



Services innovation impact to customer satisfaction and customer value enhancement in airport[☆]



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ABSTRACT

Public transportation service is a crucial issue in every country; especially air transportation. It requires convenient, fast, comfortable, and reliable service from air companies. This research paper aims to create an evaluation model for service innovation impact, customer satisfaction and customer value enhancement in an airport. This paper uses means-end theory to investigate service innovation factors and examines influence to the relationship between customer satisfaction and customer value. 300 samples of data were collected through online survey and questionnaire within two months periods. The result shows that customer value was influenced by customer satisfaction and service innovation. This study conducted analysis on innovative services such as self-check-in kiosk, X-ray, social media communication, and micro-hotels in an airport. Result indicates all four services revealed a positive moderation effect. The security check was the most important evaluation factor in an airport service.

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1. Introduction

Air transport plays an important role in moving people and/or the transportation of products from one location to another, whether domestic or international travel. Additionally, air transport can be crucial when the origin and final destination are separated by difficult landscape. A country's economy gains large amount of incomparable benefits from airport industry. The airport and air transport promote an improved quality of life and help improve living standards. The most important contribution of the air transport industry is its impact on business growth in the global and national economy.

The worldwide market for airport services exceeded \$102 billion in 2012, as recorded 3% annual growth during four preceding years according to market line reports. Market volume increases almost 2% over the same four-year period. Entry and exit costs are high in this market, and at the national level, only a few large companies dominate and concentrate to the airport industry. According to the

Xerfi report, the United States of America leads the global airport industry with the highest number of airports. Most airports in the world are located in European countries, North America and Asia [7]. According to the World Factbook [8], there are a total of 43,794 airports in the world. The top 10 airports by passenger volume are stated in Table 1:

The air transport industry efficiently improves the economic activity of other businesses that enables a catalyst for world trade; positively influencing domestic and international tourism, and contributes to global productivity. Moreover, it increases the efficiency of the supply chain, facilitates access to international and domestic markets and investments, and stimulates innovation by providing consumer welfare benefits.

Many scholars highlight customer value and its management, which is the next source of competitive advantage for modern companies [1–3]. In accordance to, this paper focuses on the following research questions (1) what are the most influential factors to gain customer satisfaction? (2) what is the relationship between customer satisfaction and customer value? (3) what is the moderating effect of service innovation impact to enhance customer value?

Highlighting the customer perception in the airport industry provides competitive advantages for airports to increase service innovation. Zeithaml [4] stated that the means-end model and synthesis of evidence examine consumer perceptions of price quality and value. This paper uses means-end theory to investigate

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Table 1
TOP 10 airport by passenger volume.

Airports	Passengers
1. Atlanta (ATL)	95,672,104
2. Beijing (PEK)	81,908,740
3. London (LHR)	70,051,902
4. Tokyo (HND)	67,824,747
5. Chicago (ORD)	67,124,607
6. Los Angeles (LAX)	63,849,335
7. Paris (GDG)	61,478,475
8. Dallas/Fort Worth (DFW)	58,887,570
9. Dubai (DXB)	58,392,171
10. Jakarta (CGK)	57,839,056

Source: The World Factbook [8].

suitable products and services innovation to achieve the customer satisfaction and customer value at the airport. According to the definition given by Van Der Haart, Kemp, & Omta [5], the customer value concept assesses the value of a product or service, which is offered to a customer while taking its tangible and intangible features into account. Every airport management requires understanding the nature of customer satisfaction and customer value to improve the quality of service at the airports, which as “what is received and what is sacrificed by a customer” [6].

A survey-based quantitative research method was used to collect data. A total of 300 passengers were involved in the survey, who received served in different airports. This study explores the relationship between certain factors (airport accessibility, the security check and terminal facilities), customer satisfaction and the effect or influence of moderating variable, service innovation, on the relationship between customer satisfaction and customer value. The structural equation model (SEM) was employed to analyze relationships between variables and examine the hypothesis testing.

This article has the following structure. Section 2 provides the theoretical background for support of this research. Section 3 describes the research method and process. Section 4 presents data analysis and discussion. Section 5 concludes and offers recommendations for future research.

2. Theoretical background

Scholars dig deeper into the essence of customer-focus, so that the obvious questions have emerged as follows: What do we need to address to increase the number of customers at the airport [7]? and, How can we win customers in the competitive business environment [3]? These questions lead to discussion, which results in the concepts of customer satisfaction and value. Yet, its versatility and diverse interpretations to this day remains a relatively fragmented topic in management and marketing literatures of airport services. An airport must increase its customers' trust through a few distinctive issues, which are airport accessibility, the security check, and terminal facilities both for arrival and departure terminals that reflect customer satisfaction and customer value [10–13]. Moreover, investigation effects of service innovation concerning suitable products/services at the airport is useful for customer experience. It is based on a key paper “innovation as the core competency of a service organization [13]”. These innovation events include services of self-check-in kiosk, X-ray, social media communication, and micro-hotels.

2.1. Airport accessibility

Accessibility refers to the ease of reaching goods, services, activities and destinations, which together are called opportunities.

Opportunities can be defined as the potential for interaction and exchange. Accessibility can be defined in terms of potential or in terms of activity (opportunities that are reached). Even people who don't currently use a particular form of access to the airport may value having it available for possible future use (called option value). Access is the goal of the most transport activities, except the small portion of travel for which mobility is an end in itself (e.g., jogging, cruising, leisure train rides). Airport accessibility (AA) in this paper will be discussed as how passengers rate the ease of leaving a terminal and dropping off passengers in front of a terminal; overall parking; the direction of traffic flow on airport grounds and the attractiveness of airport grounds [9].

Airport terminals sometimes have difficult or complicated access by public transit, particularly for people carrying heavy loads, people with children, or even people with disabilities. Also, it is often difficult to obtain accurate information on alternative modes for access. However, different countries have different regulations on transport accessibility. Some countries have their own regulations or norms to encourage disabled people to access particular destinations easily. Due to this difference, accessibility of the building by disabled travelers varies.

Airport accessibility can include phone numbers, e-addresses, bus service, inter-terminal buses, car rentals/courtesy vehicles, taxicabs/shuttle services, airport parking, elevators in terminals so on. Within the airport itself, disabled travelers should have ease of access between check-in counters, the security check points and the boarding terminals. This is usually accommodated through lift and ramp access.

2.2. Security check

Gkritza et al. [10] point out that an airport security check (SC) refers to techniques and methods used in protecting passengers, staff and the aircraft from accidental or malicious harm, crime and other threats. Every day, large numbers of people pass through airports that may cause them to be potential targets for terrorism and other forms of crime just because of the number of people gathered in a particular location. Similarly, the high concentration of people in a large airline may cause a potential high death rate because of attacks on the aircraft, and/or hijack of an airplane. A lethal weapon may provide the means for terrorism, regardless of whether or not they succeed, due to the documentation of their high profile following various attacks and attempts around the globe. Airport security can be evaluated by passengers and how they rate the amount of time required for a security check, the professionalism of a security staff, and confidence in the security process to make the passengers feel safe.

Airport security attempts to prevent any threats or potential dangers from arising or entering the country through the airport. If airport security screening is high, then chances of any dangerous situations, illegal items or threats entering into an aircraft, an airport and country are greatly reduced. Therefore, airport security serves several purposes: to protect the airport and country from any threatening events, and to reassure the safety of all traveling people.

Despite these fact, passengers may still find it hard to accept delays at the airport security screening checkpoints. There still remains a clear correlation between customer satisfaction, wait times and perceived quality in security [10]. Passenger satisfaction reports were reviewed to identify the crucial issues that passengers consider when determining whether their service experience by the airport was satisfactory. The sources of passenger satisfaction data are airline and airport passenger opinions based on the World Airport Awards and the North America Airport Satisfaction Study. “Queues at curbside, check in, and security” are common issues that

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