

THE IMPACT OF SERVICE QUALITY STRATEGY ON TRAVELERS' SATISFACTION: A CASE STUDY OF QUEEN ALIA INTERNATIONAL AIRPORT

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Abstract

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This study examined how service quality dimensions (tangibility, responsiveness, reliability, assurance, and empathy) affect travelers' happiness at Queen Alia International Airport (QAIA) in Jordan. Because of this, airports all over the world are competing fiercely to attract passengers. This healthy dose of healthy competition ensures that passengers are always satisfied with their airport experience. The study used a descriptive-analytical technique. This study targeted QAIA visitors. The study sample was convenience sampled by sending an electronic questionnaire to a large number of QAIA visitors and service users using Google Forms. After data collection, 339 questionnaires were recovered. After validity testing, 19 questionnaires were removed, and 320 were retained for statistical analysis. The Statistical Package for the Social Sciences (SPSS) was used to examine data. The study found that service quality (tangibility, responsiveness, reliability, assurance, empathy) significantly affected travelers' satisfaction. The study advised airport administrators and officials to improve service quality, particularly tangibility and reliability. Standards and indicators to quantify and assess travelers' satisfaction are needed to improve public services. The research emphasizes the critical need for the development of standardized metrics and indicators aimed at quantifying and assessing traveler satisfaction. This would facilitate ongoing improvements in public services at QAIA and contribute to a more positive and enjoyable experience for all travelers passing through the airport.

Keywords: Service Quality, Travelers' Satisfaction, Queen Alia International Airport (QAIA)

Authors' individual contribution: Conceptualization — N.N.A.; Methodology — N.N.A.; Validation — M.S.A.; Formal Analysis — M.S.A.; Investigation — M.S.A.; Resources — T.H.; Data Curation — T.H.; Writing — Original Draft — T.H.; Writing — Review & Editing — D.Q.; Visualization — D.Q.; Supervision — D.Q.; Project Administration — M.S.A. and M.W.A.-K.; Funding Acquisition — M.W.A.-K.

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1. INTRODUCTION

To thrive, compete, make money, and stay in business in today's economy, you need top-notch customer service. The best way for airports to meet the high expectations of their customers is to listen to their feedback, then use that information to inform product development and innovation. Satisfied and returning customers are the result of excellent service (Suki, 2014). This sets them apart from other airports, which helps them keep customers and bring in new ones, ultimately growing their market share. Every day brings new service enhancements. Service expectations of travelers are dynamic and ever-changing. Queen Alia International Airport (QAIA) should offer services that guarantee traveler enjoyment if it wants to retain and attract travelers. Traveler satisfaction and the quality of service provided by Jordan are the focus of this study.

The significance of service quality has prompted practitioners and researchers to concentrate on it for many years. According to Leninkumar (2016), the measure of service quality is the gap between customer expectations and the service provided. This evaluates the level of service provided in relation to the customer's expectations.

There is more competition than ever before; therefore, QAIA needs to come up with creative ways to keep customers coming back and bring in new ones while also providing excellent service. Service expectations in different cities around the world can be compared. Located in the heart of Jordan, QAIA serves as the primary gateway for international travelers. Local, regional, and international visitors to QAIA are greeted with the famously kind and welcoming Jordanians, who make them feel right at home. QAIA connects inbound and outbound passengers to major global places with its easy-to-navigate platform, exceptional service, and warm welcome, providing a one-of-a-kind travel experience at every touchpoint. According to the Airports Council International 2020 airport service quality survey, QAIA has been crowned as the best airport by size and region for Middle Eastern airports handling five to 50 million passengers for the 40-year running.

Compared to product marketing, service marketing is more competitive. As a result, when visiting different locations around the world, tourists evaluate the services they get based on their expectations.

The purpose of this research is to identify the relationship between tourists' happiness at QAIA in Jordan and the following service quality dimensions: tangibility, responsiveness, reliability, assurance, and empathy.

Because of this, airports all over the world are competing fiercely to attract passengers. This healthy dose of healthy competition ensures that passengers are always satisfied with their airport experience.

The following overarching question will be addressed by this research:

RQ₀: What is the impact of service quality dimensions on travelers' satisfaction?

The study sub-questions are:

RQ1: What is the impact of tangibility on travelers' satisfaction?

RQ2: What is the impact of responsiveness on travelers' satisfaction?

RQ3: What is the impact of reliability on travelers' satisfaction?

RQ4: What is the impact of assurance on travelers' satisfaction?

RQ5: What is the impact of empathy on travelers' satisfaction?

This research shows how service quality influences travelers' pleasure at Jordan's QAIA, which is unique.

Multiple studies show that corporate service quality is vital (Fotaki, 2015; Ismail & Yunan, 2016; Ali et al., 2016). High-quality service enhances a company's brand, sales, reputation, decision-making, and value. Consumer value increases proportionally with service quality (Howat & Assaker, 2013).

To understand how responsiveness, certainty, empathy, tangibility, and reliability affect passenger enjoyment at QAIA. This research adds to the literature on service quality and customer happiness to assist in building innovative retention techniques.

This study will help marketing decision-makers at QAIA in Jordan grow market share and improve services by revealing the relationship between service quality and customer happiness. This research will also recommend the QAIA travel promotion.

The main aim of this study is to understand the dimensions of service quality (tangibility, responsiveness, reliability, assurance, and empathy) and their impact on travelers' satisfaction in QAIA.

The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 analyses the methodology that has been used to conduct empirical research on how service quality dimensions (tangibility, responsiveness, reliability, assurance, and empathy) affect travelers' happiness at QAIA in Jordan. Section 4 highlights the findings. Section 5 discusses the study results. Section 6 concludes the study with recommendations.

2. LITERATURE REVIEW

2.1. Service quality

Service quality is so important that professionals and researchers have focused on it for years. According to Leninkumar (2016), service quality depends on how customers compare their expectations to their experiences. This entails comparing customer expectations to reality. Parasuraman et al. (1985) defined service quality as how clients judge a service provider based on what they expect. Service quality is how customers assess a company's service against their expectations.

Customer loyalty depends on service excellence (Leninkumar, 2016; Hashem, 2016). Maintaining client satisfaction and staying ahead of the competition are also crucial (Guo et al., 2008). Services are an organization's benefits, according to Kotler (2000). Services are not uniform, touchable, separable, or storable. They generate things and matters you do not own (Huang et al., 2019). Services also bond companies and customers (Riscinto-Kozub, 2008; Hashem, 2015; Duçi et al., 2025). They mark consumers' pleasant or unhappy

moments (Riscinto-Kozub, 2008). Parasuraman et al. (1985) defined service quality as the difference between consumer expectations and reality. People often compare services to their expectations before using them. Long-term awareness is linked to consumer perception of service quality. There are many approaches to measuring service quality in research papers. Parasuraman et al. (1985) developed dimensions of service quality (SERVQUAL) to assess how easy it is to notice things, how trustworthy they are, how quickly they reply, how sure they make you feel, and how much they care. Wang and Shieh (2006) discovered that all five service quality measures make users happier except response time. Abu-El Samen et al. (2013) claimed that consumer satisfaction depends on service. Quality is intangible, inconsistent, and short-lived. Overall score or how well a service fits consumer needs (Anetoh et al., 2022). You can mix quality with consumer opinion, which they decide. A firm provides products and services that meet their needs (Riscinto-Kozub, 2008). Parasuraman et al. (1985) identified five service quality factors: tangibility, responsiveness, reliability, assurance, and empathy. Services lack tangible form; therefore, organizations struggle to understand customer perception. Services vary by supplier and customer, resulting in inconsistent service delivery. Services are hard to store after installation. It's clear that numerous services make and use them (Anetoh et al., 2022; Alsmadi et al., 2023). Service quality is studied in various disciplines. Customers rate service quality based on their experiences (Onditi & Wechuli, 2017; Sibai et al., 2021). Customers recognize quality when they are satisfied when a service exceeds expectations (Grubor et al., 2009). Numerous studies confirm the correlation between customer satisfaction and service quality (Çerri, 2012; Van Truong et al., 2016; Bataineh et al., 2024). QAIA connects incoming and outgoing tourists to major destinations worldwide with a unique and pleasant welcome. The Airports Council International 2020 Airport Service Quality Survey named QAIA "Best Airport by Size and Region: Middle East" for airports servicing five to 15 million passengers. This is its third triumph in a row and fourth overall, demonstrating its commitment to excellence. The Airport Carbon Accreditation Program Level 3+ "Neutrality" designation made QAIA the region's first carbon-neutral airport until 2022.

Service quality is the difference between client expectations and delivery, according to Khoo et al. (2017) and Parasuraman (1991). Researchers developed SERVQUAL to measure customer satisfaction. Parasuraman et al. (1988) created SERVQUAL, which inspired all research in this field. The SERVQUAL measure, established by Parasuraman et al. (1985), measures user service quality perception and expectation (Pena et al., 2013; Alsmadi et al., 2023). Many individuals globally evaluate service quality using this scale. This method has been used to analyze service gaps in numerous service domains (Nadi et al., 2016; Al-Momani, 2015). Parasuraman et al. (1988) developed SERVQUAL, a multi-item scale for five service quality characteristics. Physical facilities, equipment, and staff look. The ability to deliver promised service is reliability. A responsive person helps customers rapidly. Assurance requires knowledge, staff politeness, and trust. Empathy means the company treats customers personally.

A service quality tool by Parasuraman et al. (1985) was utilized in various research. That applies to many circumstances. Studies show that service quality impacts firm performance and longevity. Outstanding customer service may help a company lead its field, say experts. Offering "good" or "unbeatable" customer service gives companies an edge (Ismail & Yunan, 2016).

Service firms must remember that outstanding customer service is crucial to success and competitiveness. Hartono and Raharjo (2015) say people compare expectations to experiences to evaluate service excellence. Consumers judge service quality by satisfaction. According to Parasuraman et al. (1985), service quality and customer happiness have a mutual relationship. Product or service quality determines customer satisfaction. Jones and Shandiz (2015) say customers can compare their happiness using numerous metrics. Customers' ideal and acceptable service levels are listed. When analyzing satisfaction, Ngniatedema et al. (2015) found customers preferred individualized service. According to Cronin et al. (2000), service quality, value, and satisfaction influence consumer behavior. Each institution or group must evaluate service quality differently. The most important are: Increases sales. Excellent service boosts sales. Excellent service keeps customers coming back, lowering marketing costs. Good service to current clients is cheaper than new ones and attracts great talent. Great service keeps customers coming back; therefore, top performers select it. Customer service that addresses problems boosts repeat business.

2.2. Travelers' satisfaction

Clearly, many researchers now focus on the topic of total satisfaction. These days, tourist satisfaction tops the list of priorities. An unsatisfied customer won't buy from you again or come back. If a customer feels unhappy, all the company's efforts to boost service quality go to waste. Meeting customer demands poses the biggest challenge today (Anwar & Surarchith, 2015). Airport customers set high standards for service and product quality because they play an active role in the consumption process. Before you use management tactics to improve service quality, you need to understand your clients' backgrounds and what they expect. A person's happiness or sadness level stems from the gap between their expectations and how a product performs or turns out (Ali et al. 2016; Hashem, 2018). In other words, customer satisfaction happens when the service meets or goes beyond what the customer expects.

2.3. The relationship between service quality and travelers' satisfaction

In marketing research about services, people think customers judge how well a service works and compare it to what they expected before buying. How happy clients are overall shows how much they liked their experience. Narteh (2018) mentioned that Kotler and Keller (2013) say customer satisfaction is how pleased or upset someone feels after seeing how a product performs compared to what they expected. New studies suggest that looking at what customers expect and how they rate products or services can help figure out service quality (Özkan et al., 2019).

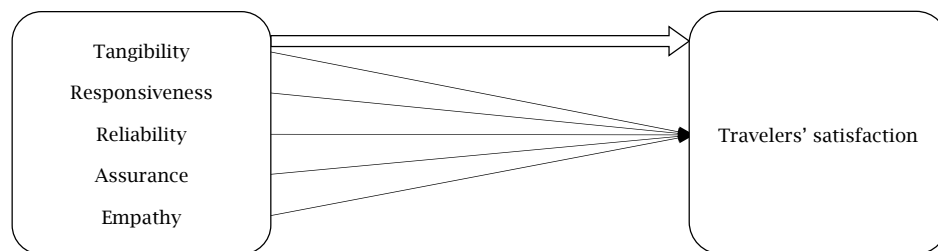
These days, making customers happy has become important for businesses that want to keep clients for a long time. Companies focus on keeping customers satisfied (Belas & Gabčová, 2014; Belas et al., 2014; Chavan & Ahmad, 2013). What the customer thinks about service quality plays a big part in how happy they are. To know if customers are happy, you need to compare what they expected with how they think the service did (Herington & Weaven, 2009).

This idea says that how good customers think the service is matters for keeping them happy. Studies show a connection between happy customers and good service (Yee et al., 2011). People do not all agree on how customer happiness and great service are linked, but they are connected.

The research talks about three main ways to look at this connection (Brady et al., 2002). Some say service quality starts with looking at how happy customers are (Naik et al., 2010). Others think that happy customers lead to better service quality. A third view says that neither happiness nor service quality has to come first (Ngo & Nguyen, 2016). Even though people do not agree on how service quality and satisfaction are connected, it's clear that service quality is super important for making customers happy.

Based on the literature review, as well as the resource-based SERVQUAL theory, the following research conceptual model is proposed, as illustrated in Figure 1.

Figure 1. Research model



Source: Adapted from Keshavarz and Jamshidi (2018), Huang et al. (2019), and Hapsari et al. (2016).

The main hypothesis is:

H_0 : There is no statistically significant impact of service quality dimensions on travelers' satisfaction.

The following sub-hypotheses are derived from the main hypotheses:

$H1$: There is no statistically significant impact of tangibility on travelers' satisfaction.

$H2$: There is no statistically significant impact of responsiveness on travelers' satisfaction.

$H3$: There is no statistically significant impact of reliability on travelers' satisfaction.

$H4$: There is no statistically significant impact of assurance on travelers' satisfaction.

$H5$: There is no statistically significant impact of empathy on travelers' satisfaction.

3. METHODOLOGY

Although it is possible to apply the qualitative methodology in conducting this study through personal interviews, the researchers chose to follow the quantitative methodology in designing the study questionnaire and distributing it to the study sample.

In this study, the descriptive-analytical method was relied on in order to achieve its objectives. The analytical descriptive method is considered one of the basic and common scientific methods in marketing studies. This type of study focuses on identifying and describing the characteristics of the study sample and study variables, and then conducting hypothesis testing in order to verify and evaluate the impact of the study. Quality of service (*Tangibility, Responsiveness, Reliability, Assurance, Empathy*) on *Travelers' satisfaction* at QAIA.

To collect data, primary sources were used through a questionnaire, and for the purposes of building the theoretical framework, secondary sources were relied upon, which include books, references, and published research related to study variables.

3.1. Study population and sample

The study population consisted of travelers and visitors to QAIA. As for the study sample, it was selected through the convenience sampling method, as the questionnaire was distributed to a number of visitors and beneficiaries of the services provided by QAIA through an electronic questionnaire prepared through Google Forms. After collecting the data, the number of recovered questionnaires reached 339. After checking the validity of the questionnaires, 19 were excluded for the presence of extreme values in the respondents' responses, which leads to creating inaccurate results, and therefore, 320 questionnaires were adopted for statistical analysis.

3.2. Study tool (Questionnaire)

The researchers conducted a comprehensive literature review and then developed a questionnaire, which is one of the best data collection tools for marketing and administrative studies (Sekaran & Bougie, 2016). The newest questionnaire has these sections:

1) The first section covers participant demographics such as gender, age, marital status, education, and monthly income.

2) The second segment had 30 service quality elements (*Tangibility, Responsiveness, Reliability, Assurance, Empathy*).

3) The third segment has six traveler satisfaction products.

Thus, the questionnaire has 36 items.

3.3. Validity and reliability

To ensure the validity and reliability of the questionnaire, the following statistical tests were carried out: content validity and reliability test using Cronbach's alpha coefficients.

The questionnaire was presented to a committee of specialists to ensure that it could be utilized for

scientific research, measurement, and study. The reliability test offers consistent findings over time when applied to the same group; therefore, reliability is the level of internal consistency between items.

According to Hair et al. (2019), Cronbach's alpha test is statistically acceptable if the coefficient is greater than 0.70, indicating internal consistency between questionnaire questions. Table 1 provides test results confirming research item stability.

Table 1. Cronbach's alpha values for variable items

Variables	Cronbach's alpha values	Items No.
Tangibility	0.746	6
Responsiveness	0.900	6
Reliability	0.866	6
Assurance	0.861	6
Empathy	0.846	6
Travelers' satisfaction	0.877	6
All items	0.962	36

Source: Authors' elaboration.

Table 2. Demographic characteristics of the study participants

Characteristic		Frequency	Percentage (%)
Gender	Males	265	82.8%
	Females	55	17.2%
Age	18-25 years old	31	9.7%
	26-35 years old	131	40.9%
	36-45 years old	76	23.8%
	46 years old and above	82	25.6%
Marital status	Single	81	25.3%
	Married	234	73.1%
	Other	5	1.6%
Education	High school and less	30	9.4%
	Diploma	47	14.7%
	Bachelor	167	52.2%
	Postgraduate	76	23.8%
Income	500 JD and less	78	24.4%
	501-1000 JD	123	38.4%
	1001-1500 JD	51	15.9%
	1501-2000 JD	20	6.3%
	2000 JD and above	48	15%
Total		320	100%

Note: JD — Jordanian dinar.

Source: Authors' elaboration.

The demographic data (gender, age, marital status, educational qualification, and monthly income) for study sample members were distributed as follows in Tables 3, 4, and 5:

- Gender: The study had 265 male participants (82.8%) and 55 female participants (17.2%).
- Age: 31 people aged 18-25 participated in the study, 9.7%. The study included 76 people aged 36-45 years old (23.8%) and 82 people aged 46 years old and above (25.6%).
- Marital status: 234 participants were married (73.1%), 81 were unmarried (25.3%), and five were otherwise (1.6%).
- Educational level: 52.2% of survey participants (167) had bachelor's degrees. The study found that 47 individuals received a diploma (14.7%), while 30 individuals received a high school diploma or less (9.4%).

Additionally, 24.4% of participants had a monthly income of 500 dinars or less. The study included 51 participants whose monthly income

was 1001-1500 dinars (15.9%) and 20 participants whose monthly income was 1501-2000 dinars (6.3%). Their monthly salary was 2000 dinars or more (48 people) at 15%.

4. RESULTS

4.1. Demographic characteristics of the study participants

Table 2 refers to the data of the demographic study sample members, which include (gender, age, marital status, educational qualification, and monthly income).

was 1001-1500 dinars (15.9%) and 20 participants whose monthly income was 1501-2000 dinars (6.3%). Their monthly salary was 2000 dinars or more (48 people) at 15%.

Descriptive statistics tests were performed by calculating the values of the means and standard deviations for all items of the questionnaire.

4.2.1. Descriptive statistics for quality-of-service items

Descriptive statistics for service quality elements were conducted for each dimension.

Descriptive statistics of the Tangibility items

Table 3 presents a summary of the descriptive statistics for the six Tangibility questions, indicating an overall mean of 3.87 and a standard deviation of 0.561, reflecting a high level of significance.

Table 3. Descriptive statistics of the items of *Tangibility*

Question (Q)	Sentence	M	σ
1	Trolley availability is sufficient.	4.23	0.755
2	The size of the QAIA in holding travelers.	4.01	0.856
3	QAIA provides high-quality lounges.	3.72	0.849
4	QAIA has an equipped and advanced medical center for emergencies.	3.46	0.898
5	Wheelchairs and special assistance services are available upon request.	3.78	0.912
6	The front desk receptionists of QAIA are neat and appearing.	4.07	0.797
Overall mean		3.87	0.561

Source: Authors' elaboration.

Item No. 1 indicates that "Trolley availability is sufficient" with an arithmetic mean of 4.23 and a standard deviation of 0.755, reflecting a high level of importance. Conversely, item No. 4 asserts that "QAIA has an equipped and advanced medical center for emergencies" with a mean of 3.46 and a standard deviation of 0.898.

Descriptive statistics for the Responsiveness items

Table 4 presents the descriptive statistics for the six *Responsiveness* items, revealing an overall mean of 3.70 and a standard deviation of 0.722, indicating a high degree of significance.

Table 4. Descriptive statistics of the items of *Responsiveness*

Q	Sentence	M	σ
1	The kindness of the response of the reservation agent.	3.82	0.885
2	QAIA employees provide an outstanding service.	3.73	0.912
3	Employees of QAIA provide a prompt service.	3.61	0.931
4	QAIA employees provide their service within the expected time.	3.59	0.866
5	The staff of QAIA are always ready to assist travelers.	3.80	0.798
6	The airport employees show a sincere interest when having a problem.	3.65	0.907
Overall mean		3.70	0.722

Source: Authors' elaboration.

Item No. 1 indicates "The kindness of response of the reservation agent" with a mean of 3.82 and a standard deviation of 0.855, reflecting a high level of importance. In contrast, item No. 4 states "QAIA employees its service within the expected time" with a mean of 3.59 and a standard deviation of 0.866.

Descriptive statistics of the Reliability items

Table 5 presents the findings of the descriptive statistics for the *Reliability* items, revealing an overall mean of 3.66 with a standard deviation of 0.667, and the significance level of the mean.

Table 5. Descriptive statistics of the items of *Reliability*

Q	Sentence	M	σ
1	Electronic services are always available for the convenience of the travelers.	3.62	0.895
2	Documentation of complaint services at QAIA is simple.	3.26	0.949
3	Throughout its experience, QAIA has always maintained its commitment.	3.93	0.754
4	QAIA has performed the service right from the first time.	3.73	0.841
5	QAIA employees have the experience and knowledge to answer the questions.	3.77	0.852
6	QAIA employees understand the needs of travelers' and strive to fulfil them.	3.65	0.868
Overall mean		3.66	0.667

Source: Authors' elaboration.

Item No. 3 indicates that "Throughout experience, QAIA has consistently upheld its commitment" with a mean score of 3.93 and a standard deviation of 0.754, reflecting a high level of significance. Conversely, item No. 2 states that "Documentation of complaints services at QAIA is simple" at QAIA is straightforward. The mean for this item was 3.26, with a standard deviation of 0.949.

Descriptive statistics of the Assurance items

The results presented in Table 6 indicate that the descriptive statistics for the *Assurance* variable items yielded a mean ranging from 3.54 to 3.86, with an overall mean of 3.70 and a standard deviation of 0.684, signifying a high level of importance.

Table 6. Descriptive statistics of the items of *Assurance*

Q	Sentence	M	σ
1	The behavior of QAIA employees instills confidence in travelers.	3.70	0.899
2	The staff of QAIA is keen on the privacy of travelers.	3.75	0.808
3	The services provided are safe from loss of baggage at QAIA.	3.54	1.05
4	The QAIA staff are always striving to improve their services.	3.68	0.881
5	I feel safe in all the services provided by QAIA.	3.86	0.819
6	The companies operating at the QAIA are characterized by credibility and a good reputation.	3.71	0.863
Overall mean		3.70	0.684

Source: Authors' elaboration.

Item No. 4 states, "The QAIA staff are always striving to improve their services". It has the highest mean, recorded at 3.86, with a standard deviation of 0.819 and a significant level of relevance.

Item No. 3, which asserts "The services provided are safe from loss of baggage at QAIA", recorded the lowest mean at 3.54, accompanied by a standard deviation of 1.05 and a moderate importance level.

Descriptive statistics of the Empathy items

The results presented in Table 7 indicate the descriptive statistics for the *Empathy* variable,

with item means ranging from 3.32 to 3.88. The overall mean for this variable is 3.63, accompanied by a standard deviation of 0.676, reflecting a moderate level of importance.

Table 7. Descriptive statistics of the items of *Empathy*

Q	Sentence	M	σ
1	The Presence of qualified staff to expedite the travel procedures.	3.76	0.860
2	QAIA staff speak more than one language.	3.72	0.816
3	Reservations staff sympathize with travelers when luggage is lost.	3.44	0.968
4	QAIA management sympathizes with travelers with circumstances.	3.61	0.923
5	Reservations staff sympathize with travelers when the flight is delayed.	3.32	0.979
6	QAIA staff collaborates with families, children, and the elderly.	3.88	0.848
Overall mean		3.63	0.676

Source: Authors' elaboration.

Item No. 6, which asserts that "QAIA staff collaborates with families, children, and the elderly", exhibited the highest arithmetic mean, achieving a mean of 3.88 with a standard deviation of 0.848, indicating a significant level of relevance. Item No. 5, which claims "Reservations staff sympathize with travelers when the flight is delayed", recorded the lowest mean at 3.32, accompanied by a standard deviation of 0.979 and a moderate importance level.

4.2.2. Descriptive statistics of Travelers' satisfaction

The results presented in Table 8 clearly indicate the descriptive statistics for the variable of

Travelers' satisfaction, with arithmetic averages for the items ranging from 3.61 to 3.99. The overall mean for this variable was 3.76, accompanied by a standard deviation of 0.621, reflecting a high level of significance. Item No. 5, which states "I recommend the experience of traveling through QAIA", was the highest in terms of the arithmetic averages, with its mean of 3.99 with a standard deviation of 0.686, and a high level of importance. Item No. 3, which asserts "The services of QAIA are characterized by diversity", recorded the lowest arithmetic average, with a mean of 3.61 and a standard deviation of 0.785, indicating a moderate level of significance.

Table 8. Descriptive statistics of the items of *Travelers' satisfaction*

Q	Sentence	M	σ
1	QAIA meets my needs.	3.92	0.732
2	The services of QAIA are very satisfactory.	3.76	0.796
3	The services of QAIA are characterized by diversity.	3.61	0.785
4	QAIA offers the service I expect.	3.65	0.843
5	I recommend the experience of traveling through QAIA.	3.99	0.686
6	I prefer using QAIA as a transit station.	3.63	0.879
Overall mean		3.76	0.621

Source: Authors' elaboration.

4.3. Regression assumptions

A multiple linear regression analysis was conducted to assess the impact of service quality and its aspects on traveler satisfaction at QAIA. Validity of data for this assessment.

4.3.1. Normality test

The normal distribution is a crucial prerequisite for conducting multiple linear regression, as it is essential to verify the appropriateness of the data for the linear regression analysis (Hair et al., 2010). The normal distribution test was conducted by

computing the one-sample Kolmogorov-Smirnov (K-S) test values together with the skewness and kurtosis coefficients for the regression residuals, as presented in Tables 4-7.

The results of the normal distribution test for the regression residuals are shown in Table 9 as follows: the K-S test had a value of 0.040 and the Sig. value was 0.200, which is greater than the significance level at 0.05. This indicates that the residuals follow a normal distribution. The skew coefficient is 0.010, which is less than 1, and the kurtosis coefficient is 0.325, which is less than 3. This proves that the residuals from the regression follow a normal distribution.

Table 9. Normality test

Variable	K-S test		Skewness values	Kurtosis values	Result
	K-S test value	Sig.			
<i>Travelers' satisfaction</i>	0.040	0.200	0.010	0.325	Normality

Source: Authors' elaboration.

4.3.2. Multicollinearity

One issue with multiple linear regression models involving independent variables is multicollinearity (Hair et al., 2014). This issue can cause spurious regression and an incorrect estimate of the regression equation.

To rule out the possibility of this issue with the independent variables, the variance inflation factor (VIF) must have a value below 10, and the tolerance must be higher than 0.10. Table 10 displays the outcomes of the tests.

Table 10. Multicollinearity test

Independent variables	VIF	Tolerance
Tangibility	1.986	0.504
Responsiveness	2.868	0.349
Reliability	3.858	0.259
Assurance	4.311	0.232
Empathy	2.813	0.356

Source: Authors' elaboration.

Table 10 displays the VIF test results; the test values fell within the statistically acceptable range,

which was 1.986 to 4.311. Thus, multicollinearity is not an issue for the independent variables.

4.4. Hypothesis testing

To test the hypotheses, multiple linear regression was used to test the effect of the dimensions of service quality (*Tangibility*, *Responsiveness*, *Reliability*, *Assurance*, *Empathy*) on *Travelers' satisfaction* at QAIA, as shown in Table 11.

Table 11. The first hypothesis (*H1*) testing

Independent variables	Dependent variable	R	R ²	F	Sig. (F)	Beta	Std. error	t-values	Sig.	Result
Tangibility	Travelers' satisfaction	0.821	0.674	130.05	0.000	0.211	0.050	4.201	0.000	Significant
Responsiveness						0.095	0.047	2.029	0.043	Significant
Reliability						0.160	0.059	2.720	0.007	Significant
Assurance						0.261	0.061	4.306	0.000	Significant
Empathy						0.168	0.050	3.383	0.001	Significant

Note: Calculated $t = 1.96$

Source: Authors' elaboration.

Table 11 shows the study's hypotheses being tested on *Tangibility*, *Responsiveness*, *Reliability*, *Assurance*, and *Empathy* to determine how service quality affects travelers' pleasure. Hypothesis testing used multiple linear regression.

Tables 4-10 show that the regression model is statistically significant since the F-value was 130.05 and the level of significance was 0.000, which is less than 0.05. The independent factors account for 67.4% of *Travelers' satisfaction*, and a multiple correlation coefficient of 0.821 indicates a substantial relationship.

Results for determining independent variable effects:

- *Tangibility* increases traveler pleasure, since its beta value was 0.211. The t-value was 2.029, and the significance level was 0.000, which is below 0.05. Thus, we can reject H_0 and adopt the alternative hypothesis (*H1*) that *Tangibility* statistically affects tourists' contentment.

- *Responsiveness*: With a beta value of 0.095 and a t-value of 4.201, we can reject H_0 and accept the alternative hypothesis (*H2*), which states that *Responsiveness* has a statistically significant effect on *Travelers' satisfaction*.

- *Reliability*: The beta-value was 0.160, indicating that *Reliability* improves traveler happiness. The t-value was 2.720, and the significance level was 0.007, below 0.05. Thus, we can reject H_0 and accept the alternative hypothesis (*H3*) that *Reliability* affects tourists' pleasure statistically.

- *Assurance*: The beta-value was 0.261, indicating that *Assurance* improves *Travelers' satisfaction*. The t-value was 4.306, and the significance level was 0.000, which is below 0.05. Thus, we can reject H_0 and support the alternative hypothesis (*H4*) that *Assurance* significantly affects tourists' contentment.

- *Empathy*: With a beta value of 0.168 and a t-value of 3.383, we can reject H_0 and accept the alternative hypothesis (*H5*), indicating that *Empathy* positively affects *Travelers' satisfaction*.

5. DISCUSSION

In this study, the researchers explored how the quality of service (tangibility, responsiveness, reliability, assurance, and empathy) affects the level

of satisfaction experienced by passengers at QAIA. According to the findings of the study, there is a correlation that may be considered statistically significant between customer satisfaction and the quality of service in terms of tangibility, responsiveness, reliability, assurance, and empathy. Previous research (Raza et al., 2020; Nukoo, 2020) was validated by this study, given that providing high-quality service leads to improvements in both service delivery and the happiness of staff members. Additionally, the study demonstrates that tangibility has an effect on the contentment of passengers. According to the findings of the study, a welcoming airport environment is created by tangibility, which has the effect of making customers happier. According to Ali et al. (2021), tangibility is associated with increased levels of customer satisfaction. On the other hand, the study discovered that responsiveness has a significant impact on the satisfaction of passengers. The responsiveness of a firm demonstrates its interest in its customers, as it enables the company to provide quicker and more effective responses to the requirements and desires of its customers, hence enhancing the level of customer satisfaction. Earlier research on responsiveness and customer satisfaction (Ali et al., 2021; Huang et al., 2019) is supported by this market share growth, which also verifies the findings of the study. In addition, the study found that the level of happiness experienced by travelers is highly impacted by reliability. Reliable services allow customers to feel at ease and trust them, which ultimately leads to increased levels of satisfaction. The findings of the study were validated by Ali et al. (2021) and Huang et al. (2019).

Additionally, it has been discovered that Assurance has a statistical impact on the level of satisfaction experienced by tourists. To be more specific, assurance enhances customer satisfaction by enhancing the level of privacy and developing ways for continual development in order to guarantee complete satisfaction with the service. It was said by Wilson (2018) that the findings of the study supported it. The improvement of customer service and the allocation of services to each customer help to promote customer

satisfaction and loyalty. This is because empathy has a significant impact on the enjoyment that passengers experience. As was the case with Wilson (2018), the findings of the study were identical. After taking into consideration the results of this study, the researchers have proposed a number of recommendations, including the following.

To begin, the aspects of service quality have a positive impact on the enjoyment of customers; hence, QAIA ought to give priority to these factors.

Second, QAIA should investigate ways to improve the morale of its staff members by providing them with benefits and promotions in order to provide passengers with a more satisfying experience.

Third, in order to increase the level of satisfaction experienced by customers, QAIA ought to make it a priority to raise the bar on several elements of service quality, particularly tangibility and dependability.

The fourth purpose is to raise awareness among authorities and human resource managers about the significance of cultivating an environment in the workplace that encourages collaboration and embraces diversity.

Fifth, establishing standards and indicators for assessing customer satisfaction in a statistical and qualitative manner is important in order to improve public services. This is because it is necessary to measure consumer satisfaction.

Sixth, requesting that individuals from a variety of regions and cultures investigate the elements that are being investigated, such as industrial firms, service companies, or banks.

6. CONCLUSION

A study looked at how happy travelers were at QAIA. It focused on five qualities of service: being easy to approach, quick to respond, reliable, boosting confidence, and understanding. The results showed that all these qualities made people happier.

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The study found that physical aspects and building trust were the most crucial. This shows how the actual environment and how much passengers feel confident in and can depend on the airport have a big impact on their overall experience.

The study suggests that airport managers should make service delivery their top priority. This includes being dependable and punctual as well as creating a safe and welcoming environment for all visitors. To boost passenger loyalty, airports can invest in staff training, upgrade their facilities, and foster a culture that puts customers first. By taking these steps, an airport can stand out from its competitors. These ideas could also help improve airports and public services across the country. This approach might ensure high standards and consistency throughout the industry.

We need to keep in mind the study's limits even though it gives us useful information. If you picked your sample based on people who were easy to reach, it might be hard to apply the study results to those who didn't take part. Looking at just one airport means the findings might not work everywhere. Plus, folks tend to make some parts of their lives sound better than they are.

Future research should enlist more trustworthy participants to boost confidence in the findings. To show how culture and place affect travelers' happiness, researchers can compare several airports in Jordan and other countries. Long-term studies could reveal how changes in service quality influence customer loyalty and passenger behavior. To get a full picture of passengers' emotions, researchers might want to include the effectiveness of digital services, the aim to be eco-friendly, and the treatment of people from different cultures.

This study concluded that airlines prioritize top-notch service and gives QAIA and other airports tips to make passengers happier. Airports should tackle current problems and come up with fresh ideas to enhance passenger experience, safety, and competitiveness.

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