

Effects of Interaction Quality of Passenger Experience at Kabul International Airport Afghanistan

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Abstract

Passenger satisfaction has been a theme of immense importance to businesses and researchers alike. In modern days, businesses are grateful to deliver more services in addition to their offers. The superiority of service performance has turned into an aspect of passenger satisfaction. It has been proven by some researchers that service quality is related to passenger satisfaction. Primary focus of this article is to identify the effect of interaction quality on passenger experience for the passengers of Kabul International Airport. Quantitative method is used and data was collected through Likert five questionnair. The study concludes that interaction quality has positive and significant effect on passenger experience.

JEL Classification: M12 M30, M31

Keywords: *Passenger satisfaction, Passenger experience, Afghanistan*

1. Introduction:

Passenger experience builds as holistic in nature and involving the Passenger's Affective, emotional, cognitive, social and physical responses to the business. This experience is shaped not only by those fundamentals which organization can manage (e.g. assortment service, interface, atmosphere, and price) but also by essentials that are outside of the organization's control (e.g. persuasion of others, rationale of shopping) (Verhoef et al, 2009).

Service specialists would like to see superior confirmation of the role that service quality plays in conquering desired organization results, such as productivity, passenger satisfaction and loyalty. Along with this, there seems to be an interest in further clarification of the service delivery procedure in terms of both the passenger-employee interaction and the passengers' experience in general. The need exists for investigation of the association between manufacturing and services, in a meticulous spotlight on the shift to services happening among many businesses that have classically been apparent as organization concerns (Grove, Fisk and Joby, 2003).

1.1 Problem Statement

Studies in field of service marketing, service management and retail management traditionally has not measured Passenger experience as a individually raise. As an alternative researchers have primarily focused on de-

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termining Passenger pleasure and service quality (Parasuraman, Zeithaml and Berry, 1988; Verhoef, Langerak and Donkers, 2007). Lack of research on the determinants of Passenger experience take us to the path were we explore the relationship between employee interaction and Passenger experience. It is not that Passenger experience has not been considered it has but not as a holistic construct. Therefore to understand the relationship of interaction quality on Passenger experience.

2. Literature Review

2.1 Evolution of Passenger Experience

Verhoeff et al, (2009) investigated that constructing greater passenger experience appears to be one of the innermost intentions in today's business environments. Businesses around the globe have squeezed the thought of passenger experience, with many integrating the concept into their mission statement e.g. Valero Energy Corporation is dedicated to ensuring an affirmative retail experience for customers by focusing on value, quality and convenience.

Passenger Experience: The Strategic Experiential Modules (Schmitt, 1999)

Strategic Classification: Sense, Feel, Think, Act, Relate. These factors are part of customer or passenger experience.

2.2 The Emergence of Experiential Marketing

Pine & Gilmore et al., (1999) theorized that in an increasingly commoditized and competitive world it is no longer sufficient to offer services and products, rather, offerings must be escorted by "experiences" in order to distinguish them in the middle of a competitive and an increasingly commoditized world. Considerable research has been endeavored to nurture a better perception of passenger's experience by laying a theoretical groundwork for explicating and defining the empirical perception (Berry, Carbone & Haeckel, 2002; Bitner, 1992; Csikzentmihalyi, 1990; Hirschman & Holbrook, 1982; Pine & Gilmore, 1999; Schmitt, 1999)

2.3 Interaction Quality

Pullman and Gross et al., (2004) argued that "effectual empirical propose creates trustworthiness when the service provider relies on its passengers and employees to endorse a shared uniqueness and emotional correlation during the passenger's experience" (p 556). Hoffman and Turley (2002) hypothesize that both insubstantial and substantial rudiments comprise the service's overall package and these are significant for building a service experience. Tombs and McColl-Kennedy (2003) in their research state that social connections are also an integral part of services cape, and that it does not comprise only the substantial essentials. The passengers' experiences are based on the accessibility of the goods and interactions with the service employees (Westbrook, 1981).

Fig 1: Conceptual Framework



Source: Author's Compilation

Hypothesis:

H0: Interaction Quality of Airport employees has no significant effect on passenger experience. H1: Interaction quality of Airport employees has significant effect on passenger experience.

3. Research Methodology

3.1 Sampling

A purposive convenience sampling was adopted for this study and also called non-probabilistic sampling since the probability of selection cannot be accurately determined. It is a technique in which the selection is on the basis of a certain non-random criteria, such as convenience. The sampling frame included MBA students of various universities who were working professionals. Their work experience was minimum 3 years and above.

3.2 Instruments/ Measures

Quantitative data was assumed through structured questionnaire. A self-administered, standardized questionnaire is developed from a widespread literature review studies and pretested through pilot study. A survey method was undertaken to collect data both at the pilot and the final stage. All measures used a 5 –point Likert scale where 1 stands for Strongly Disagree and 5 stands for Strongly Agree. The variables of Interaction Quality and Passenger Experience were conceptualized. The collected data were analyzed through SPSS (Version 2010). The survey instrument reliability was checked through Cronbach Alpha. The study hypothesis was analyzed through regression analysis to see the effect of interaction quality on Passenger experience.

4. Analysis and findings:

Table 1: Reliability Indices of Variables

Name of the variable	Cronbach α	No. of items
Passenger Experience	0.896	24
Interaction Quality	0.726	10

Source: Data output from SPSS

The above table states the reliability scores of the various factors. The Cronbach α for Passenger experience was 0.896. For interaction quality the Cronbach α was 0.726. This shows that the factors meet the reliability criteria of being above 0.70 ranges.

Table 2: Model Summary of Regression

Model 1	
R	.855 ^a
R Square	.815
Adjusted R Square	.814
Std. Error of the Estimate	.07765

a. Predictors: (Constant, Interaction Quality)

Source: Data output from SPSS

The above table is model summary of regression analysis for the usefulness of Interaction quality and its effect on Passenger experience. It is evident from the result that independent variable (Interaction Quality) have 81% effect on dependent variable (passenger's Experience).

Table 3: ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	331.419	2	218.249	2.750E4	.000 ^a
Residual	3.808	97	.007		
Total	335.227	99			

a. Dependent Variable: Passenger Experience

b. Predictors: (Constant", Interaction Quality)

Source: Data output from SPSS

The above finding from the regression analysis is ANOVA. This table gives as a framework on the viability of adjusted R square. To understand the adjusted R square discussed just above is valid or not. A significance value of less than 0.05 proves that the adjusted R square has been scientifically proved; therefore, this table states a significance of 0.000 which indicates that above mentioned adjusted R square is valid and has been scientifically proven.

Table 4: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant"	.026	.011		.634	.000
Interaction Quality	.597	.016	.873	6.303	.000

a. Dependent Variable: Passenger Performance

Source: Data output from SPSS

Findings:

The above table shows the slopes of independent variable over the depended variables, in other words, this table measures the effects of independent variable over the Passenger Experience. This indicates as 1 unit changes in interaction quality of employees will brings about .597 units positive effect on Passenger experience.

5. Conclusion and Recommendations

The identified that interaction quality of employees has significant variance and influence on Passenger/ passenger experience in Kabul international Airport, Afghanistan. The study focuses on understanding what constitutes the Passenger experience of an airline traveler. Most Passengers would want to experience air travel free of anxieties and worried, in a enjoyable and comforting way. The Passenger journey is divided into three crucial phases which are pre-flight, in-flight and post-flight experience. All of which are equally important in impacting the Passenger experience. The Passenger experience construct was measured with sense, feel, think, act and relate variables. It is imperative to investigate the dimensions and their interactions. According

to Gronroos (1978) the shopper is not only concerned in what he/she receives as a final result of the business procedure but in the procedure itself. How the practical outcome is delivered or how he/she gets the practical quality functionally is imperative to him/her and to his/her view of the service he/she has received. It implies that quality has various aspects. Technical quality answers what the Passenger gets and interaction quality measures how he gets it. In this case technical quality represents the outcome quality. Gronroos (1984) & Rust and Oliver (1994) state that outcome quality is what the Passenger is left with when service is rendered

The study focuses on the antecedents of Passenger experience in the airline industry and it would be of great importance to study the following for future research. Firstly how Passenger experience affects Passenger satisfaction. It would be interesting to study how that would then affect Passenger loyalty.

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