Exploring Factors Affecting Passenger Intention For Repurchasing Airline Service

By ███████████████████

ABSTRACT

This study explores the factors influence the customer repurchase intention with airline service. In this study, it will identify the factor influence repurchase intention and provide the recommendation for airline to increase its competition in airline industry. It use the qualitative and quantitative research method in this study. The survey and in-depth interview are used to obtain the data. For the analysis techniques, it use the SPSS software to do the exploratory factor analysis, T-test, One way ANOVA test and AMOS. The repurchase intention with airline service is influence by the service quality, switching cost, media influence and social influence. The AMOS find that the relationships between those factors and the repurchase intention in airline service but not significant influence. These findings and related analysis have the implications for airline companies to increase its competition in airline industry. The triangulated result is used in this study to increase the validity, reliability and generalizability. For the recommendation of this study, the continued improvement is essential for airline to increase service quality. The Frequent program is the important switching barrier for the customer. Internet is the most influence tools in media and well service quality bring the positive Word of Mouth for the airline.

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<p style="text-align:center">Chapter One</p>

1 Title

In this study, the title is 'Exploring factors affecting passenger intention for repurchasing airline service'.

2 Introduction

2.1 Background information

2.1.1 The trend of airline industry

It caused the airlines to move from sales-oriented marketing to consumer-oriented marking since the airline persuading the passenger buy the new service. The service is to focus more onthe needs and expectations of consumers. Consumers will repurchase airline service after service is meets their expectations. The airline has a need to find out who is using airline services, reason of using air services, consumers want and like. The market research and analysis that the airline can afford to do .In addition, airlines will need to add a new product or service for the different types of tests and surveys to found that what consumers really want (Wensveen 2008).

2.1.2 Hyper-competitive in airline industry

In addition, the competition of the airlines is tight competition in the airline industry. The low-cost carriers have entered the market in recently. Before the low-cost carriers enter the market, the competition between airlines was based on price, frequency and less for focus on what customer expectation on the service attributes. The competition of the airlines is more increased after the low-cost carriers. The low-cost carriers are offer lower prices for the consumer to use the service. It often operates the short distance flights for the consumer. Based on the price's competition, the low-cost carriers have the advantage in the airline industry. The low cost carriers use the low cost fare to absorb the air passenger to use their service. The figure 1 has shown the capacity share of low cost carriers had continued growth in every year. It reflects the air passengers are willing to use the low cost carriers and repurchase the low cost carrier service.
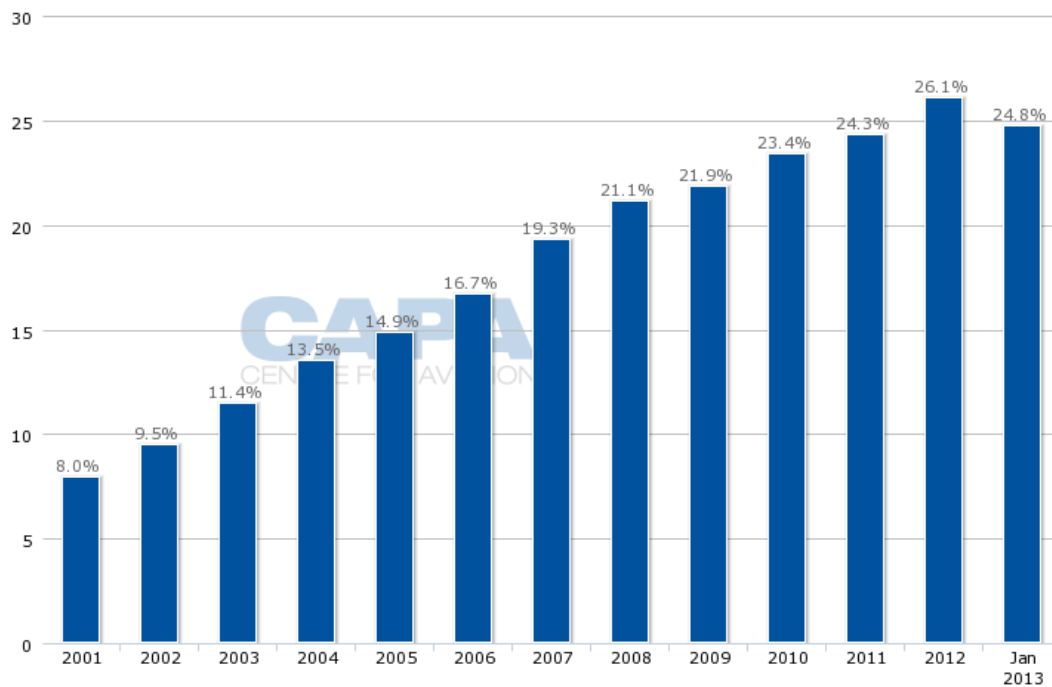
Figure-1 Market share of low cost carriers (CAPA n.d.)

2.2 Problem Statement

The airline industry has tight competition after the low cost carriers entered. For the full service carrier to attract the passenger repurchase intention, Lee &Luengo-Prado (2004:378) state that full service carriers can differentiate themselves from low-cost carriers by offering a number of service characteristics typically unavailable from low-cost carriers. Recently, the low cost carriers continue to improve their service and similar with the full service carrier. The Air Asia detrudes a new type of fare "AirAsia X Premium FlatBed", establish a Quiet Zone in the flight and detrudes a loyalty programed. The new product and service will increase the air passenger's repurchase intention and the interest with the low cost carrier more than full service carriers. The Air Asia has increase the opportunity of the passenger repurchases after increase the new service. Hence, the full service carriers need to differentiate their service to affect the existing customer to continue use their service. It needs to make the improvement for the full service carriers to increase the competitive

2.3 Overall aim

The aim of the study is to understand the reason of air passengers repurchase intentionand how the airline to make improvement.

2.4 Research Question

As the background mentioned before, the trend of airline industry is hyper-competitive and focus more on the needs and expectations of consumers. For the airline, it needs understand customer selection repurchase behavior.

The research question following:

I.   What are the factors and important factors affect the customer selection repurchase intention with airline service?

II. Why the factors are important?

2.5 Research objective

There are four objectives in this paper. Firstly, it will identify the factors which are affecting the passenger's repurchase intention for the airline service such as price, service quality and image. To achieve the first objective, this study will identify the factors through the literature review. The literature review will review the airline industry and other industry to explore the factors influence the customer's repurchase intention in different industry. After the literature, it will identify the factor which is influence repurchase intention in airline industry through the research and data analysis.

Secondly, identify the factors which are the most important to affect the passengers produce the repurchase intention with the airline. Through the data analysis, it can identify the identify the factors which are the most important to affect the passengers produce the repurchase intention with the airline

Thirdly, find out the reason of the factors are important to affect the repurchase intention. In this study, it will research the important factor influence the repurchase intention with the airline service and why the factor is important for repurchase intention. Do the questionnaire and personal in-depth interview can obtain the view of airline customer to explore factors and why the factors are important.

Lastly, suggest the way to make improvement for the airline. After the data result, it will make the suggestion for the airline to increase its competition in the airline industry.

2.6 Why doing this study

The competition in airline industry is keen. To improve the profit and competitive in the industry, airline needs to understand the passenger's need and perception. The satisfied passenger will produce repurchase intention with the airline. Repurchase can bring the profit with the airline. The study is identifying the passenger's perception through the research. Moreover it will suggest the improvement way for airline to increase the competitive in the airline industry. Hence, the study is essential.

2.7 Who will benefit

The finding of this study would help the airline for comprehend factors which are affect passenger's repurchase intention. The airline can construct appropriate strategies to retain the existing customer. The appropriate strategies can be meet the air passenger's satisfaction and construct the loyalty with the airline. The air passenger will repurchase the service after they are satisfied with the service provided by airline. The airline can be increase the competitive in the airline industry and expand its market share.

Chapter Two

Literature review

1. What is repurchase intention

Hellier et al. (2003) views repurchase intention is the person will buying the service from the same company again.

Chao et al. (2011) views "the intention is considered the best immediate factor in the relationship between attitude and behavior, and is appropriate to test consumers' behavior."

2. The theory of planned behavior

Ajzen (2005:117) views "the theory of planned behavior is based on the assumption that human beings usually behave in a sensible manner; that they take account of available information and implicitly or explicitly consider the implications of their actions". There are three basic determinants: attitude, subjective norm and perceived behavioral control.

Attitude

"Each behavioral belief links the behavior to a certain outcome, or to some other attribute such as the cost incurred by performing the behavior. The attitude toward the behavior is determined by the person's evaluation of the outcomes associated with the behavior and by the strength of these associations."(Ajzen2005:123). To relate with customer repurchase intention, the utility of the outcome is the factor of the person's evaluation.

Subjective norm

Subject norm is "the person's perception of social pressure to perform or not perform the behavior under consideration. Since it deals with perceived normative prescriptions, this factor is termed subjective norm" (Ajzen2005:118). He uses the student study in school for example.Students were generally motivated to comply and completing the school year by its social circle(Family, teachers, classmates) strongly in support (Ajzen2005:130).To relate in repurchase intention, the customer repurchase intention can be influence by family and friends.

The perceived behavioral control

The perceived behavioral control refers to 'the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles'(Ajzen 2005:111).
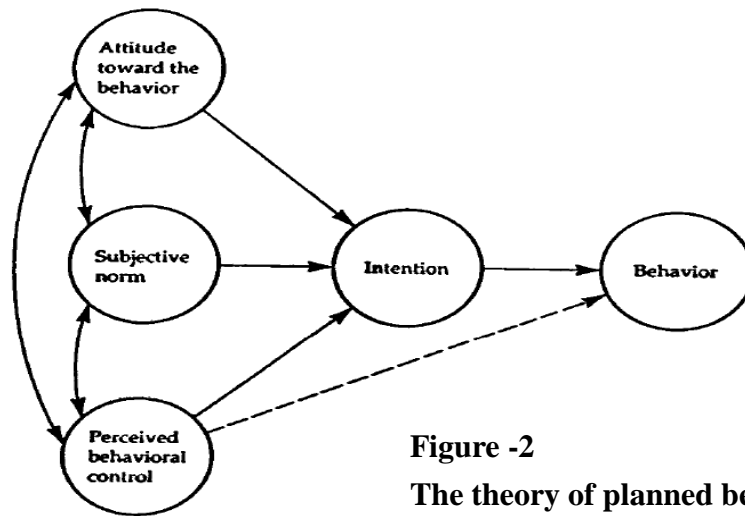
Figure -2
The theory of planned behavior
(Ajzen 2005:118)

3. The Black box model

The Black box model views the behavior of the consumer as a process of responding to stimuli. The model is comparing the transformation process that converts stimulus into a response with the consumer's mind. Sales personnel, advertising and the opinions of family and friends is to stimulate and become the input of the black box which is producing the response. The processing of the input is highly influenced by the need, perception, motivation, learning, personality and attitude. For the output of the black box, Consumers decide to purchase or not, or to gain more information (Sahaf 2008:96).
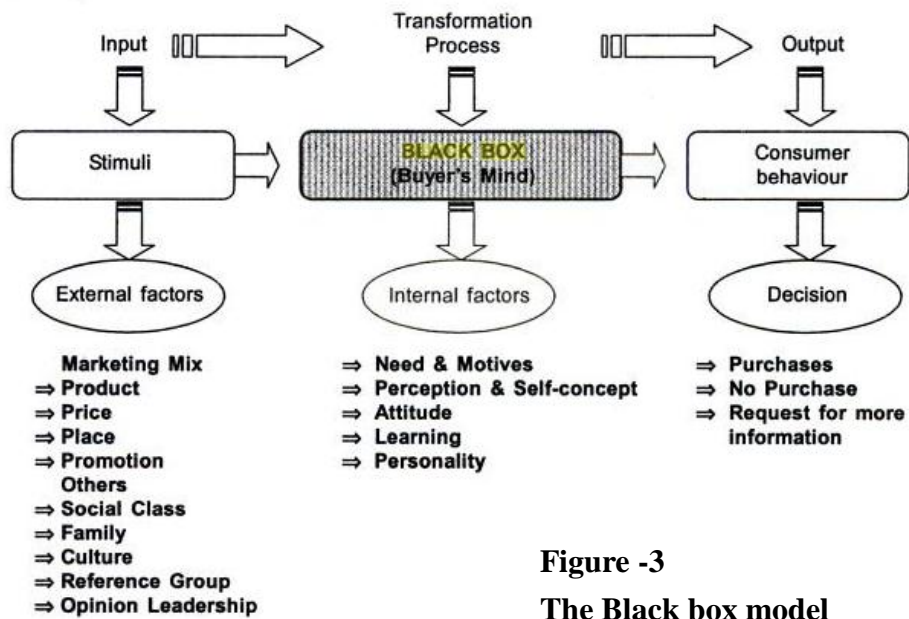
Figure -3
The Black box model
(Sahaf 2008:96)

4. Social Cognitive theory

Social cognitive theory is examine the determinants and mechanisms of such effects. "Social cognitive theory explains psychosocial functioning in terms of triadic reciprocal causation. In this transactional view of self and society, personal factors in the form of cognitive, affective, and biological events, behavioral patterns, and environmental events all operate as interacting determinants that influence each other" (Bandura 2001:266). The personal determinants can be biology, knowledge or mood (Lefrancois 2012:336).
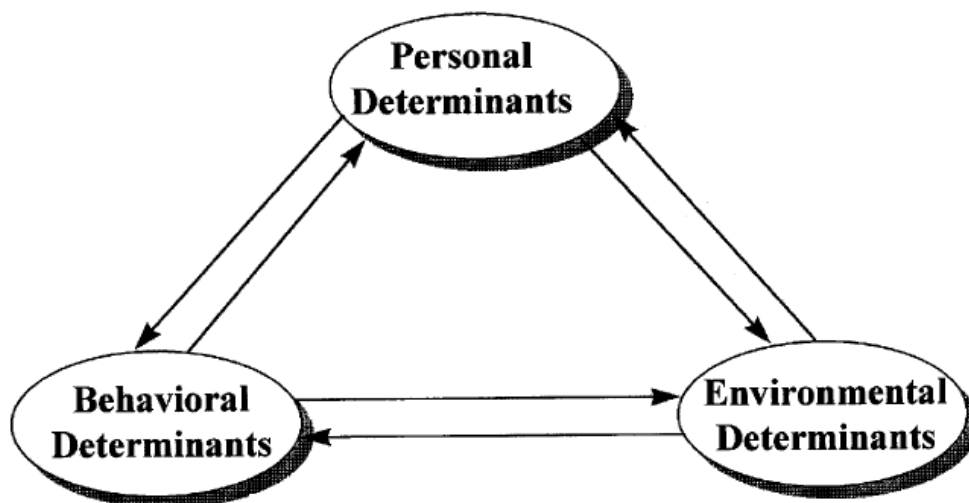
Figure -4
The Social cognitive model
(Bandura 2001:266)

5. Factors affect passenger's repurchase intention

There is some research study about the passenger's repurchase intention with the airline in different country. Most of the researcher is identify the important service attribute to affect the passenger to choose or repurchase the airline service in their research study.

5.1. Service quality

In 2005, Jin-Woo Park etal had done the research study about the air passenger's behavioural intention from the Australia international air passengers. It investigated the relationship between airline service quality, airline image and the passenger behavioural intention. In the study, it divided into three part of the service quality: Reliability and customer service, Convenience and accessibility, Inflight service. They are found the level of each part of service quality which affects the passenger's behavioural intention and the airline image through the data analysis. As the result of the study, they find that the relationship between the dimension of convenience and accessibility, the dimension of inflight service, airline image and the passenger behavioral intention are significant. The study has stated that those variables are directly or indirectly affect the passenger's repurchase intention and word of mouth. Failure to provide quality service is damage the airline image and affects the passenger cause the negative behavioural intention. The study had suggested the airline develop the strategies to guarantee the airline's service quality to the passenger. Service quality affects long-term attitude and this attitude affects their intentions to purchase from that organization (Taylor and Cronin, 1994). Those factor from Jin-Woo Park etal study finding are the service quality's factor and affect the passenger's attitude and intentions to purchase. Hence, the measurement item from Park will use in the study.

5.2. Switching cost

Parawee Kitchathron had done the study of the factor influencing customer repurchase intention in low cost airline in Thailand. The switching barrier is any factors make the customer difficult to change the service provider. There are four switching barriers in the Parawee's research study. They are interpersonal relationship, attractiveness of alternative, switching costs and service recovery f. In the research, it collected 600 complete questionnaires with passenger at the airport. After the data analysis, it stated that the customer satisfaction has directly

effect on customer repurchase intention. It found that only the switching cost is main effect on customer repurchase intention.

5.3. Past Experience

"It is the customer's previous exposure to service that is relevant to the focal service, is another force in shaping predictions and desires. The service relevant for prediction can be previous exposure to the focal firm's service" (Balaji 2010:52). The past experience is determine the customer's expectation, the importance of attributes and past perceived product quality, built from past experience, is related to current perceived quality. The quality of the product or service determined what experiences and problems they had which, in turn, led to their past satisfaction. It means the past experience is affecting the satisfaction of the service. At this point, some customers decided continue or not to continue to use the product (Anton 1997:34). The past experience is believed to influence repurchase and word of mouth significantly (Kim etal. 2010:3). In Kitcharthron's study of low cost carrier in Thailand and Itsaruntr's study of clothing retailer in Bangkok, the satisfaction is influence the customers decided continue or not to continue to use the product.

5.4. Promotion

The promotion mix is including the advertisement to communicate with individual, group and organizations. (Hoffman 2007:399). The advertisement can be posted in newspaper, magazine, radio and TV to influence the existing customer's repurchases intention (Shimp 2010: 362-380). In Chung et al.'s study, the best way for promotion is advertisement or customer reward stimulus such as free gift. The high degree of awareness of a brand can be achieved through advertising. The brand awareness and repurchase intention's relationship is high in Wong et al.'s study finding.

6. Moderating Effect

Some studies have since studied moderating effects influence the satisfaction, loyalty and repurchase intention. Age and income are found to be important moderating variables: customer with high income has high relationship between satisfaction and loyalty. Old customers showed a stronger link of satisfaction with the product and loyalty. The younger customers had a stronger relationship of satisfaction with the sales process and loyalty. The moderating effect of gender and involvement can only partially be validated (Paulssen 2007:983-997).

6.1. Chain store supermarket (Demographics)

As the Han-Shen Chen's study finding, the age, monthly income, functional quality, service and product image are directly influence the repurchase intention. Robert.E et al.(1993:34) stated that the age, education level, income are involved in demographics. These variables can be applied in different product and service. The Han-Shen Chen's study finding is consistency with Paulssen's view. It means that the demographics is moderating effect and influence the customer's satisfaction and repurchase intention.

7. The SERVPERF

"The development of the SERVPERF aimed to provide an alternative method to measure the perceived importance of the relationship between the quality of service and service quality, customer satisfaction, and willingness to buy" (Gilmore 2003:43). It uses five dimensions to assess service quality. "Tangibles are referring to a physical environment of organization such as the physical facilities, equipment. Reliability: The reliable, accurate and ability of organization to provide the promise service. Responsiveness refers to the employees whether willing to help customers. Assurance: The knowledge and courtesy of employees and their ability to inspire trust and confidence. Empathy: The willingness of Caring, individualized attention that the firm provides its customers" (Hill etal.2006:241 and Kumar etal. 2010:23). The advantages of the SERVPERF are the simple use due to its single scale and the increased content validity that comes along with it. (Willemsen 2010:22).

8. Integrating the theory of planned behavior and the factor of repurchase intention

It had identified the factors which is influence the customer's repurchase intention through the literature review. They are utility of outcome, Friends and family influence, Service quality, switching cost, past experience. In this study, it will integrate the theory of planned behavior and the factors influence the repurchase intention which are identify in literature review. The coverage of TPB model is more than Black Box model and Social Cognitive model. The TPB model can cover most of the factor which is influence repurchase. Hence, it integrates with TPB model for research study. The integration is useful to explore the factors influence the repurchase intention and the important factors affect the repurchase

intention in airline industry.

9. The definition of factor

Venkateshet.al (2005:71-102) done the research study about PC. They use the extent to which factor influence the household adoption the PC to define in their study and find out the answer through the questionnaire. In this study, it will apply Venkatesh's method which use the extent to which factor influence repurchase intention and find the result through the research.

	Core Constructs	Definitions
Attitudinal Beliefs	Service Quality	The extent to which five dimensions (Tangibles, Reliability, Responsiveness, Assurance, Empathy)to assess service quality lead the customers decided continue or not to continue to use the product. (Hill etal.2006:241 and Kumar etal. 2010:23)
Normative Beliefs	Friends and Family influence	The extent to which friends and family influence a person's behavior of use airline service (Venkatesh et al 2005; Ajzen2005:130).
	Promotion influence	The degree to which advertisement from TV, newspaper, internet influence person behavior to use the airline service (Venkatesh et al 2005;

		Shimp 2010: 362-380).
Control Beliefs	Past experience	The extent to which past experience lead the customers decided continue or not to continue to use the product (Venkatesh et al 2005;Anton 1997:34)
	Switching Cost	The extent to which factors make the customer difficult to change the service provider. (Venkatesh et al 2005; Kitchathron n.d.).

Table-1 The core construct of brand and service quality

Chapter Three

Research Method

'Exploratory research is an initial research which analyzes the data and explores the possibility of obtaining as many relationships as possible between different variables without knowing their end-applications' (Panneerselvam 2004:6). In this study, it is the exploratory research to explore the factor affect repurchases airline service. The objective and purpose identify the factors influence repurchase intention for the airline service. Secondly, identify the factors which are the most important to affect the passengers produce the repurchase intention with the airline. Thirdly, find out the reason of the factors are important to affect the repurchase intention and suggest the way to make improvement for the airline.

3.1. Type of research

This study will conduct quantitative and qualitative method to achieve the purpose of the study. 'The advantage of use both quantitative and qualitative method is become apparent in the data analysis process. The qualitative assessments inform the revision of the data analysis framework, while the quantitative analysis provides a logical explanation for those observations. It strengthened the researcher's confidence in the result and understands more for the result' (Bamberger 2000:112).

Quantitative approach

"Quantitative approach is based on the measurement of quantity or amount." (Kumar 2008).Quantitative research is explain the phenomenon of numerical data collection, analysis, and use of mathematical methods and explain a particular phenomenon is basically the collection of numerical data, seems to fit answering the question, especially with the quantitative method (Muijs 2011). The questionnaire would apply in this study. The questionnaire can bring a significant amount of data at relatively little cost for the researcher (Gilbert 2001 cited in Beiske :4). Questionnaire can be custom designed to meet any type of objectives and thoroughly tested with a variety of different samples. It can be obtain a variety of information in many different situations from the respondents (Mcnabb2008:135-136). Quantitative can answer the "What is the factor influence repurchase intention in this study". However, the quantitative approach's data is preliminary obtain the views of air passengers. It is because the questionnaire is not obtaining the views of air passengers in depth. So it also conducts the qualitative approach in this study.

Qualitative approach

'It is inductive, with the purpose of describing multiple realities, develop deep understanding. The focus will examine full context and interact with participants while collecting most date face to face from participants"(Lindlof and Taylor 2010). "This type of research aims to found potential motives and desires by using in depth interviews for the purpose" (Rajendar Kumar 2008). Qualitative research involves the use of a variety of materials and study collections: case studies, personal experience, life stories, interviews, observation, history (Houser 1998:37). The advantage of qualitative approach is the researcher obtains more detailed understanding of the phenomena of interest with quantitative research. In case of need, it also allows researchers can adjust the flexibility to meet the characteristics of his focus and methods. Moreover, it can be helpful in understanding or explaining unusual situation that could not be identified

through quantitative method (Houser 1998:38).The personal face to face interview would use in this study. "Open ended questions and probes yield in-depth responses about people's experiences, perception, opinion, feeling and knowledge."(Lindlof and Taylor 2010 :103) The in-depth interview can understand the air passenger's view in depth. The data can be useful to achieve the objective and the purpose of this study. It can answer "What is the factor influence repurchase intention in this study" , "How the factors influence repurchase intention and why the factor can influence repurchase intention".

3.2. Pilot test

'Pilot test is an important means of access the feasibility and usefulness of method to collect the data and make a review for necessary before the questionnaire to use with the research participants' (Mackey and Gass 2009:36). To test the validity of primary questionnaire, it has the pilot test the primary questionnaire. It will do the primary questionnaire with 10 people. After the review of the result of questionnaire, it will modify the questionnaire if the validity of questionnaire is not well.

3.3. Time and Place

For the location to do the survey, it will be progress in Hong Kong International Airport. This study is related with air passengers. The Hong Kong International Airport is the best choice to progress the questionnaire with the air passenger. Compare with the shopping mall to do the questionnaire, the Hong Kong International Airport can find the target interviewees easily. In this study, the target interviewees are the air passengers. The quantitative approach can obtain the views of different air passengers and the quantitative of the views from air passengers are large.

    For the location to do the personal face to face interview, it will be progress in coffee shop. The coffee shop can be provided a comfort environment to do the personal face to face interview. It will be choose the coffee shop which is located in Hong Kong International Airport. It is because it is convenience for the air passenger to do the interview.

3.4. Format of questionnaire

There is three items to measure a construct in the questionnaire. The six-point likert scale where "1" was defined as "strongly disagree" and "6" was defined as "strongly agree" is use in questionnaire. The six-point likert scale has an even number of ratings in the scale to have respondents commit to either the positive or negative end of the scale

(Gwinner 2007). The neutral or ambivalent answer choice is not useful in the research. Hence, the questionnaire uses the six-point likert scale. For the questionnaire of research, there are 15 constructs to measure. Each construct has three items to measure. The sample of questionnaire is in Appendix A.

3.6. Sample size

For the research, it had conduct 150 completed questionnaires. It is the preliminary goal to conduct the data. The large amount of the completed questionnaires can bring more the view of the air passenger. It obtain the large amount of data to investigate the factor influence the repurchase intention of the air passenger and identify the most important factor affect the passenger's repurchase intention.

For in-depth interview, It had completed with3 people. The in-depth interview may pre-schedule with the interviewee and the cost of time is high. Hence, the quantitative of the interview is not much in this research. Although the times of the interview in this research is not much, the information obtain from interview is abundant and useful with the research study.

3.7. Sampling approach

In the sampling approach, it will apply the convenience approach and simple random approach in the study. The convenience approach is "researcher simply uses as participant those individual whose are easy to get. People are selected on the basis of their availability and willingness to get respond" (Gravetter et al. 2012:159). "The simple sampling is the basic sampling method assumed in the statistical computation of the social research" (Babble 2010:211). 'It is one in which each person has an equal chance of being selected from a population. The population contains everyone who is eligible for the survey. It is the simplest of all probability sampling methods' (Fink 2006:47-48). To implement sampling approach, it would apply 50% of convenience approach and 50% of random approach.

3.8. Analysis Techniques

'Factor analysis is an interdependence technique whose primary purpose is to define the underlying structure among the variables in the analysis and provides the tools for analyzing the structure of the correlations among a large number of variables such as questionnaire responses by defining sets of variables that are highly interrelated, known as factors.(Hair JR 2010).The exploratory factor analysis and confirmatory factor analysis are used together in the study.

'The exploratory factor analysis is identifying the underlying factor for a set of

variable. The analysis accounts for the relationship among the items. It is based on observed variable is a linear function of more common factor and one unique＇ (Harrington 2009:9). In this study, it identifies the extents to which the relationship between the factors and repurchase intention in airline service.

"The confirmatory factor analysis is strongly related to exploratory factor analysis. They are based on the common factor model. The exploratory factor analysis used as an exploratory first step and the confirmatory factor analysis is the second step to examine whether the structure identified in exploratory factor analysis in new sample. It means confirmatory factor analysis use to confirm the structure identified in exploratory factor analysis (Harrington 2009:10)."

To conduct the data, the preliminary process is use the bar chart and pie chart to show the data. After make up the data, it needs to find out interrelated between the factors and repurchase intention with airline service in this study. Hence, it will use the exploratory factor analysis, One way ANOVA test and T-test to conduct. It will use the AMOS to do the confirmatory factor analysis.

Chapter Four

4.1. Data analysis and Findings (Questionnaire)

Table-2 Rotated Component Matrix (a) (N=150)

	Component				
	1	2	3	4	5
For me, switching to another airline would be useless.	.967				
I think the cost of switching to another airline service is quite expensive.	.965				
Frequent Flyer Program gives me the incentive to stay with the airline.	.945				
This airline has shown me best interest at heart		.795			
The airline staff respond to my request in detail.		.774			
The airline's physical facilities are visually appealing and modern looking		.740			
The airline delivers service with no error.					
I find that Internet information influence me to repurchase airline service.(recode)			.774		
I find that newspaper advertisement encourage me to repurchase the airline service.			.718		
I feel safe in flying this airline					
My friends think I should repurchase the airline service.				.841	
I find that TV promotion encourage me to repurchase the airline service.				.624	
My family members think I should repurchase the airline service					.695
My social circle think I should repurchase the airline service					.678

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a   Rotation converged in 6 iterations.

For the data analysis, it used the SPSS for the analysis. After the analysis, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.690 (>0.50) which means this demonstrates that a factor analysis can be performed (). The p-value of sig is .000 (<0.001) which means the data analysis is meaningful.

The table had shown the result of the data analysis. There are five factor affect repurchase intention. There are switching cost, service quality, Internet and newspaper influence, friends influence and TV promotion, Family members and Social circle influence. It found that the switching cost and service quality are strongly influence the repurchase intention for customer in airline service. The media, friends influence and TV promotion also influence the repurchase intention for customer. Furthermore, the family members and social circle influence is one of the factor influence the customer repurchase intention in airline service.

Table-3 Demographic characteristics of respondents (N=150)

Demographic Characteristic	Number Respondents	Percentage of Respondents
Gender		
Male	81	54
Female	69	46
Age		
Less than 20	30	20
20-29	50	33
30-39	40	27
40-49	20	13
50-59	7	5
60 or more	3	2
Education level		
Secondary school	10	7
Associate Degree	10	7
Diploma	19	13
Higher Diploma	47	31
Bachelor Degree	59	39
Master degree or above	5	3
Income		

HKG$ 10,000 or below	41	27
HKG$10,000-40,000	59	40
HKG$40,001-70,000	30	20
HKG$70,001-100,000	12	8
HKG$100,000 above	8	5

Table-4 Result(means) of independent Sample T-test and One –way ANOVA test on demographic profiles of the respondents (N=150)

Demographic Profiles	Factor				
	Service quality	Switching cost	Internet & newspaper influence	Friends & TV promotion	Family member & social circle influence
Gender					
Male	5.1543	4.6420	4.7160	5.2971	5.1235
Female	5.1196	4.6329	4.4783	4.8272	5.1812
Age					
Less than 20	5.0417	3.7667	4.6167	4.9000	5.1667
20-29	5.0500	5.0200	4.4000	4.8900	5.0700
30-39	5.1563	5.0667	4.8000	5.2500	5.0750
40-49	5.4250	4.3333	4.8250	5.3250	5.4500
50-59	5.3214	4.0000	4.4286	4.9286	5.0714
60 or more	5.0000	4.7778	4.3333	4.6667	5.5000
Education level					
Secondary school	4.9500	4.1667	4.5000	4.9500	5.2000
Associate Degree	5.1250	3.5667	4.7000	4.9500	5.2500
Diploma	4.9211	4.3860	4.8158	5.0000	5.1316
Higher Diploma	5.1117	4.5532	4.4681	5.1277	5.0745
Bachelor Degree	5.2331	4.9492	4.6186	5.0000	5.1780
Master degree or above	5.5000	5.8000	5.0000	5.3000	5.3000
Income					
HKG$ 10,000 or below	4.9573	4.0894	4.6220	4.9634	5.0854
HKG$10,000-40,000	5.0593	4.6723	4.5424	4.9746	5.1610
HKG$40,001-70,000	5.2917	5.4333	4.6000	5.1833	5.1167

HKG$70,001-100,000	5.5208	3.7500	4.8333	5.0000	5.2083
HKG$100,000 above	5.5000	5.5417	4.6875	5.5000	5.4375

(Note: ranging from 1 (stimulate the less) to 10 (stimulate the best)

Demographics

Gender

The male seems to simulate the best for all of factors except the family member & social circle influence. The table has shown that the female simulate the best in the family member & social circle influence.

Age

The age of 30-39 (means is 5.0667) seems to stimulate switching cost the best. It is because the means of 30-39 is the highest in independent value (switching cost). It means the group of age 30-39 stimulates by the switching cost the best with their repurchase intention in airline service. The less than 20 age (3.7667) has the least stimulate on switching cost. For the service quality, the age of 40-49 has the most stimulate and the age which less than 20 is the less stimulate.

For the Internet & newspaper influence and friends &TV promotion, the group of age 40-49 is the most stimulate in their repurchase intention. The group of age 60 or more is the most stimulate in family member and social circles influence.

Education

The group of master degree or above seems to stimulate all of factors the best. It obtain the highest mean in each factor.

Income

The group of HKG$70,001-100,000 (means is 5.5208) seems to stimulate service quality the best. It is because the means is the highest in independent value (service quality). It means the group of HKG$70,001-100,000 stimulates by the service quality with their repurchase intention in airline service. For the switching cost, the group of HKG$100,000 above is the most stimulates and the group of HKG$70,001-100,000 is the less stimulate.

For the Internet & newspaper influence, the group of HKG$70,001-100,000 is the most stimulate in their repurchase intention. The group of HKG$100,000 above is the most stimulates is the most stimulate in friends &TV promotion and family member and social circles influence.

4.2 Data analysis and Findings (In-depth interview)

In this study, it had done the in-depth interview for three interviewees. It obtained

more detailed for the repurchase intention for passenger in airline service. Those interviewees are high frequencies of use airline service.

The background of three interviewees as following:

	Interviewee #1	Interviewee #2	Interviewee #3
Age	43	32	26
Gender	Male	Male	Female
Education Qualification	Master degree	Bachelor degree	Higher Diploma
Occupation	Professional	Private	Private
Income	HKG $55,000	HKG $25,000	HKG $16,000
Types of service carrier	Full service	Low cost	Full service

Table 5- The background of three interviewees

The question of in-depth is same for those interviewees. The in-depth interview question as following:

(a) Which factor(s) strongly influence you continue to use the service with this airlines?

(b) Switching cost –Why is it influence you continue to use the airline service and how does it work?

(c) Service quality- Why is it influence you continue to use the airline service and how does it work?

(d) Friend and family - Why is it influence you continue to use the airline service and how does it work?

(e) The advertisement and information- Why is it influence you continue to use the airline service and how does it work?

After the process of the in-depth interview for three interviewees, the finding of the in-depth interview as following:

	Interviewee #1	Interviewee #2	Interviewee #3
Factors strongly influence you continue to use the service with this airlines	· Frequent flyer program(Switching cost) · TV and internet(advertisement and information) · Friend and family · Comfortable(Service quality) · Staff attitude(Service quality)	· Frequent flyer program(Switching cost) · TV, internet and newspaper (advertisement and information) · Comfortable(Service quality) · Friend and family	· Frequent flyer program(Switching cost) · TV and internet(advertisement and information) · Friend and family · The airline staff shown the best interest at heart (Service quality.)

Table-6 The Factors strongly influence to repurchase airline service

Table-7 How and Why the switching cost influence to repurchase airline service

Switching Cost	Case for Interviewee #1	Case for Interviewee #2	Case for Interviewee #3
Why	The fare is important consider factor to use airline service	The switching cost of other airline service is high.	The frequent flyer program give me the incentive to continue use the airline.
How	The frequent flyer program can reduce the cost for airline service	The frequent flyer program can provide the free air ticket for me.	The frequent flyer program provides the different special offer such as free ticket. The coverage of the frequent flyer program is high in global.
Are they the same for all interviewees? If not, why not?	Same. Those of the interviewees think that the frequent flyer program brings the incentive to them repurchase the airline service. The frequent flyer program makes the interviewees views the cost of switching to another airline service is expensive.		

Table-8 How and Why media influence to repurchase airline service

Advertising and information	Case for Interviewee #1	Case for Interviewee #2	Case for Interviewee #3
Why	I always watch the airline advertisement in TV and browse the internet. Hence, the advertisement perceived in my mind.	I always find the promotion of airline in the internet. Hence, the advertisement perceived in my mind.	I always find the advertisement of airline in the internet. Hence, the advertisement perceived in my mind.
How	TV provides the attractive advertisement. Internet provides the detail information for me such as Forum.	TV provides the attractive advertisement. Internet provides the detail information for me. Newspapers bring the message of airline for me.	TV provides the attractive advertisement. Internet provides the special offer of the airline for me.
Are they the same for all Interviewees? If not, why not?	Same. Those of the interviewees think that the TV and internet brings the incentive to them repurchase the airline service. The interviewee 2 thinks that the newspaper also brings the incentive to him for repurchase the airline service. Those of the advertising and information bring an image perceived in interviewees mind.		

Table-9 How and Why the service quality influence to repurchase airline service

Service Quality	Case for Interviewee #1	Case for Interviewee #2	Case for Interviewee #3
Why	Good service quality motivates me to repurchase the airline service.	Well service quality can give me a positive image of the airline and repurchase the airline service in next time.	Well service quality makes me satisfaction and I will use the airline service again.
How	The airline service needs comfortable such as the quality of seat, the space of seat and the temperature in the flight. Staff needs shown the best interest at heart for me.	The airline service provides comfortable environment such as the quality of seat, the space of seat and the quality of food in the flight, entertainment system.	Staff needs shown the best interest at heart for me.
Are they the same for all interviewees? If not, why not?	Same. Those of the interviewees think that the well service quality brings the incentive to them repurchase the airline service. The service quality includes the equipment of the flight and the staff attitude.		

Table-10 How and Why friends and family influence to repurchase airline service

Friends and family	Case for Interviewee #1	Case for Interviewee #2	Case for Interviewee #3
Why	Friends and family has the positive image with this airline.	Friends and family encourage me to use this airline.	Friends and family promote this airline to me.
How	My friends and family always motivate me to use this airline during select the airline service.	My friends and family always encourage me to use this airline during select the airline service.	My friends and family always motivate me to use this airline during select the airline service.
Are they the same for all interviewees? If not, why not?	Same. Those of the interviewees think that the family and friend brings the incentive to them repurchase the airline service. The interviewees 's friend and family promote their airline during the interviewee select the airline service.		

Conclusion of the in-depth interview

   Those interviewees provide the factors are Service quality, Switching cost, Advertising and information, Friends and Family influence. It is the founding in the in-depth interview. For the Service quality, the quality of inflight equipment and staff attitude which are evaluate for passenger to repurchase the airline service. For the Switching cost, the frequent flyer program is an important for passenger. It is because they think the switching cost of other airline is high when they use the frequent flyer program. For the Advertising and information, the TV and internet are always used by the passengers. The advertisement and information on TV and internet can bring the image in passenger's mind deeply. For the Friends and Family influence, Word of Mouth is important in repurchase airline service. The friends and family will motivate the passenger to repurchase airline service or not.

4.3 Triangulate findings from survey and interviews

Factors	Survey Findings	Interview Findings	Triangulated Result	
Service Quality	**Yes**	**Yes**	✔✔	Strong empirical support
Switching Cost	**Yes**	**Yes**	✔✔	Strong empirical support
Friends and Family influence	**Yes**	**Yes**	✔✔	Strong empirical support
Advertising and information (TV, newspaper, Internet.)	**Yes**	**Yes**	✔✔	Strong empirical support

Table-11 Triangulate findings from survey and interviews

In the triangulate findings from survey and interviews, those factors are finding from survey findings and interview findings. They are Service quality, Switching Cost, Friends and family influence, Advertising and information. Those factors are strong empirical support since those factors are finding from survey and interviews. It reflects those factors are influence the air passengers to repurchase the airline service.

4.4 Confirmatory Factor Analysis

	Estimate	P
Intention to repurchase←Service quality	-4.040	.557
Intention to repurchase←Media influence	-2.476	.611
Intention to repurchase←Social influence	16.885	.565
Intention to repurchase←Switching Cost	.992	.593
Facilities←Service quality	1.000	
Respond in detail ←Service quality	1.282	***
Best interest in heart←Service quality	1.121	***
Newspaper←Media influence	1.000	
Internet←Media influence	-8.648	.663
Social Circle←Social influence	1.000	
Family Members ←Social influence	.827	.172
Intend to repurchase ←Intention to repurchase	1.000	
Predict to repurchase ←Intention to repurchase	1.056	***
Expect to repurchase←Intention to repurchase	.831	***
Frequent Flyer Incentive←Switching Cost	1.000	
Cost of switching expensive ←Switching Cost	1.180	***
Switching airline useless←Switching Cost	1.202	***

Note: *** means Significant influence

The factor finding from qualitative and quantitative research method and done the triangulated result with literature review. It had find that service quality, media influence, social influence and switching cost are the factor influence repurchase intention. It done the confirmatory factor analysis to confirm the relationship between the factors and repurchase intention by the AMOS. It is the result of the AMOS. The result show that the factor service quality, media influence, social influence and switching cost are influence the intention to repurchase the airline service but not significant.

Model	RMR	CMIN	AGFI	PGFI
Default model	.069	.908	.851	.559
Saturated model	.000	1.000		
Independence model	.340	.502	.420	.431

The theory of planned behavioral is appropriate and fit to finding the relationship between factors and repurchase intention. To evaluate the model whether it is fit, The Goodness of Fit Index (**GFI**) should preferably be greater than .90 and the Adjusted Goodness of Fit Index (**AGFI**) preferably greater than .80 (Janssens et al., 2008). In this study, the GFI is .908 and the AGFI is .851. It means the model is goodness of fit.

4.5 Discussion

Service quality

In the result of the questionnaires, the airline's physical facilities, the staff respond in detail and shown the customer best interest at heart are involved in service quality and influence the customer repurchase intention of the airline service. The airline's physical facilities have visually appealing and modern looking improve the service quality of the airline. The airline shown the customer best interest at heart and the airline staff respond in detail for the customer request are show the well service quality which is care the customer and provide the service for customer with sincerely attitude.

To understand more the service quality influence the repurchase intention, the interviewees provide some information in the depth-interview. The interviewees are totally agree with the finding of the questionnaire. In their view, the airline's physical facilities, the staffs respond in detail and shown the customer best interest at heart are influence their repurchase intention. In their view, the airline's physical facilities need visually appealing and modern looking which are included the inflight entertainment system, the design of the flight. Moreover, the interviewees provide the physical facilities needs comfortable for customer. The temperature of the flight and the seat of the flight are the consider factor for the customer repurchase the airline service.

All of the interviewees view that the airline shown best interest at heart with them can be influence the repurchase intention. One of the interviewees shares his experience of airline service. The interviewee had missed his flight and he felt upset since he needs visit his cousin wedding ceremony. The airline staff understands the interviewee situation and arranges the flight for the interviewee. Finally, the interviewee can be successful to visit his cousin wedding ceremony. The interviewees appreciate with this airline and repurchase this airline service during he using the airline service. He stated that he would not switch to use other airline service.

In the view of the interviewees, the airline staffs respond in detail can show the quality of the airline service is good. They focus on interact with the airline staff during the check in procedure and the flight attendant in the flight. It can increase the repurchase intention since the flight attendants provide more information during the customers get the request.

In 2005, Jin-Woo Park, Rodger Robertson and Cheng-Lung Wu were done the research study about the air passenger's behavioural intention from the Australia international air passengers. They are found the level of each part of service quality which affects the passenger's behavioural intention and the airline image. The service quality are directly affect the passenger's repurchase intention and word of mouth. Failure to provide quality service is damage the airline image and affects the passenger

cause the negative behavioural intention. Service quality affects long-term attitude and this attitude affects their intentions to purchase from that organization (Taylor and Cronin, 1994).

Switching Cost

The switching cost is the most important factor for influence repurchases intention with airline service. As the data analysis, the measure item of switching cost is the highest value which means the most influence repurchases intention with airline service. Moreover, all of the interviewees in in-depth interview view the switching cost is the first consider factor to repurchase the same airline service. They would continue to use the same airline service since the switching cost is high.

The Switching cost can influence the repurchase intention of airline service. The frequent flyer program is the most influence in the switching cost. As those interviewees state that the frequent flyer program is convenience for them. It is easy to store the points in their daily life. They state that some of the hotel and restaurant in HK had joined the frequent flyer program which means the frequent flyer member can accumulate the points in hotel or restaurant. The points can be switch to free air ticket or upgrade the class to the business class of the flight. Hence, they view that switch to use other airline service is useless since other airlines have not join the frequent flyer program. The frequent flyer program is useless if the customers switch to use other airline service. Moreover, the frequent flyer program is accumulate the points to courage the customer repurchase the airline service and it is successful. All of the interviewee view that they like accumulate the points system and stimulate them to use air service with same airline.

Parawee Kitchathron had done the study of the factor influencing customer repurchase intention in low cost airline in Thailand. It found that only the switching cost is main effect on customer repurchase intention. The switching cost has influence the customer satisfaction, loyalty and customer intention to repurchase. The higher customer's repurchase intention since the higher switching cost is (Bello 2010:28).

Social influence

In the finding of questionnaire and interview, those of the interviewees think that the family and friend bring the incentive to them repurchase the airline service. The interviewees' friend and family promote their airline during the interviewee select the airline service. They state that their friend or family will encourage the airline service purchased by interviewee since they have the positive image with the airline service. Oppositely, their friend or family member will challenge the airline service purchase by interviewee and motivate the interviewee to switch other airline service since the friends or family had the bad experience with the airline. The interviewees are willing to

listening their friends or family opinion although the interviewees had purchase the airline service. The interviewees will repurchase the airline since their friend or family will encourage the airline service purchased by interviewee. Moreover, the interviewees's social circle such as colleague also influences their repurchase intention with the airline service. The colleague of interviewees has lots of experience for purchase airline service. The interviewee would ask the opinion for their colleague. The result is similar with friend and family. The interviewees will repurchase the airline since their colleagues encourage the airline service purchased by interviewee.

The attitude of friends, family partners are influence the repurchase intention of the customer since they have the word of mouth to the customer. The Word of mouth is extremely important to organization, which try and harness its positive power as effective advertising (Masterson and Pickton 2010:90). The customers may influence by their social network in repurchase intention although the customers use the service before.

Media influence

The TV promotion, newspaper advertisement and Internet are influence the repurchase intention of the airline service. In the advertisement and information, the Internet is most influence the repurchase intention of airline service. For the in-depth interview, all of the interviewees view that they always browse the Internet more than the TV and newspaper. The airline has provided lots of information about their service on the Internet. The airline also provides the special offer for the customer on the Internet such as low fare air ticket. Moreover, there is some Forum about airline service. The customer will browse the Forum to search the image of their airline. In the case of one interviewee, he had purchase the Cathay Pacific service in 2010 and he had not use the air service in 2011. In 2012, he was used the air service and he was confused whether continue to purchase the Cathay Pacific service or not. Hence, the interviewee was browsed the Forum to search the information of the Cathay Pacific and the Internet information motivate him to repurchase Cathay Pacific service. Finally, he was repurchased Cathay Pacific service in 2012. For the finding of the questionnaire, the Internet also the significant influences the repurchase intention.

. The advertisement can be posted in newspaper, magazine, radio and TV to influence the existing customer's repurchases intention (Shimp 2010: 362-380). The advertisement has the way can add the visibility an organization and enhance its image to the customer.

The theory of planned behavior

In this study, the model of planned behavior can complete. It had found four factors which influence repurchase intention on airline service. They are service quality,

switching cost, media influence and social influence. In the planned behavior model, there have 3 constructs. They are attitude, subjective norm and perceived behavioral control. The service quality belongs to attitude and switching costs belong to perceived behavioral control. The media influence and social influence belong to subjective norm. Hence, the model of planned behavior can complete in this study.

4.6 Recommendation
Service quality

As the finding of service quality, the physical facilities is visually appealing and modern looking , the airline shown the customer best interest at heart and the airline staff respond in detail for the customer request are essential in service quality. For the recommendation of the airline physical facilities, the facilities can improve the quality on the ground or in the flight. The airline can establish the self-check in kiosks for the passenger and the self-check in kiosks are user friendly with the software for passenger. It can increase efficiency for passenger which can increase the quality for airline. For the facilities of the flight, the inflight entertainment system has the opportunity to increase the service quality of airline. The airline can provide the latest music or movie in the inflight entertainment system which the customers can enjoy the update movie or music. Moreover, the smartphone and internet are important. The airline provides the battery charger for smartphone user and WIFI service in the flight is useful for improve the service quality. It show the customer best interest at heart. On the other hand, the continued improvement is essential for the airline. The monitor is useful for continued improvement. The mystery customer can be used to evaluate quality of staff whether it is respond in detail for the customer request. Moreover, the airline can set up the interview or discussion with its existing customer. The customer can bring the opinion about the service quality of the airline such as the inflight entertainment system whether it is update, the quality of airline staff and the airline whether shown the best interest at heart with customer or any improvement of the airline service.

Switching Cost

The frequent flyer program is important for the customer which had found in the survey. The frequent flyer program is use the accumulate point system for the customer. The airline can set the double or triple point during the customer purchase its service. It means the customer can get more points easily when they are repurchasing the airline service. This method can make the switching cost higher for the customer. On the other hand, the gift of the frequent flyer program can be abundant. The airline can provide the first class upgrade for the frequent flyer program member or free air ticket for two people. It can bring a great motivation for frequent flyer program member to repurchase

the airline service since it can store the points easily and the gift of the frequent flyer program is abundant.

Media

The media which are include TV, newspaper and Internet. The Internet is the most influence in media since the finding in questionnaire and in-depth interview. The Internet information influence the customers easily and their repurchase intention of airline service. The Forum is the customers like to browse about the information of the airline service. The Forum can obtain the airline service which is well or not. The information is provided by the customers who are purchase the airline service. They will encourage or blacklist the airline service to the public on the Internet. Hence, the airline can focus on the Forum. The airline can set up a group which is focus on the Forum to discover their airline's advantage and disadvantage. For the advantage, the airline should keep their high level of standard. The airline can use the advantage to become the winners in the airline industry. For the disadvantage which the customer provided in Forum, the airline needs responsive immediately. The quick responsive can show the airline has listened the customer opinion and improve its service quality. It has shown the best interest to listen customer opinion. Hence, the quick responsive is essential for the airline since they view the customer opinion in the Forum. For the TV and newspaper, the advertisement needs attractive. The customer would remember the advertisement since the advertisement is attractive. The customer would remind the airline and repurchase the airline service since they remember the advertisement is attractive.

Social influence

The social influences include the customer's family member, friends and their colleagues. For the recommendation of social influence, the service quality and media influence is important since the customer's family, friends or colleagues had used the airline service or obtain the airline information by the media. The quick responsive of the airline and the high level of service quality is essential and provide to the customer's social circle. It can build the trust to the customer's social circle. They would appreciate with the airline service and they have the confidence to encourage the airline service to the customers. The customers would willing to listen their social circle promotion and the customer would repurchase the airline service. Hence, the service quality of airline needs high to bring the trust and confidence for the user. The user would bring the positive Word of Mouth with their family and friends. Moreover, the quick responsive of the media can show the heart with the customer and build the trust and care for the customer to repurchase the airline service. If customers satisfied the airline service, they will praise the service among their friends, relatives and colleagues. They will

recommend the service to people and they also repurchase the airline service in the future.

Why the factors not significant influences repurchase intention?

The AMOS is analysis the survey and confirm the relationship between factors and repurchase intention. The questionnaire question may not clearly for the interviewees or the interviewees not seriously to complete the survey. The data which obtain from the survey may not clear. Hence, the factors not significant influences repurchase intention found by AMOS since the data are not accurate.

Chapter 5

Conclusion
5.1 Answer to the research questions

There is several study objectives in this study. It would like to find out the factors affect the customer selection repurchase intention with airline service, which factors is the most important influence the repurchase intention, the reason of the factor influence repurchase intention and provide the suggestion to the airline company since they would increase the competition in the airline industry.

For the conclusion, it had achieved all the objective in this study. The factors which influence repurchase intention with airline service are found in questionnaire and in-depth interview. The service quality, switching cost, media influence and social influence are factors influence the customer repurchase intention with airline service. Moreover, it had found the reason that those factors how to influence the customer repurchase intention with airline service through the in-depth interview with air passengers. The in-depth interview had obtained how and why the factors influence the interviewee repurchase with their airline service. It also identifies the switching cost is the most important factor influence repurchase intention for airline service in this research study.

After identified the factors and how the factors influence repurchase intention, there is provide the suggestion for the airline company in this study. The recommendation for the airline companies are focus on factors found by questionnaire, in-depth interview and literature review. it identifies the switching cost is the most important factor influence repurchase intention.

5.2 Managerial Implications

Judging from the findings of the research, there is some factors affect the repurchase intention in airline service. After understand the relative impact of each factors, the

manager can manipulate those effect and sharing with staff in airline to enhancing their firm's competitive advantage. At an early stage, the staff may lack of awareness about those factors are influence customer's repurchase intention which finding in research. Hence, the management needs to share the factor how influence the customer and manipulate those effect to become the airline competitive advantage. In the longer term, the management of the airline can focus on those factors which found in the research. The evaluation can use in long term management. The airline can continues improvement in their airline service and meet the customer's expectation through the evaluation with their service. It can reinforce the airline capability and enhance the competition in airline industry.

5.3 Contribution of this Research

It had found the factors which influence repurchase intention with airline service in this research. It identifies why and how the factors influence the air passenger's and provide the recommendation to the airline in the study. This would hopefully inspire the researchers to conduct further studies and the airline enhances its competition in airline industry since this study provides useful information to the airline.

5.4 Limitation of the study and Implications for Future Research

There are some constrains or limitations in this study. The result of study may not be confidently generalized to the global due to the survey is conduct only in Hong Kong thus the sample size was small to consider the whole scenario and use the convenience approach. Most of the interviewees are Chinese. It may not clear whether and how far their perceptions and behaviors are similar to Western customers. Moreover, limitation of time is one of the major constrain. The time to do the questionnaire and in-depth interview are limited. It may obtain more new finding since there is abundant sample. Moreover, the in-depth interview is a challenge to find the sample. Sometimes participants may not will to answer and it was difficult to convince them to answer all the questions of the questionnaire. There are three interviewees willing to complete the in-depth interview. Furthermore, the design of questionnaire needs improve. The question of the survey may not clear since it had done the pilot test in this study.

5.5 Validity, Reliability and Generalisability

Validity, Reliability and Generalisability are the important elements in the study of research.

Content validity refers to "the extent to which the measurement device provides adequate coverage of the investigate questions" (Saunders et al., 2007:366).

Construct validity refers to "the extent to which your measurement questions actually

measure the presence of those constructs you intended them to measure" (Saunders etal., 2007:367). To achieve the construct validity, it used quantitative and qualitative approaches in this study. It conducted the information and data by literature review, survey and in-depth interview. It also compares those differences of the information and data to get a triangulated result. The triangulated result can achieve the validity.

"Reliability Extent to which a variable or set of variables is consistent in what it is intended to measure. It multiple measurements and reliable measures will be consistent in their values.It differs from validity in that it does not relate to what should be measured, but instead to how it is measured"(Hair etal.2010:608)."Reliability refers to consistency, i.e. whether or not it will produce consistent findings at different times and under different conditions" (Saunders et al., 2007:367).To achieve the reliability, the design of the questionnaire with three questions for each construct in this study. After the reliability test by SPSS, the factors can be found by the SPSS result and it is reliable. "Generalisability can be referring to as external validity which is the extent of the results of the study related to the real world of organizations"(Saunders et al., 2007:151). To achieve generalizability, this study is use convenience sampling and it reduced the representation of the sample. However, there is certain level of generalizability in this study. The use of triangulation to analysis different resource of data collection and four factors are confirmed. Hence, it has the generalizability in this research study.

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Appendix 1: Sample of Questionnaire

I am the student from Hong Kong City University. I am conducting the survey on repurchase intention in Airline service. The purpose is to identifying the factor of repurchase airline service for passenger through the survey and suggests the improvement way for airline to increase the competitive in the airline industry.
This is an academic questionnaire, your comments will be a significant contribution to this study, i hope you can taking the time to respondents. The results of this survey are used for research purposes and will not be disclosed to the public.

我是來自香港城市大學的學生。現在我進行一項調查關於乘客對航空公司服務繼續使用的意向。 調查目的是為了了解乘客繼續使用同一間航空公司服務的原因,並提出建議改善給航空公司以增加在航空業的競爭力。這是一份學術問卷,您的寶貴意見將對本研究有重大貢獻,懇請您撥冗填答。此調查結果僅供學術研究之用,不會向公眾披露,請放心填寫。

Please tick (✓) in the appropriate box 請在適當空格內(✓)

1. Age/年齡

Less than 20/少於20 □

20 to 29 □

30 to 39 □

40 to 49 □

50 to 59 □

60 or above/ 60或以上□

2. Gender/性別

Male/男 □

Female/女 □□

3. Marital Status /婚姻狀況

Married/已婚□

Unmarried/未婚 □□

4. Education Qualification/教育程度

Secondary/中學□

Associate degree/副學士□

Diploma/文憑□

Higher Diploma /高級文憑□

Bachelor degree/大學□

Master degree or above/研究生或以上□

5. Occupation/職業

Government/政府□

Private/私人機構□□

Self-employed/自雇人士□

Student/學生 □

Housewife/家庭主婦□

Professional/專業人士□

Retired/退休人士□

Others/其他_____□

6. Monthly Income/每月收入

HKG $10,000 or below □	HKG $10,000-40,000 □	HKG $40,001-70,000 □	HKG $70,001-100,000□	HKG $100,000 above □
RMB $7952 or below □	RMB $7953-31,808 □	RMB $31,809-55,665 □	RMB $55,666-79,522 □	RMB $ 79,522 above □
USD $1288 or below□	USD $1289.99-5152 □	USD $5152.99-9016 □	USD $9016.99- 12880 □	USD $12880 above □
EUR € 986.99 or below □	EUR € 987-3946.99 □	EUR € 3947-6905.99 □	EUR € 6906- 9864 □	EUR € 9864.99 above □
JPY ¥ 128,000 or below □	JPY ¥ 128,001-512,460 □	JPY ¥ 512,461-896,800 □	JPY ¥ 896,801-128,0000 □	JPY ¥ 1,280,0000 above □

7. How many times do you use airline service in last 12 months?
你在一年內有多少次使用航空公司的服務？

1 time □

2-4 times □

5-8 times □

8 or above □

8. What types of airline service did you use so far?
你使用什麼類型的航空公司的服務?

Full service carrier/提供全面服務的航空公司□

Low cost carrier/廉價航空公司□

Both/兩者皆有□

9. Which of the airline company did you use so far?

你目前使用什麼航空公司的服務**?**

Cathay Pacific/國泰航空□

Dragon Air/港龍航空□

Singapore Airline/星加坡航空□

Air Asia/亞洲航空□

Others/其他_____□

10. In the past 5 years, how many times have you patronized this airline service?

在過去的 **5** 年裡，你有多少次光顧這家航空公司的服務？

None □

1-3 time(s) □

4-6 times □

7 times or above □

11. Which factor(s) lead you continue to use the service with this airlines?

哪些因素引致您繼續使用這個航空公司的服務？

The comfort in flight/飛行舒適度□

Staff's attitude/工作人員態度□

Service without error/沒有錯誤的服務□

The price of fare/票價價格□

The punctuality of flight/準時登機□

Others /其他_____□

1 SD–Strongly Disagree/非常不同意		6 SA-Strongly Agree/非常同意					
Service Quality/服務質素	SD						SA
The airline's physical facilities are visually appealing and modern looking. 航空公司的設施是現代外觀及視覺的吸引力	1	2	3	4	5		6
I feel safe in flying this airline 當我使用航空公司服務，我感到安全	1	2	3	4	5		6
This airline has shown me best interest at heart. 航空公司的工作人員向我顯出最大的關注	1	2	3	4	5		6
The airline staff respond to my request in detail. 航空公司的工作人員詳細回應我的請求	1	2	3	4	5		6
The airline delivers service with no error. 航空公司所提供的服務沒有錯誤	1	2	3	4	5		6

Friends and Family influence 朋友和家庭的影響	SD					SA
My friends think I should repurchase the airline service. 我的朋友認為我應該繼續使用該航空公司服務	1	2	3	4	5	6
My family members think I should repurchase the airline service. 我的家庭成員認為我應該繼續使用該航空公司服務	1	2	3	4	5	6
My social circle think I should repurchase the airline service 我的社交圈子認為我應該繼續使用該航空公司服務	1	2	3	4	5	6
Switching Cost/轉換成本	SD					SA
Frequent Flyer Program gives me the incentive to stay with the airline. 飛行常客給我激勵繼續使用該航空公司	1	2	3	4	5	6
I think the cost of switching to another airline service is quite expensive. 我認為轉用其他航空公司服務成本是相當昂貴	1	2	3	4	5	6
For me, switching to another airline would be useless. 對我而言, 轉換其他航空公司服務是一種重要的考慮因素	1	2	3	4	5	6
Advertising and information/廣告資訊	SD					SA
I find that TV promotion encourage me to repurchase the airline service. 電視的推廣能夠促進我繼續使用該航空公司	1	2	3	4	5	6
I find that newspaper advertisement encourage me to repurchase the airline service. 報紙上的廣告能夠促進我繼續使用該航空公司	1	2	3	4	5	6
I find that Internet information influence me to repurchase airline service. 網上資訊能夠促進我繼續使用該航空公司	1	2	3	4	5	6
Behavioral Intention/行為意向	SD					SA
I intend to repurchase this airline service 我意圖繼續使用該航空公司的服務	1	2	3	4	5	6
I predict that I would repurchase this airline service 我預料會繼續使用該航空公司的服務	1	2	3	4	5	6
I expect to repurchase this airline service 我預計會繼續使用該航空公司的服務	1	2	3	4	5	6

<Thank you 謝謝你>