with flight services, food served, personnel behaviour, luggage and airport quality. On the other hand, refund of money, check-in process, and flight cancellation lead to dissatisfaction (Sulu et al., 2022). Service quality standard impact comparativeness and assist to retain passengers and market share for airlines. Superior services increase passenger loyalty towards the use of airline services (Hassan et al., 2020). The continuous improvement of quality assurance in accordance with passenger expectations and needs has become a strategic and operational management priority. Quality assurance has always been one of the top priorities for passenger airlines, playing a crucial role in ensuring a competitive advantage (Law et al., 2022). Passenger airline services are tangible goods aimed at passengers because they need to be there when the service is provided and because there are several points of interaction with them. Only when the service is really used can its quality be evaluated (Chung and Tan, 2022). With qualities including speed, efficiency, comfort, flexibility, and cost, as well as safety and security standards

that are more demanding among its consumer group, airlines attempt to differentiate themselves from others in a number of ways (Rat et al., 2022).

4. Objectives

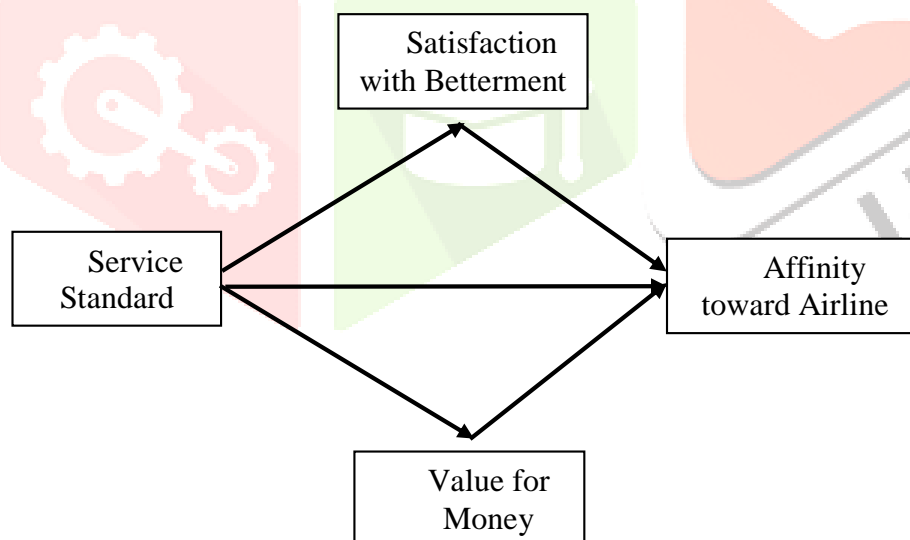
The present study originated with the subsequent objectives.

1. To assess the socio-economic profile of passengers availing airline services in Telangana.
2. To examine the influence of antecedents on Service Standard, Satisfaction with Betterment, Value for Money, and affinity towards airline services.
3. To scrutinize the mediating influence of Value for Money and Satisfaction with Betterment between Service Standard and affinity towards airline services.

5. Research Methodology

The study planned to measure the mediating influence of Value for Money and Satisfaction with Betterment towards Service Standard and airline affinity. The study is conducted with 637 passengers departing from Hyderabad, Telangana. The sample is identified with the use of purposive sampling technique. The sample selection is carried out by two basic principles of minimum two flights in the last six months, and travelling by two or more airlines. The study employed causal research design to analyse the influence of Service Standard, Value for Money, Satisfaction with Betterment on Affinity of passengers toward airline service. In order to analyse, the present work used structural equation modelling to examine the causal association amongst such research variables. Furthermore, the study attempted to measure the mediating role of Value for Money Satisfaction with Betterment between Service Standard and Affinity toward Airline. In this manner, the relevant conceptual framework is developed and it is illustrated in figure 1.

Figure – 1: Conceptual Framework



6. Results and Discussion

6.1. Analysis of Socio-Economic Profile of Passengers

The socio-economic profile of passengers is taken into consideration for analysis and it is described in table 1.

Table 1: Socio-Economic Profile of Passengers

Profile	Description	Incidence	%
Gender	Male	464	72.84
	Female	173	27.16
Age	Below 30 years	215	33.75
	30 – 50 years	269	42.23
	Above 50 years	153	24.02
Academic Qualification	School Education/ Diploma	157	24.65
	Under Graduate	372	58.40
	Post Graduate	108	16.95
Source of Income	Salaried	311	48.82
	Business/Profession	252	39.56
	Others	74	11.62
Monthly Income	Below Rs.50,000	136	21.35
	Rs.50,001 – 1,00,000	217	34.07
	Above Rs.1,00,000	284	44.58

Source: Primary Data

Table 1 shows that the socio-economic profile of passengers. Gender includes that 72.84% are male passengers and 27.16% are female passengers. Age displays that 33.75% of passengers are in below 30 years of age, 42.23% of passengers are in 30- 50 years of age, and 24.02% of passengers are in above 50 years of age. Academic qualification of passengers shows that 24.65% are in school or diploma education, 58.40% are in under graduation and 16.95% are in post-graduation. Source of income reveals that 48.82% are salaried, 39.56% are businessmen and 11.62% are engaged in other activities. Monthly income shows that below Rs.50,000 is the income to 21.35% of passengers, Rs.50,001 – 1,00,000 is to 34.07% of passengers and above Rs.1,00,000 is to 44.58% of passengers.

6.2. Effect of Antecedents on Research Variables

The observed and endogenous variables are described as follows: SS1, SS2, SS3, SS4, SS5, SWB1, SWB2, SWB3, SWB4, SWB5, VFM1, VFM2, VFM3, VFM4, VFM5, ATA1, ATA2, ATA3, and ATA4. The unobserved and endogenous variables are described as follows, Satisfaction with Betterment (SWB), Value for Money (VFM), and Affinity toward Airline (ATA). The unobserved and exogenous variables are described as follows, Service Standard (SS), and from e1 to e22.

The total variable count includes that total variables in the model is 45. Observed variables 19, unobserved variables 26, exogenous variables 23, and endogenous variables 22. The structural equation model is illustrated in figure 2. Furthermore, the results of path analysis are given in table 2.

Table 2: Path Analysis

Path		Estimate	S.E.	C.R.	p	
SS5	<---	Service Standard	1.000			
SS4	<---	Service Standard	1.095	.045	24.194	***
SS3	<---	Service Standard	1.163	.043	27.136	***
SS2	<---	Service Standard	1.195	.050	23.842	***
SS1	<---	Service Standard	1.080	.051	21.047	***
SWB1	<---	Satisfaction with Betterment	1.000			
SWB2	<---	Satisfaction with Betterment	1.051	.058	18.191	***
SWB3	<---	Satisfaction with Betterment	.979	.060	16.393	***
SWB4	<---	Satisfaction with Betterment	1.073	.060	17.828	***
SWB5	<---	Satisfaction with Betterment	1.097	.067	16.460	***
VFM5	<---	Value for Money	1.000			
VFM4	<---	Value for Money	1.006	.047	21.217	***
VFM3	<---	Value for Money	.911	.052	17.680	***
VFM2	<---	Value for Money	.935	.052	18.051	***
VFM1	<---	Value for Money	.884	.055	16.098	***
ATA1	<---	Affinity toward Airline	1.000			
ATA2	<---	Affinity toward Airline	1.038	.043	24.366	***
ATA3	<---	Affinity toward Airline	.967	.049	19.889	***
ATA4	<---	Affinity toward Airline	.931	.044	21.125	***
Satisfaction with Betterment	<---	Service Standard	.605	.046	13.204	***
Value for Money	<---	Service Standard	.749	.053	14.258	***
Affinity toward Airline	<---	Satisfaction with Betterment	.373	.058	6.424	***
Affinity toward Airline	<---	Value for Money	.246	.048	5.064	***
Affinity toward Airline	<---	Service Standard	.313	.064	4.888	***

Source: Primary Data

*** *p* significant at $p < 0.001$

Figure 2: Structural Model

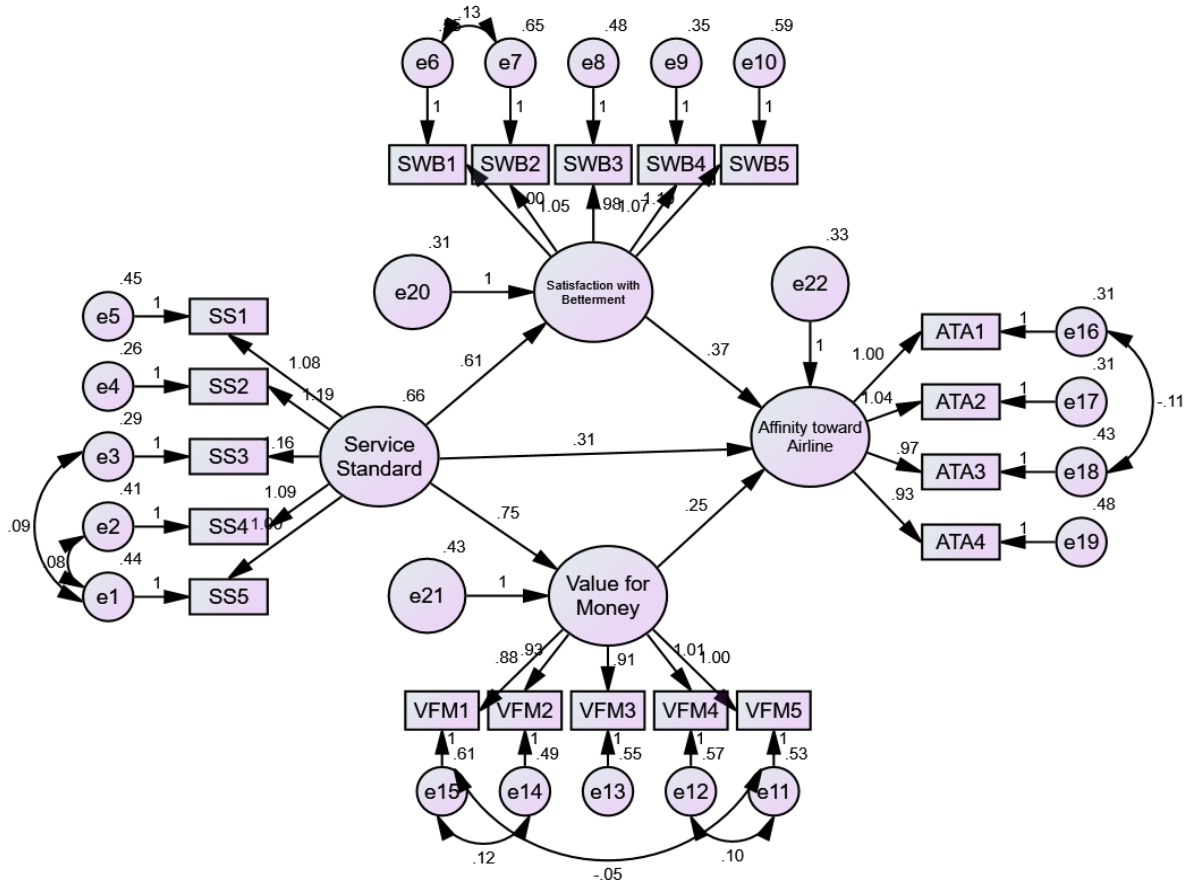


Table 3: Summary of Model Fit Indices

Model Fit Indices	Ascertained Values	Acceptable Level
CMIN/df	3.247	3 - 5
Goodness of Fit Index (GFI)	0.932	> 0.9
Adjusted Goodness of Fit Index (AGFI)	0.908	> 0.9
Comparative Fit Index (CFI)	0.959	> 0.9
Normed-Fit Index (NFI)	0.942	> 0.9
Relative Fit Index (RFI)	0.929	> 0.9
Incremental Fit Index (IFI)	0.959	> 0.9
Tucker-Lewis Index (TLI)	0.950	> 0.9
Root Mean Score Error of Approximation (RMSEA)	0.059	< 0.06

Source: Primary Data

Table 3 describes that the value of GFI is 0.932 and the AGFI is 0.908, indicating an adequately perfect fit. Similar to that the value of CFI is (0.932), NFI is (0.942), RFI is (0.929), IFI is (0.959), and TLI is (0.950), the values are having high fit. The RMSEA is 0.059 as well; a lower value denotes a better model. The cut-off value is safely below the CMIN/df value of 3.247. A better model fit is demonstrated by the Expected Cross Validation Index (ECVI) value of 0.872, which is within acceptable bounds.

Influence of Antecedents on Service Standard

The influence of antecedents on Service Standard is tested by proposing the below hypotheses.

H_{1.1}: Antecedents have an affirmative influence on Service Standard.

H_{0.1}: Antecedents do not have an affirmative influence on Service Standard.

Consequently, it is tested and it is provided in table 4.

Table 4: Influence on Service Standard

Path		Estimate	Std. Er.	C.R.	p	
SS5	<---	Service Standard	1.000			
SS4	<---	Service Standard	1.095	.045	24.194	***
SS3	<---	Service Standard	1.163	.043	27.136	***
SS2	<---	Service Standard	1.195	.050	23.842	***
SS1	<---	Service Standard	1.080	.051	21.047	***

Source: Primary Data

*** p significant at $p < 0.001$

Table 4 demonstrates that, assuming other factors are constant, the coefficient of Service Standard for SS5 is 1.000, for SS4 is 1.095, for SS3 is 1.163, for SS2 is 1.195 and for SS1 is 1.080. According to the positive values of the coefficient, there will be a 1-unit rise in Service Standard for every 1.000-unit rise in SS5, 1.095-unit rise in SS4, 1.163-unit rise in SS3, 1.195-unit rise in SS2, and 1.080-unit rise in SS1. The calculated p values for all pathways are significant at 0.1%, rejecting the null hypothesis ($H_{0.1}$). Consequently, antecedents have an affirmative influence on Service Standard.

Influence of Antecedents on Satisfaction with Betterment

The influence of antecedents on Satisfaction with Betterment is tested by proposing the below hypotheses.

$H_{1.2}$: Antecedents have an affirmative influence on Satisfaction with Betterment.

$H_{0.2}$: Antecedents do not have an affirmative influence on Satisfaction with Betterment.

Consequently, it is tested and it is provided in table 5.

Table 5: Influence on Satisfaction with Betterment

Path		Estimate	Std. Er.	C.R.	p	
SWB1	<---	Satisfaction with Betterment	1.000			
SWB2	<---	Satisfaction with Betterment	1.051	.058	18.191	***
SWB3	<---	Satisfaction with Betterment	.979	.060	16.393	***
SWB4	<---	Satisfaction with Betterment	1.073	.060	17.828	***
SWB5	<---	Satisfaction with Betterment	1.097	.067	16.460	***

Source: Primary Data

*** p significant at $p < 0.001$

Table 5 demonstrates that, assuming other factors are constant, the coefficient of Satisfaction with Betterment for SWB1 is 1.000, for SWB2 is 1.051, for SWB3 is 0.979, for SWB4 is 1.073 and for SWB5 is 1.097. According to the positive values of the coefficient, there will be a 1-unit rise in Satisfaction with Betterment for every 1.000-unit rise in SWB1, 1.051-unit rise in SWB2, 0.979-unit rise in SWB3, 1.073-unit rise in SWB4, and 1.097-unit rise in SWB5. The calculated p values for all pathways are significant at 0.1%, rejecting the null hypothesis ($H_{0.2}$). Consequently, antecedents have an affirmative influence on Satisfaction with Betterment.

Influence of Antecedents on Value for Money

The influence of antecedents on Value for Money is tested by proposing the below hypotheses.

H_{1.3}: Antecedents have an affirmative influence on Value for Money.

H_{0.3}: Antecedents do not have an affirmative influence on Value for Money.

Consequently, it is tested and it is provided in table 6.

Table 6: Influence on Value for Money

Path		Estimate	Std. Er.	C.R.	p	
VFM5	<---	Value for Money	1.000			
VFM4	<---	Value for Money	1.006	.047	21.217	***
VFM3	<---	Value for Money	.911	.052	17.680	***
VFM2	<---	Value for Money	.935	.052	18.051	***
VFM1	<---	Value for Money	.884	.055	16.098	***

Source: Primary Data

*** *p* significant at $p < 0.001$

Table 6 demonstrates that, assuming other factors are constant, the coefficient of Value for Money for VFM5 is 1.000, for VFM4 is 1.006, for VFM3 is 0.911, for VFM2 is 0.935 and for VFM1 is 0.884. According to the positive values of the coefficient, there will be a 1-unit rise in Value for Money for every 1.000-unit rise in VFM5, 1.006-unit rise in VFM4, 0.911-unit rise in VFM3, 0.935-unit rise in VFM2, and 0.884-unit rise in VFM1. The calculated *p* values for all pathways are significant at 0.1%, rejecting the null hypothesis (H_{0.3}). Consequently, antecedents have an affirmative influence on Value for Money.

Influence of Antecedents on Affinity toward Airline

The influence of antecedents on Affinity toward Airline is tested by proposing the below hypotheses.

H_{1.4}: Antecedents have an affirmative influence on Affinity toward Airline.

H_{0.4}: Antecedents do not have an affirmative influence on Affinity toward Airline.

Consequently, it is tested and it is provided in table 7.

Table 7: Influence on Affinity toward Airline

Path		Estimate	Std. Er.	C.R.	p	
ATA1	<---	Affinity toward Airline	1.000			
ATA2	<---	Affinity toward Airline	1.038	.043	24.366	***
ATA3	<---	Affinity toward Airline	.967	.049	19.889	***
ATA4	<---	Affinity toward Airline	.931	.044	21.125	***

Source: Primary Data

*** *p* significant at $p < 0.001$

Table 7 demonstrates that, assuming other factors are constant, the coefficient of Affinity toward Airline for ATA1 is 1.000, for ATA2 is 1.038, for ATA3 is 0.967 and for ATA4 is 0.931. According to the positive values of the coefficient, there will be a 1-unit rise in Affinity toward Airline for every 1.000-unit rise in ATA1, 1.038-unit rise in ATA2, 0.967-unit rise in ATA3, and 0.931-unit rise in ATA4. The calculated *p* values for all pathways are significant at 0.1%, rejecting the null hypothesis (H_{0.4}). Consequently, antecedents have an affirmative influence on Affinity toward Airline.

Influence of Service Standard on Service with Betterment

The influence of Service Standard on service with betterment is analysed by proposing the below hypotheses.

H_{1.5}: Service standard has a positive influence on service with betterment.

H_{0.5}: Service standard do not have an affirmative influence on service with betterment.

Accordingly, it is analysed and results are furnished in table 8.

Table 8: Influence of Service Standard on Service with Betterment

Path		Estimate	Std. Er.	C.R.	p	
Satisfaction with Betterment	<-- -	Service Standard	.605	.046	13.204	***

Source: Primary Data

*** *p* significant at $p < 0.001$

Table 8 demonstrates that the coefficient of Service Standard being 0.605 for service with betterment. The positive values of coefficient entail that for each 0.605-unit rise in Service Standard leads to rise 1-unit in service with betterment. The calculated p-value is significant at 0.1%, rejecting the null hypothesis (H_{0.5}). Consequently, Service Standard has a positive influence on service with betterment.

Influence of Service Standard on Value for Money

The influence of Service Standard on Value for Money is analysed by proposing the below hypotheses.

H_{1.6}: Service standard has a positive influence on Value for Money.

H_{0.6}: Service standard do not have an affirmative influence on Value for Money.

Accordingly, it is analysed and results are furnished in table 9.

Table 9: Influence of Service Standard on Value for Money

Path		Estimate	Std. Er.	C.R.	p	
Value for Money	<-- -	Service Standard	.749	.053	14.258	***

Source: Primary Data

*** *p* significant at $p < 0.001$

Table 9 demonstrates that the coefficient of Service Standard being 0.749 for Value for Money. The positive values of coefficient entail that for each 0.749-unit rise in Service Standard leads to rise 1-unit in Value for Money. The calculated p-value is significant at 0.1%, rejecting the null hypothesis (H_{0.6}). Consequently, Service Standard has a positive influence on Value for Money.

Influence of SS, VFM and SWB on ATA

The influence of Service Standard, Value for Money and service with betterment on Affinity toward Airline is analysed by proposing the below hypotheses.

H_{1.7}: SS, VFM and SWB have an affirmative influence on Affinity toward Airline.

H_{0.7}: SS, VFM and SWB do not have an affirmative influence on Affinity toward Airline.

Accordingly, it is analysed and results are furnished in table 10.

Table 10: Influence on SS, VFM and SWB on ATA

Path		Estimate	Std. Er.	C.R.	p	
Affinity toward Airline	<- --	Service with betterment	.427	.055	7.725	***
Affinity toward Airline	<- --	Service Standard	.306	.052	5.897	***
Affinity toward Airline	<- --	Value for Money	.219	.053	4.089	***
Affinity toward Airline	<---	Satisfaction with Betterment	.373	.058	6.424	***
Affinity toward Airline	<---	Service Standard	.313	.064	4.888	***
Affinity toward Airline	<---	Value for Money	.246	.048	5.064	***

Source: Primary Data

*** p significant at $p < 0.001$

Table 10 demonstrates that the coefficient of service with betterment being 0.373, Service Standard being 0.313 and Value for Money being 0.246 for Affinity toward Airline. The positive values of coefficient entail that for each 0.373-unit rise in service with betterment; for each 0.313-unit rise in Service Standard; and for each 0.246-unit rise in Value for Money lead to rise 1-unit in Affinity toward Airline. The calculated p-values are significant at 0.1%, rejecting the null hypothesis ($H_{0.7}$). Consequently, SS, VFM and SWB have an affirmative influence on Affinity toward Airline.

Mediating Influence of Service with Betterment

The mediating influence of service with betterment between Service Standard and Affinity toward Airline is analysed by proposing the below hypotheses.

$H_{1.8}$: Service with betterment mediates between Service Standard and Affinity toward Airline.

$H_{0.8}$: Service with betterment do not mediate between Service Standard and Affinity toward Airline.

Accordingly, it is analysed and results are furnished in table 11.

Table 11: Mediating Influence of Service with Betterment

Nature	Path		Estimate	Std. Er.	p
Indirect path A	SS	<--- SWB	.611	.052	***
Indirect path B	SWB	<--- ATA	.372	.055	***
Direct	SS	<--- ATA	.313	.064	***

Source: Primary Data

*** p significant at $p < 0.001$

Table 11 demonstrates that the direct influence of Service Standard and Affinity toward Airline is 0.313. The indirect influence between Service Standard and service with betterment is 0.611; and between service with betterment and Affinity toward Airline is 0.372. Therefore, the observed indirect influence is 0.227292 and total influence is 0.540292. The variance accounted for value is 0.4207. It is greater than 0.2, hence, it denotes that there is partial mediation. The null hypothesis ($H_{0.8}$) is not supported. Therefore, service with betterment mediates between Service Standard and Affinity toward Airline.

Mediating Influence of Value for Money

The mediating influence of Value for Money between Service Standard and Affinity toward Airline is analysed by proposing the below hypotheses.

$H_{1.9}$: Value for money mediates between Service Standard and Affinity toward Airline.

$H_{0.9}$: Value for money do not mediate between Service Standard and Affinity toward Airline.

Accordingly, it is analysed and results are furnished in table 12.

Table 12: Mediating Influence of Value for Money

Nature	Path			Estimate	Std. Er.	p
Indirect path A	SS	<---	VFM	.747	.048	***
Indirect path B	VFM	<---	ATA	.249	.053	***
Direct	SS	<---	ATA	.313	.064	***

Source: Primary Data

*** p significant at $p < 0.001$

Table 12 demonstrates that the direct influence of Service Standard and Affinity toward Airline is 0.306. The indirect influence between Service Standard and Value for Money is 0.747; and between Value for Money and Affinity toward Airline is 0.249. Therefore, the observed indirect influence is 0.186003 and total influence is 0.499003. The variance accounted for value is 0.3727. It is greater than 0.2, hence, it denotes that there is partial mediation. The null hypothesis ($H_{0.9}$) is not supported. Therefore, Value for Money mediates between Service Standard and Affinity toward Airline.

7. Conclusion

Passengers across different socioeconomic backgrounds frequently use airlines for their travel needs. As a result, the exploration of the relationship between Service Standard, Satisfaction with Betterment, Value for Money on influencing Affinity toward Airline services is important.

The results indicated that antecedents have direct and significant influence on Service Standard, Satisfaction with Betterment, Value for Money, and Affinity toward Airline. Furthermore, a significant direct influence has been found between Service Standard and Satisfaction with Betterment. Satisfaction with betterment has a direct influence on Affinity toward Airline.

Similarly, Service Standard has a significant direct effect on Value for Money. Value for Money has a significant direct influence on Affinity toward Airline. Satisfaction with betterment has a partial mediation between Service Standard and Affinity toward Airline. Moreover, and Value for Money has a partial mediation between Service Standard and Affinity toward Airline.

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