Examining the Loyalty from the Air Passengers’ Perception

The Moderating Effects of Brand Image

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ABSTRACT

This study investigates how service quality and satisfaction determine air passengers’ attitude loyalty and behavioral loyalty and also test the brand image of moderating effects between the relationships service quality, satisfaction, attitude loyalty, and behavior loyalty simultaneously. A structural equation modeling (SEM) approach was employed to analyze the impact of service quality and satisfaction on attitude loyalty and behavior loyalty from an air passenger’s perspective. Results indicated that service quality positively influenced satisfaction and attitude loyalty and satisfaction had a positive effect on behavior loyalty, respectively. The attitude loyalty positively influenced behavior loyalty. Brand image is found to have a moderating effect, and utilizing it in the management of passengers is shown to enhance customers’ loyalty. Theoretical and practical implications of the findings for firms providing home delivery services are discussed.

Keywords: Service quality, satisfaction, Attitude loyalty, Behavior loyalty

Brand image, Moderating effect