

A CRITICAL ANALYSIS OF THE PASSENGER'S SATISFACTION FROM THE SERVICE QUALITY OF THE KING ABDULAZIZ INTERNATIONAL AIRPORT JEDDAH, SAUDI ARABIA

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Abstract

The main aim of this study was to investigate the satisfaction of passengers from service quality of King Abdulaziz International Airport Jeddah. This is quantitative study based on primary data. A structured close-ended questionnaire developed in English and translated into Arabic for high response, distributed among the passengers who ever travelled from KAIAJ. The researcher used Convenience sampling technique to identify the respondents who came from across the country for counseling classes at college of business and writing their final exams. The study sample size was 400 respondents. The satisfaction level of the passengers from the services of the KAIAJ, at large was low. Just for three variables from eleven given variables, the passengers showed somewhat satisfaction with mean value just above three. For all other service variables, the passengers were not satisfied. The management of KAIAJ should focus on enhancing the experience of the passengers. There were eleven service areas in this research, which can be individually be taken up for improvement of the services.

Keywords: Airport management, Service quality, Satisfaction, KAIAJ, Saudi Arabia

INTRODUCTION

The present day opened and deregulated policies of the airline industry have mandated the airports worldwide to become more competitive. The airlines opt for airport(s), which provide higher level of service to themselves and to their passengers. Thus, the situation puts pressure on the airport managers to provide the best level of service in the most efficient and effective manner (Oum, et. al., 2003). The air travel passengers experience comprises of distinct components namely airport services and in flight services. Many times a passenger may not be aware that the management and ownership of ground services at airport and the airlines services are exclusively separate and count the total travel experience as one. The Government Authority of Civil Aviation (GACA) manages the airport services in Saudi Arabia. An airline passenger would be looking for many factors of services at the airport, previous researchers have identified a number of factors for passenger satisfaction some important ones are flight timeliness, information convenience, efficient security and check-in-services, signage and orientation, and terminal amenities (Chen and Chang, 2005; Correia et al., 2008; De Barros et al., 2007; Fodness and Murray, 2007). Mikulic and Prebezac (2008) suggest that airport service attributes such as building comfort and restaurant/shopping possibilities have a dominant impact on overall passenger satisfaction.

Air travelling is an integrated service including the airport and the airlines. The travel experience of the customers starts from the airports itself. Many times the experience from the airports may enhance the overall travel experience of the customers and on the other hand, it may negatively affect the experience of the customers. The initiation and the end of the air travel is always from the airports and very often, the passengers may evaluate their experience in total including the experience from the airport and the airline. Besides, the airports also have national value and importance for country image. There are many agencies, which conduct the annual rating of the airports on global level.

Saudi Arabia is the largest economy in the Middle East region. The country is growing fast. The government has focused on the infrastructure development of the country. The development includes projects like Economic cities, sport cities, new modern universities, railways and new airports. King Abdulaziz Airport Jeddah, is the busiest airport in Saudi Arabia, this is because the airport is near Mecca and acts as transit hub for the annual hajj pilgrims and for Umra pilgrims throughout the year. An international website specializing in airport services ranked the International Airport in Jeddah among the worst airports in the world with regard to services (<http://www.sleepinginairports.net>). Some of the important feedbacks of the travelers are as follows; the airport is not overly clean, crowds can be a problem, and the services for the travelers are in short supply. Rude immigration officers and lengthy queues do little to improve

the traveler experience. It further complains that the chairs are limited, uncomfortable metal, and have armrests, one of the travelers said it is unbelievable how the immigration officers are doing their jobs. While hundreds of passengers are in queue, these people are talking to each other for a long time (<http://www.sleepinginairports.net/2014/worst-airports.htm>).

The results should provide the airport managers with information and suggestions that would help them to construct helpful strategies and choose the best framework to organize the airport system; besides the government of Saudi Arabia have planned a new airport in Jeddah. The findings would help the government in considering and focusing the areas according to the experience and expectations of the passengers from an airport, which would enhance the passengers, experience at KAIAJ and promote and encourage tourism and business in country. The rest of the paper has been organized in the following sequence, review of literature, objectives of the study, research methodology, empirical findings, discussions, conclusion, and managerial implications.

Statement of the Problem

The airline industry in Saudi Arabia is in the transition phase from government monopoly to open market system. The government has decided to build a new airport in Jeddah. Thus, the current research is of great importance at this particular point of time because it can provide insight to the GACA in developing the expected facilities from the airport by the passengers.

Objective of the Study

The research was undertaken with the main objective of finding out the satisfaction of the passengers from the King Abdulaziz International Airport, Jeddah. The findings of the research were expected to provide guidelines to the management of the airport in enhance and improving the services at the present airport and ensure its development and inclusion at the new airport.

REVIEW OF LITERATURE

Airports are a place where passengers encounter a bundle of tangible and intangible services in what Bitner and Hubbert (1992) has characterized as an "elaborate service scape". According to Fodness and Murray (2007) airport is a transition point for a passenger who travel by airlines. Like any other service-oriented industry, service quality is an important issue in the airport management (Park and Jung, 2011). Airport service quality has a direct impact of the perceived value of an airport, as well as traveler satisfaction (Rendeiro, 2006), which is one of the most significant measures of service effectiveness (Buyukozkan and Cifci, 2012; Chang and Chang 2010). The service quality for an airport expressed in terms of perceived level of service

delivered to the airport user (Francis et al., 2003). Passenger satisfaction is a key performance indicator for the operation of an airport (Yeh & Kuo, 2003) and then it should play an important role in the airport's total quality management (Eklof & Westlund, 1998). Airport service quality can have an indirect impact on tourism and related business activities because travelers are more likely to use an airport again if they remain satisfied with its service quality and they are more likely to recommend the airport to other potential travelers (Park and Jung 2011).

Passengers often do not have a choice between airports, regardless of price and quality levels of airport services. In other words, passenger demand for airport services is likely to be relatively inelastic (Doganis, 1992). This is particularly the case for international airports in the Asia-pacific region, where only one major gateway airport is available for international travelers in some countries. However, international travelers' impressions of a particular country are frequently affected by their first and last encounters at the gateway airport. Thus, the evaluation of passenger satisfaction levels on airport service has become an important issue in airport management (Proceedings of the Eastern Asia Society for Transportation Studies, Vol. 9, 2013).

Airports are a place where passengers encounter a bundle of tangible and intangible services in what Bitner and Hubbert (1992) has characterized as an "elaborate service scape". The fact remains that the airport is not the destination but it is major part of the total travel experience of the air travelers. The beginning and end of the journey is from the airport. Fodness and Murray (2007) said that airport is not a tourist destination for the passengers who travel by air but a transition point. There may be large number of service factors a traveler may expect from the airport. In this section, a brief review of literature has attempted to identify important expected services and the satisfaction of the passengers. Fodness and Murray (2007) in their model of service quality in airports empirically investigated the expectations of the passengers in the industry on three dimensions namely, service scape, service personnel, and services. The three dimensions have the following sub factors to measure the service quality of the airports: Service scape (Space layout and function, Ambient conditions, and Signs and symbols), Service Personnel (Attitudes, Behaviours, Expertise, and Services (Productivity, maintenance, and leisure).

The Airports Council International (2000) conducted a survey from its 512 airport members, regarding the quality evaluation process of the airports. The result identified 13 objective criteria and 38 subjective criteria for evaluating the overall quality of the airport. From the identified variables in the result, important criteria for the evaluation of the quality of airport service were, comfort (Yeh & Kua, 2003), processing time (Andler & Berechman, 2001; Correia & Wirasinghe, 2007; Chou 2009a), convenience (Yeh & Kuo, 2003), courtesy of staff (Yeh &

Kuo 2003); Barros et.al., 2007; Chou, 2009b), information visibility (Yeh & Kuo, 20003; Barros et al., 2007; Chou 2009a, 2009b), security (Yeh & Kuo 2003), Check – in service (Martin-Cejas, 2006; Chou 2009a, 2009b), flight information display (Barros et al., 2007; Chou, 2009a 2009b), waiting time (Correia & Wirasinghe, 2007; Chou 2009a, 2009b) Space available (Correia & Wirasinghe, 2007; Chou 2009a, 2009b) total service time (Correia et al., 2008) and total walking distance (Correia et al., 2008; Chou, 2009a, 2009b).

A study conducted among transfer passengers of a major south Asian hub confirmed the significance of airport staff courtesy, especially during screening procedures (De Barros et al., 2007). Rowley and Slack (1999) focused on hospitality and retail amenities within airport lounges. Their exploratory study suggested that spacious, light and clean lounges with branded retail stores and restaurant positively influence passenger experience. With the aim to evaluate service quality, Yeh & Kuo (2003) conducted a study among 14 airports in Asia-Pacific region. Identifying six distinctive service attributes such as staff courtesy, processing time, security, comfort, convenience and information visibility, their conceptual model generates a comparative performance index that evaluates the level of service quality for each airport. Rendeiro Martin Cejas (2006) found that efficient check-in service procedures positively influence passenger satisfaction. Vanja et al., (2013) in their study found that the attributes mention in satisfying and dissatisfying context were check-in, security check, signage, accessibility, parking, baggage, staff, shopping, dining options, cleanliness, adequate seating, Internet kiosk, charging stations, and Wi-Fi.

Thus, from the foregoing review of literature the researcher in this study suggested the following services areas for measuring the satisfaction of the passengers from King Abdulaziz International Airport, Jeddah. The variables were namely; Car Parking, Check in Services, Departure time, Airport lounge, Cleanliness, Shopping facilities, Transfer service from airport to airplane, Baggage services, Arrival services, Staff friendliness, Staff efficiency, and overall services of the airport.

Hypothesis

Drawn from the review of literature the researcher proposed to test the following hypothesis (H) from the results.

H1: Passengers are satisfied with Car parking facilities

H2: Passengers are satisfied with Check-in-Services

H3: Passengers are satisfied with Departure time

H4: Passengers are satisfied with Airport lounge

H5: Passengers are satisfied with Cleanliness

H6: Passengers are satisfied with the Shopping facilities

H7: Passengers are satisfied with the transfer services from airport to airplane

H8: Passengers are satisfied with the Baggage services

H9: Passengers are satisfied with the Arrival services

H10: Passengers are satisfied with the Staff attitude

H11: Passengers are satisfied with the Staff efficiency

H12: Passengers are satisfied with the overall services of the KAIAJ

METHODOLOGY

In line with the objective of the study, following descriptive research methodology guided the implementation of the study.

Survey Instrument

This research is a quantitative study based on primary data collected from passengers who traveled from King Abdulaziz International Airport Jeddah. The researcher collected data through a structured close-ended questionnaire, originally developed in English and translated into Arabic for the convenience of the respondents, as they were mostly Arabic speakers. The airport services eleven service areas expected on an airport by the passenger. In addition to the eleven variables, a twelfth question enquired about their overall satisfaction from the airport services.

Likert scale measured the intensity of the satisfaction of the passengers. The rating used were 5 to 1 on which, 5 equal to Highly Satisfied, 4 equal to Satisfied, 3 equal to Somewhat Satisfied, 2 equal to Dissatisfied, and 1 equal to Highly Dissatisfied.

Sampling Technique

Convenience sampling methodology identified the respondents to administer the questionnaire. The sample consisted of group of individuals pursuing bachelor degree in various specializations in business from College of Business Rabigh, King Abdulaziz University. The respondents came to the campus for counseling classes before the exam and then for the exam. They came from different parts of the country to write the final exam, thus representing almost the entire country of Saudi Arabia. All the respondents were employees in various companies in the country. The respondents were in all age groups. The researcher administered questionnaires on confirmation that the respondent had travelled from King Abdulaziz International Airport Jeddah at least ones. The sample size was 400 respondents.

Data Analysis Approach

Percentage, frequencies, mean and standard deviation analysis method were the statistical tools for analysis and for the testing of hypotheses ANOVA and t-test, tested the variance and significance of the results; Cronbach Alpha the test reliability of data.

ANALYSIS & EMPIRICAL RESULTS

The collected data on Cronbach Alpha reliability test stood highly reliable. The .930 Cronbach Alpha value in table 1, is very high value indicating high reliability of the data and the results.

Table 1: Cronbach Alpha Reliability Test of the Data

Reliability of Data – Cronbach Alpha Test	
Airport (King Abdulaziz International Airport – Jeddah)	.930
Car parking	
Check – inservices	
Departure time	
Airport lounge	
Cleanliness	
Shopping facilities	
Transfer services from Airport to Airplane	
Baggage Services	
Arrival Services	
Staff Friendliness	
Staff Efficiency	
Overall services of the Airport	

Profile Analysis of the Respondents

Table 2 presents the profile of the respondents. Respondents' profile were analyzed across the four variables namely; Nationality, Class of travel, Destination of travel, Duration of using Airlines for travelling, travelled by other airlines. The respondents were mainly Saudi nationals (91.2%) only 8.8% were Non Saudis. The respondents who travelled in only business class were (9.8%), only economy class (57.3%) and both classes (33.0%). In response to the question 'the destination of the travel' 47.3% said that they traveled for only domestic travelling and 11.0% said they traveled only International destinations and 41.8% said they have used the airport services for both domestic as well as International destinations. A large number of respondents had been using the services of the airport for more than 10 years (32.5%), 26.3% of the respondents have used the services for 6 to 10 years and 41.3% had used it for less than 6 years.

Table 2: Basic Profile of Airline Customers

Profile	N	%
Nationality		
Saudi	365	91.2
Non Saudi	35	8.8
Total	400	100.0
Class of travel		
Business Class	39	9.8
Economy	229	57.3
Both	132	33.0
Total	400	100.0
Destination of Saudi Airlines		
Domestic	189	47.3
International	44	11.0
Both	167	41.8
Total	400	100.0
Using Saudi Airlines since		
1 to 5 years	165	41.3
6 to 10 years	105	26.3
More than 10 years	130	32.5
Total	400	100.0

Passengers Satisfaction from KAIAJ

In this study, the researcher hypothesized eleven variables for measuring the satisfaction of the passengers from KAIAJ. The results in table 3 and 4 showed the satisfaction of the passengers. The overall services of the airport presented by eleven variables and the last question asked about the overall satisfaction of the passengers from the airport services.

The result in table 3 and table 4 showed that only for three variables the mean values were little more than 3, which indicated somewhat satisfaction of the passengers from these services. These variables were 'cleanliness at the airport mean value 3.11 Std. Dev. 1.339', 'Baggage services' mean value 3.01 Std. Dev. 1.368', and 'Arrival services mean value 3.03, Std. Dev. 1.292'.

For rest of the airport services the mean values were less than 3 indicating dissatisfaction of the customers. The mean value for the 'overall satisfaction from the airport services' was 2.83 Std. Dev. 1.298, which indicates dissatisfaction from the airport services. The results in table three candidly presents the poor satisfaction of the passengers.

Table 3: Customer Satisfaction on Airport Services (King Abdulaziz International Airport, Jeddah)

Services	N	Mean	Std. Dev.	HD	DS	SS	S	HS
Car parking	400	2.81	1.464	112	66	79	72	71
Check- in services	400	2.77	1.313	91	84	98	82	45
Departure time	400	2.67	1.283	95	93	103	69	40
Airport lounge	400	2.84	1.357	98	57	113	77	55
Cleanliness	400	3.11	1.339	74	49	106	103	68
Shopping facilities	400	2.81	1.325	92	73	104	83	48
Transfer services from airport to Airplane	400	2.76	1.420	116	56	92	79	57
Baggage Services	400	3.01	1.368	80	64	94	95	67
Arrival services	400	3.03	1.293	69	63	114	96	58
Staff Friendliness	400	2.92	1.319	82	60	126	73	59
Staff Efficiency	400	2.93	1.295	79	56	134	75	56
Overall services of the airport	400	2.83	1.298	84	76	115	76	49

SD = Standard deviation/ HD = Highly Dissatisfied/ DS=Dissatisfied/ SS=Somewhat satisfied/
S= Satisfied/ HS= Highly satisfied

Table 4 further supports the results in table 3, which show that very less number (percentage) of passengers, were satisfied from the KAIAJ; the results in tables 6 through 9 in Appendix. The ANOVA analysis compared the variance across the profile of the respondents.

Table 4: Customer satisfaction on Airport services (King Abdulaziz International Airport, Jeddah)

Services	Percentage (%)
Car parking	35.8
Check- in services	31.8
Departure time	27.3
Airport lounge	33.0
Cleanliness	42.8
Shopping facilities	32.8
Transfer services from airport to Airplane	34.0
Baggage services	40.5
Arrival services	38.5
Staff friendliness	33.0
Staff efficiency	32.8
Overall services of the airport	31.3

DISCUSSION

The demand for airline traveling has increased phenomenally in present day world. More and more passengers are using airlines for travelling from one place to another. Unlike before it is more of necessity than luxury. Even the lower middle income groups are traveling by the airlines. The completion is increasing every day. As said before the journey begins and ends from the airports. Therefore, the experience at the airport either makes the journey when the

passengers get good experience at the airport and also they end the journey in good mood on returning from the journey. Thus, the airports play very important role in the whole journey of an airline passenger. This study was conducted with the main objective of finding out satisfaction of passengers from the services of the KAIAJ. The researchers identified eleven important service areas for measuring the satisfaction of the passengers. In this section the researchers test the proposed eleven hypotheses stating whether the passengers were satisfied or not.

The results in the table 5 show that for most of the services the satisfaction level of the passengers are quite low as represented by the mean value. Mean value of 3 is the dividing value. For any variable mean value 3 and above indicates that the passengers are in satisfaction zone and on the other hand a mean value of less than 3 indicated the dissatisfaction of the passengers from that particular variable. The first hypothesis: H1 which states that passengers were satisfied with car parking facilities at the KAIAJ. The mean value for this variable is only 2.81; Std. Deviation 1.464, which indicates that the passengers were not satisfied. The result is significant at 0.01 level. Therefore, given the results H1 is not accepted. Parking service quality is important attribute in satisfying providing a positive experience to the passengers (Vanja et. al., 2013).

Check in services is another important service attribute in measuring the service quality of the airports (Rendeiro et. al., 2006; Vanja et. al., 2013, Martin – Cejas, 2006; Chou 2009a, 2009b). H2 proposed to test the satisfaction of passengers from check-in-services at the KAIAJ. The results showed that the passengers are not satisfied with the check in services. The mean value is 2.77 Std. Deviation 1.313. The result is statistically significant at 0.000. Thus H2 is rejected indicating the passengers were not satisfied with the check in services of KAIAJ. H3 states that the passengers were satisfied with departure time. The results in table 5 showed that the mean value for departure time is 2.77, Std. Deviation 1.283, which is again less than 3 indicating that the passengers were not satisfied with the departure time, therefore the H3 is rejected.

Airport lounge has an important place in measuring the service quality of an airport. Rwoley and Slack (1999) suggested that spacious, light and clean lounges with branded retail stores and restaurant positively influence passenger experience. The result in table 5 for the KAIAJ airport lounge showed mean value at 2.84, Std. Deviation at 1.357. The result is statistically significant at 0.015. Thus the hypotheses H4 which states that the passengers were satisfied with the KAIAJ lounge is rejected.

The only three service elements Cleanliness, Baggage Service, and Arrival Services tested by H5, H8 and H9, for which the respondents are somewhat satisfied. The mean value for the three elements was: Cleanliness 3.11, Std. Deviation 1.339; Baggage services 3.01, Std. Deviation

1.368; Arrival services 3.03 Std. Deviation 1.295. The results for the all the three elements were not statistically significant. Thus, the results which showed somewhat satisfaction of the passengers from the services may not remain the same. The three hypotheses namely; H5, H8 and H9 are partially accepted.

The satisfaction of passengers from the shopping facilities at the airport H6, transfer services from the airport to Airplane H7, Staff attitude H10, and Staff efficiency H11. The human factor as 'intangible' dimension of service quality (Zeithaml 1988), predominantly influences passengers' experiences at airports. Barros et al., (2007) showed that the courtesy of the security and check-in-staff, and quality of the flight information display are among the most valued by transfer passengers. These four elements of airport services were important in measuring the service quality of the airport and thus the satisfaction of passengers from these services was important. For all the four elements the mean values were less than 3. Shopping facilities mean 2.81, Std. Deviation 1.325. The result is statistically significant at 0.003. For the transfer services from airport to Airplane the mean was 2.76, Std. Deviation 1.420, statistically significant at 0.001. The Staff attitude mean 2.92, Std. Deviation 1.319, the result is statistically not significant; Staff efficiency mean 2.93, Std. Deviation 1.295, statistically not significant. Thus from the results it can safely be said that the four hypotheses namely H6, H7, H10, and H11 are rejected.

The last hypothesis H12 stated that the passengers were satisfied with the overall service of KAIAJ airport. The results suggested that the hypothesis is rejected as the mean value is less than 3, Std. Deviation 1.298. The result was statistically significant at .007.

Table 5: One Sample t test – Customer Satisfaction KAIAJ services

Services	N	Mean	Std. Devi.	t	df	Sig. (2-tailed)
Car parking	400	2.81	1.464	-2.595	399	.010
Check- in services	400	2.77	1.313	-3.579	399	.000
Departure time	400	2.67	1.283	-5.221	399	.000
Airport lounge	400	2.84	1.357	-2.431	399	.015
Cleanliness	400	3.11	1.339	1.568	399	.118
Shopping facilities	400	2.81	1.325	-2.943	399	.003
Transfer services from airport to Airplane	400	2.76	1.420	-3.345	399	.001
Baggage services	400	3.01	1.368	.183	399	.855
Arrival services	400	3.03	1.293	.425	399	.671
Staff attitude	400	2.92	1.319	-1.251	399	.212
Staff efficiency	400	2.93	1.295	-1.042	399	.298
Overall services	400	2.83	1.298	-2.697	399	.007

CONCLUSION

The prime objective of this study was to find out the satisfaction of the passengers from the service quality of KAIAJ, airport. Eleven elements of airport service quality were investigated to measure the level of satisfaction. From eleven elements of the service quality the passengers were not satisfied for eight elements. For the other three elements the passengers were somewhat satisfied. From the results it can safely be concluded that the service quality of the KAIAJ airport needed introspection from the planners, management, and designers of the services at the airport. The low satisfaction of the passengers is a matter of concern. However this research at this point of time is an opportunity for the management because the government is planning a new international airport in Jeddah. Jeddah receives pilgrims from across the world throughout the year for Umra and especially for Hajj every year. Jeddah is also known as economic city of Saudi Arabia and people from across the world travel to Saudi Arabia from this airport for pilgrimage and for Business. The elevation of services at the KAIAJ will support the government in promoting tourism.

MANAGERIAL IMPLICATIONS

The findings of the research can be used as guidance in designing the services of the airports in general and KAIAJ airport in particular. Not only these eleven elements but other service quality elements from the important studies in this field can be taken and implemented to enhance the overall experience of the passengers from the KAIAJ.

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APPENDICES

Table 6: ANOVA - Customer satisfaction on Airport services (King Abdulaziz International Airport, Jeddah)

Services	Saudi			Non Saudi			F	df	Sig.
	N	Mean	Std. Dev	N	Mean	Std. Dev			
Car parking	169	2.76	1.501	231	2.84	1.439	.297	1	.586
Check- inservices	169	2.69	1.350	231	2.82	1.285	1.049	1	.306
Departure time	169	2.60	1.292	231	2.71	1.278	.670	1	.413
Airport lounge	169	2.80	1.374	231	2.86	1.347	.208	1	.649
Cleanliness at the airport	169	2.83	1.366	231	3.30	1.287	12.294	1	.001
Shopping facilities	169	2.78	1.375	231	2.83	1.291	.148	1	.701
Transfer services from airport to Airplane	169	2.64	1.482	231	2.85	1.369	2.219	1	.137
Baggage services	169	2.85	1.406	231	3.13	1.330	4.362	1	.037
Arrival services	169	2.92	1.334	231	3.11	1.259	2.138	1	.144
Staff friendliness	169	2.71	1.316	231	3.07	1.304	7.352	1	.007
Staff efficiency	169	2.76	1.333	231	3.06	1.255	5.045	1	.025
Overall services of the airport	169	2.60	1.310	231	2.99	1.267	8.688	1	.003

Table 7: ANOVA - Customer satisfaction on Airport services (King Abdulaziz International Airport, Jeddah)

Services	Business Class			Economy			Both			F	df	Sig.
	N	Mean	Std. Dev	N	Mean	Std. Dev	N	Mean	Std. Dev			
Car parking	39	2.87	1.454	229	2.76	1.481	132	2.88	1.446	.314	2	.731
Check- in services	39	2.95	1.356	229	2.76	1.312	132	2.73	1.308	.441	2	.644
Departure in time	39	3.03	1.347	229	2.69	1.285	132	2.51	1.245	2.614	2	.075
Airport lounge	39	3.03	1.423	229	2.80	1.362	132	2.84	1.336	.465	2	.629
Cleanliness	39	3.36	1.347	229	3.15	1.326	132	2.95	1.353	1.660	2	.191
Shopping facilities	39	3.15	1.406	229	2.75	1.293	132	2.80	1.350	1.577	2	.208
Transfer services	39	3.00	1.414	229	2.77	1.377	132	2.67	1.496	.806	2	.447

from airport to Airplane												
Baggage services	39	3.10	1.447	229	2.98	1.328	132	3.04	1.422	.161	2	.851
Arrival services	39	3.03	1.367	229	3.04	1.263	132	3.00	1.331	.048	2	.954
Staff friendliness	39	2.97	1.386	229	2.90	1.282	132	2.93	1.371	.065	2	.937
Staff efficiency	39	2.92	1.365	229	2.92	1.266	132	2.96	1.333	.052	2	.950
Overall services of the airport	39	3.15	1.443	229	2.81	1.231	132	2.76	1.360	1.454	2	.235

Table 8: ANOVA - Customer satisfaction on Airport services (King Abdulaziz International Airport, Jeddah)

Services	Domestic			International			Both			F	df	Sig.
	N	Mean	Std. Dev	N	Mean	Std. Dev	N	Mean	Std. Dev			
Car parking	189	2.76	1.453	4	2.89	1.333	167	2.85	1.515	.248	2	.781
Check-in services	189	2.72	1.279	4	3.14	1.322	167	2.71	1.340	1.991	2	.138
Departure time	189	2.62	1.264	4	3.25	1.144	167	2.56	1.306	5.374	2	.005
Airport lounge	189	2.90	1.299	4	3.11	1.298	167	2.69	1.427	2.123	2	.121
Cleanliness	189	3.28	1.289	4	2.89	1.224	167	2.96	1.405	3.167	2	.043
Shopping facilities	189	2.79	1.283	4	2.86	1.305	167	2.81	1.384	.058	2	.943
Transfer services from airport to Airplane	189	2.81	1.382	4	3.14	1.424	167	2.61	1.447	2.603	2	.075
Baggage services	189	3.15	1.354	4	3.34	1.238	167	2.77	1.384	5.072	2	.007
Arrival services	189	3.01	1.284	4	3.25	1.222	167	2.99	1.322	.745	2	.475
Staff friendliness	189	2.95	1.295	4	3.02	1.248	167	2.86	1.368	.366	2	.694
Staff efficiency	189	2.99	1.248	4	3.16	1.328	167	2.80	1.332	1.741	2	.177
Overall services of the airport	189	2.86	1.295	4	3.02	1.248	167	2.74	1.314	.957	2	.385

Table 9: ANOVA - Customer satisfaction on Airport services (King Abdulaziz International Airport, Jeddah)

Services	1 to 5 years			6 to 10 years			More than 10 years			F	df	Sig.
	N	Mean	Std. Dev	N	Mean	Std. Dev	N	Mean	Std. Dev			
Car parking	165	2.92	1.494	105	2.93	1.552	130	2.57	1.329	2.627	2	.074
Check-in services	165	2.92	1.313	105	2.95	1.347	130	2.42	1.225	6.744	2	.001
Departure time	165	2.88	1.332	105	2.67	1.268	130	2.38	1.184	5.653	2	.004
Airport lounge	165	3.19	1.315	105	2.80	1.430	130	2.41	1.224	12.982	2	.000
Cleanliness	165	3.42	1.255	105	3.09	1.429	130	2.72	1.276	10.265	2	.000
Shopping facilities	165	2.88	1.318	105	3.07	1.375	130	2.49	1.240	6.118	2	.002
Transfer services from airport to Airplane	165	3.03	1.390	105	2.88	1.466	130	2.33	1.326	9.685	2	.000
Baggage services	165	3.19	1.374	105	3.17	1.348	130	2.65	1.316	6.819	2	.001
Arrival services	165	3.14	1.254	105	3.28	1.297	130	2.68	1.276	7.362	2	.001
Staff friendliness	165	3.02	1.355	105	3.16	1.324	130	2.59	1.212	6.402	2	.002
Staff efficiency	165	3.05	1.298	105	3.18	1.329	130	2.58	1.193	7.824	2	.000
Overall services of the airport	165	3.10	1.236	105	2.94	1.420	130	2.38	1.157	12.193	2	.000