

## The role of airport service quality in destination selection

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<p>This article explores the connection between airport service quality and whether passenger destinations will return to their destinations. The airport has always been associated with the tourism industry. However, the connection between airport service quality and destination selection has not been extensively studied. This thesis gives some data to prove the connection between airport service quality and passengers' choice of destination.</p> <p>This research mainly uses quantitative research methods, combined with qualitative research in the form of open questions. The airport targeted for this study is Shanghai Pudong International Airport. Data collection was mainly conducted on the Chinese passenger group.</p> <p>The results show that the service quality of the airport influences the choice of destination. Because the service quality of the airport will affect the mood of passengers, and the service quality of the airport represents the image of the city. These respondents indicated that the airport quality of service has a particular impact on passengers' choice of destination.</p> <p>Besides, based on the collected data, this article also puts forward some suggestions for improving the service quality of Shanghai Pudong International Airport. For example, the overall ambience of the airport can be improved through the decoration of the airport.</p> <p>The thesis project started in April 2020 and ended in June 2019.</p>	
<b>Keywords</b> Aviation, tourism, Shanghai Pudong International Airport.	

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# 1 Introduction

"Tourism is an important part of a country's economic development" (Agaraj & Merita 2009). "Air transport plays an important role in the tourism industry" (Graham & al., 2008). In the choice of tourist destination, the convenience of transportation is an essential factor affecting the decision of tourists. The interdependent, competing relationship between tourism and aviation has turned airports into sophisticated service platforms in which passengers are vital stakeholders (Prentice & Kadan 2019).

Improving airport service quality is the best way to improve passenger satisfaction. With the continuous development of social economy today, the demand of passengers for air services is also on the rise, the traditional sense of transportation has been unable to meet the needs of passengers. From ticket booking to equipment, from ground service to air service, passenger expectations are rising, and airlines are under increasing pressure to improve their service quality. (Yaofeng, Youyin & Xuesong 2006.) The improvement of service quality is related not only to the improvement of passenger satisfaction but also the future development prospects of airlines.

In addition to promoting tourism, airports are regarded as destination ambassadors. Because travelers pass through the airport when they arrive and when they leave their destination (Bigovic & Prašnikar 2015). Few studies are investigating how the service quality of an airport can affect tourists' perception of the destination city and their choice of destination.

In this study, the relationship between airport service quality and passenger behaviour intention will be examined, and whether airport service quality affects the choice of tourist destinations. The results of this study could lead to the development of tourism and the use of airports not only for tourism but also for commercial purposes.

This study will take Shanghai Pudong International Airport as the research object. Shanghai is an international metropolis, and tourism is one of the essential pillar industries for the development of Shanghai, so the development of Shanghai's aviation industry is significant for Shanghai. Shanghai's Pudong airport hosts primary international aviation missions. In the Skytrax survey of airports around the world, there is no Shanghai Pudong International Airport among the "top 100 airports of 2019" voted by air travellers from around the world. Skytrax's airport ratings are based on a comprehensive study of more than 500 airport products and services. The service level covers all official staff (e.g., immigration,

police, security, and customs) as well as general airport staff (shops, restaurants and coffee rooms, counters, etc.).

Meanwhile, on Skytrax's customer rating page, Shanghai Pudong International Airport scored 3/10. Singapore Changi Airport, which ranked first, scored 7/10 (Skytrax 2019). By comparison, the overall quality of the Shanghai Pudong International Airport needs to be improved.

After briefly summarising the research background and research problems of the thesis above, the following will state the thesis's problem statement and research purpose.

### **1.1 Problem statement**

The problem statement of this thesis is: the importance of service quality for the passengers of Pudong Airport is a factor for a positive perception of the Chinese tourism industry.

### **1.2 Purpose statement**

The primary research purpose of this thesis is to explore whether the quality of airport services will affect passengers' choice of destinations from the relationship between airport service quality and passenger behaviour intentions. It also comes with a discussion about the indirect impact of exploring the quality of airport services on Shanghai's tourism industry from this result.

After understanding the problem statement and purpose statement, in order to make the reader clearly understand the research direction of the thesis. The next chapter will discuss the research objects and problems of this paper.

### **1.3 Objective and research question**

The purpose of this study is to study the relationship between airport service quality and passenger behaviour, to determine whether it will affect destination choice. The research object is the passengers who visit Pudong airport. This study aims to explore 1. How the service quality of Shanghai airport will affect the behavior intention of passengers. 2. Does the service quality of Shanghai airport affect the choice of destination of passengers? The results will also show how the service quality of Shanghai Pudong International Airport affects the tourism industry.

Therefore, according to the research theme, the relationship between airport service quality and passengers' behavioural intentions will be studied first. After that, a questionnaire will be used to study the impact on the choice of destination. The research questions that extend from this research topic is:

- 1) How to understand the relationship between airport service quality and passenger behaviour?
- 2) Does the service quality of Shanghai airport affect the choice of destination of passenger?

The next chapter will give a brief description of the overall structure of the thesis.

#### **1.4 Outline**

The first chapter briefly describes the origin, purpose, and significance of the thesis. In the second chapter, to explore the research questions, the literature review of this thesis will summarize the current situation of service quality of Shanghai Pudong International Airport and the development of China's aviation industry. Relevant domestic and international researches and data on airport service and service quality will be analysed. Secondly, research on the definition and influencing factors of customer behaviour intention will be summarized. The service quality status of Shanghai Pudong International Airport and the development of China's aviation industry are summarized.

In the third chapter, the research method of usage -- questionnaire survey will be used to study the influence of service quality of Pudong airport on passengers' choice of destination. Therefore, in the third chapter, research methods, questionnaire design, and implementation process will be introduced.

The results of the questionnaire and the limitations of the study will be analyzed in the fourth chapter. In the fifth chapter, the main findings and conclusions of this research will be summarized.

#### **1.5 Limitation of the thesis**

Primarily, the limitations of this paper are considered from the perspective of internal effectiveness. The primary research method of this study is to conduct a questionnaire survey on tourists. However, since the contents of the questionnaire survey may not sufficiently summarize every factor affecting the choice of destination, there may be variables that are not included and affect the results. In terms of external validity, the results of this

study cannot be arbitrarily generalized to other airports, and a survey can only define airports in one region. Because research results can change depending on cultural and social factors.

This study will focus on the overall service capacity of Pudong airport, not on a specific airport service. In terms of the limitations of research methods, some methods cannot be copied due to the differences in experiments. Each method has corresponding shortcomings, which will affect the research results. The sample size may also affect the study results, and the sample size required for each research problem is also different. The author's inability to interview tourists in person at Shanghai Pudong International Airport may affect the reliability of the research data. In surveys, it is essential to listen to what other people say though self-summarizing data can contain some potential sources of bias.

There is also a certain limit in the number of questionnaires collected because of the open questions. Many respondents may answer the question indiscriminately without patient consideration. In order to collect valid questionnaires, it may affect the total number of questionnaires collected.



## **2 Research background and significance**

With the rapid development of the world economy and the continuous advancement of economic globalization, trade between countries is more and more frequent, and the competition is fierce (Laike, 1999). The development of transportation affects the cost of the production process and affects the choice of transportation methods in people's daily lives. Air transport, as an advanced mode of transport, has become an essential industry for national economic and social development since the reform and opening up more than 20 years ago. However, with the rapid development of China's civil aviation industry, the number of complaints about air service is also increasing, which to a large extent, hinders the development of China's civil aviation industry.

### **2.1 Current status of China's aviation industry**

Although the Covid-19 epidemic in China has been gradually curtailed recently, and the flight volume of various airports has gradually recovered, the epidemic situation in Japan, the Republic of Korea, Iran, Italy, and other countries have developed rapidly. While ensuring the resumption of work and production of flights, Chinese civil aviation is also actively responding to the epidemic's backflow. As the largest international trading port in China, Shanghai and the airlines operating in the two airports bear exceptional responsibilities and pressure in promoting the resumption of flights and preventing the return of the epidemic. (CAAC news 2020.)

The civil aviation industry is an essential primary industry of the national economy and social development. The strategic goal of civil aviation in China is shifting from "big country of human resource" to "the great powerful aviation country". In recent years, the total turnover of civil aviation in China is maintaining steady and rapid growth. It can be seen from the data shown in figure 1, in 2018, the total transport turnover of the whole industry reached 120,653 billion ton-km, up 11.4% from 2017. The total turnover of domestic routes reached 77,151 billion ton-km, an increase of 11.1% over the previous year, among which the routes between Hong Kong, Macao, and Taiwan reached 1.751 billion ton-km, an increase of 8.8% over the previous year. The total turnover of international routes was

43,502 billion ton-km, up 12.0% over the previous year. (CAAC 2018.)

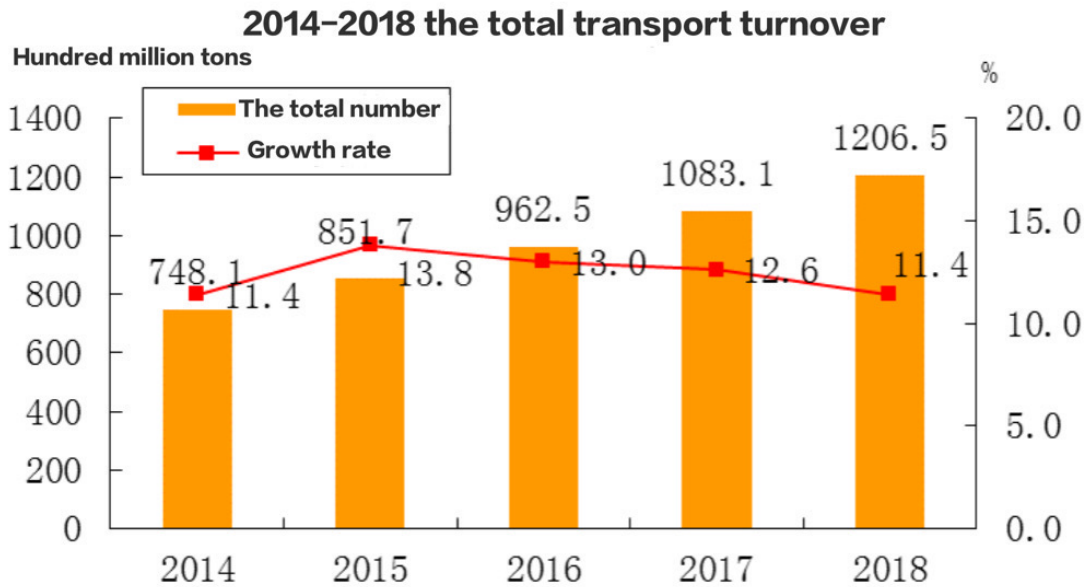


Figure 1. 2014-2018 The total transport turnover (CAAC 2018)

As shown in figure 2, the data are shown in figure 2, the completed passenger turnover of the whole industry is 1071.232 billion km, up 12.6% from 2017. Domestic airlines completed passenger turnover of 788.970 billion passenger kilometers, an increase of 12.1% over the previous year.

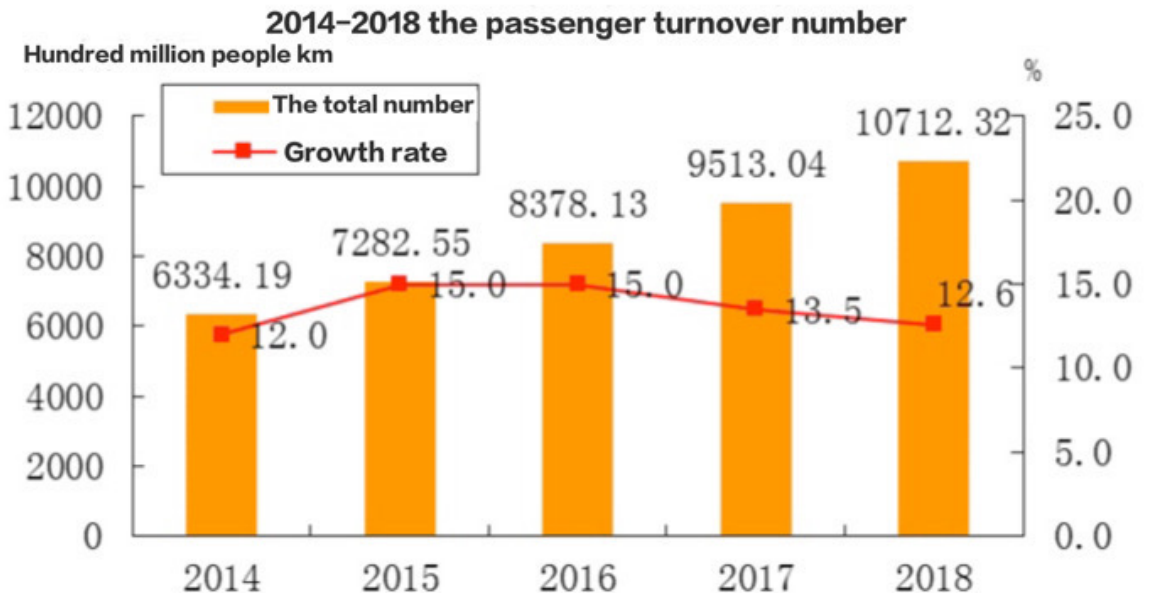


Figure 2. 2014-2018 The passenger turnover number (CAAC 2018)

### 2.1.1 Air service complaints

With the rapid development of China's civil aviation industry, the volume of air service complaints decreased compared with the previous year. In 2018, the Civil Aviation Administration of China (CAAC) organisations at all levels, including the CAAC general administration and regional administrations, the China air transport association and the CAAC consumer affairs centre, accepted 1,945 complaints on air consumption. Of these, 523 pieces of airport security, accounting for 26.89%; 308 boarding procedures, accounting for 15.84%; Shopping and catering services: 308 items, accounting for 15.84%, see the table below for details. (CAACCA 2018.)

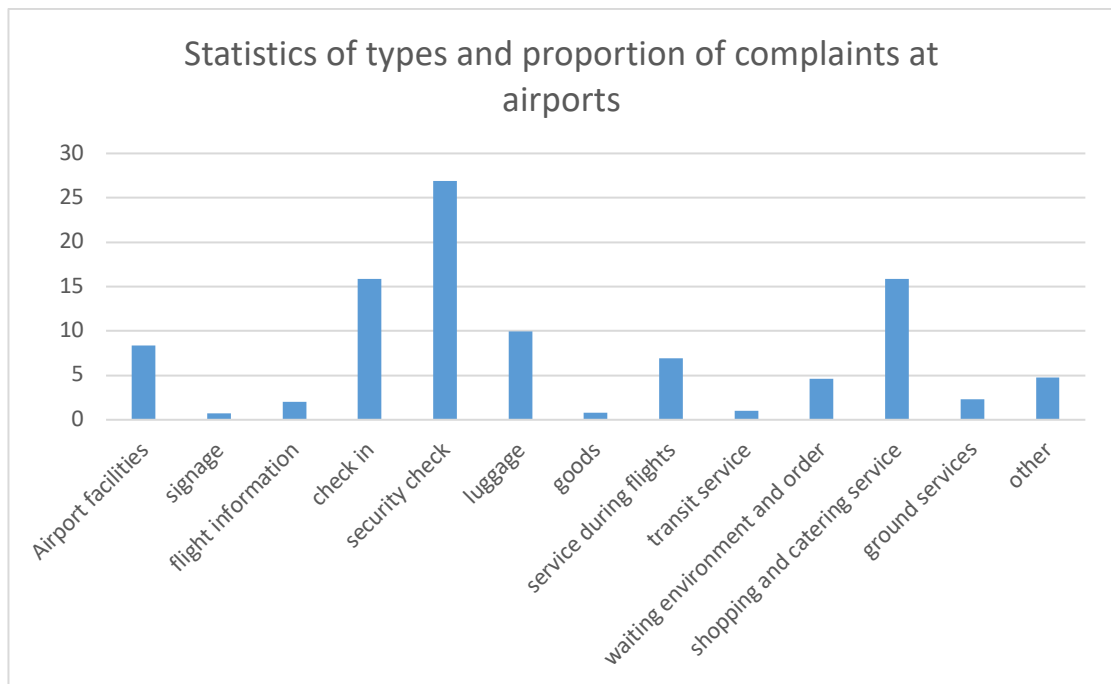


Table 1. Statistic of types and proportion of complaints at China's airports (CAACCA 2018)

Meanwhile, the 2018 survey of air service consumers, jointly conducted by the civil aviation transport department of China and the China consumers association, found that hot topics of current aviation complaints include flight problems, baggage transportation, reservation, ticketing and boarding, baggage, refund, etc. The number of complaints was 6,653, 4,016, 1,769 and 1,326, respectively. The results show that there is a gap between the status quo of China's aviation services and the rapid development of the civil aviation industry. (CAACCA 2018.)

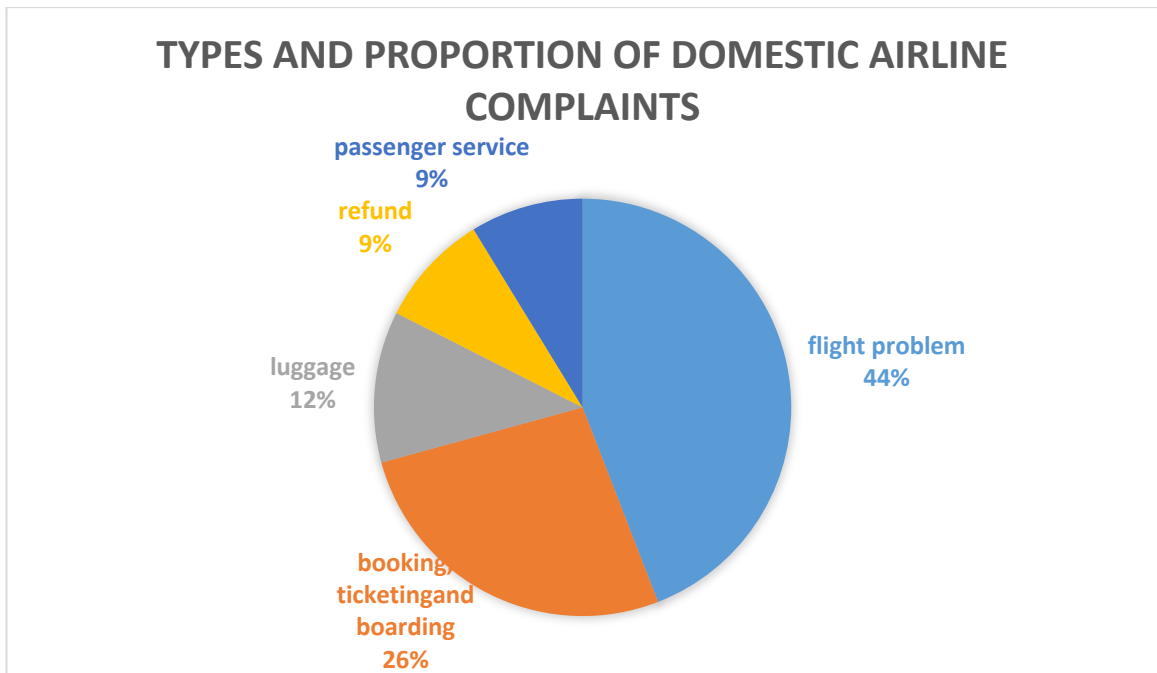


Table 2. Types and proportion of domestic airline complaints (CAACCA, 2018)

## 2.2 China's tourism industry

Xianan (2003) stated that tourism is already one of the world's top three industries, including oil and cars. Chinese tourism is related to domestic tourists, ways of traveling, accommodation facilities, and various other things. With the improvement of people's income level and the improvement of the air level of tourism facilities, people are no longer satisfied with comfort when they travel, but to enjoy when they travel. Since the reform and opening-up, China's tourism industry has developed rapidly. However, comparatively speaking, the development of China's domestic tourism in breadth and depth is far from meeting the needs of economic development and improving people's living standards. (Xianan 2003.)

For example, tourism in large-scale space belongs to long-distance tourism, and tourists generally choose world-class or state-level tourism resource points. At this time, the choices made by tourists comprehensively consider spatial distance and tourism resource endowment. When the travel time increased from the temporary residence to the tourist spot is not higher than the travel time in the tourist spot, the tourists will decide to travel. The choices made by the tourists here take into account the tourism resource endowment, spatial distance, and the degree of traffic convenience (Gearing, Swart & Var 1974). The author's research question is to explore the relationship between airport service quality and passenger behavior, and how it will affect passengers' choice of destination. There-

fore, the question the author will study is when the conditions of action of a particular factor change (such as the change of airport service quality) affect the choice of travel destination change.

One of them is that traffic bottlenecks restrict the development of tourism. China's traffic is so overloaded that, in terms of trains, 800,000 people stand on buses every day, and because of crowded trains and slow speeds, many people prefer to travel by air (CAACCA 2019). So, travel with aircraft saves time, but the superior environment and quality service are the main reasons for attracting tourists.

The development of the aviation industry drives the tourism industry, and the advantages and disadvantages of the tourism economy are directly linked to the increase and decrease of the aviation economy. Tourist has become an essential source of civil aviation passenger source. According to statistics, since 2012, 40% of the aviation industry's passenger sources were from the tourism and civil aviation consumer affairs center. The statistics show that from 2011 to 2014, the proportion of tourists traveling for tourism was 32.5%, 38.4%, and 40.3%, respectively. (CAACCA 2014.)

### **2.3 Significance**

The purpose of this study is to study the relationship between airport service quality and passenger behavior. When passengers are satisfied with service quality, they will have good behavior intentions, such as repurchasing or reusing the product (Bigovic & Pranikar 2015). This thesis wants to study whether the quality of service will affect the choice of destination. At the same time, as an essential part of the civil aviation system, airports are directly oriented to passengers, and the improvement of their service quality plays a direct and critical role in the development of the civil aviation industry (Fodness & Murray 2007). It is not easy for an airport to provide comprehensive and high-quality service to air passengers and achieve customer satisfaction.

In order to understand whether airport services have an impact on the selection of tourist destinations, first of all, we will study passengers' satisfaction with Shanghai Pudong International Airport. The purpose of evaluating airport service quality is to help the airport determine the actual level of its service quality. The results indicate the priority direction for improving and continuously improving the quality of service.

### **3 Literature review**

This part will discuss the contents of some definitions to be involved in the thesis to better interpret the topic of the thesis. The literature of recent years was selected as far as possible for the accuracy of the information. The discussion will focus on customer service quality, customer satisfaction, customer behavior intention, customer experience, and airport image.

#### **3.1 Shanghai Pudong International Airport image**

There are two airports in Shanghai, namely Shanghai Hongqiao international airport (SHA) and Shanghai Pudong international airport (PVG). Pudong airport is located in the coastal area of the south bank of the Yangtze River estuary in Shanghai. It covers an area of more than 50 square kilometers, about 30 kilometers away from downtown Shanghai and about 40 kilometers away from Hongqiao airport. (Vari Flight 2018.)

Ariffin and Yahaya studied the impact of airport image on the satisfaction of foreign tourists. The results show that the attractiveness of the airport's image is positively related to tourist acceptance, and national identity plays a key role in this relationship. Moreover, the outbound port is also a hub for international tourism. Therefore, the image of the airport needs to consider national identity. (Ariffin & Yahaya 2013.)

Shanghai Pudong ranked fourth in the overall evaluation of China's 57 airports by the end of 2019. The average score of the comprehensive evaluation of the airport was 3.87, and the Pudong airport got 4.01. However, when it comes to the overall score of airport services and facilities, the Pudong airport in Shanghai has dropped. The results indicate that the public facilities and services of Shanghai Pudong International Airport need to be strengthened. (CAPSE, 2019)

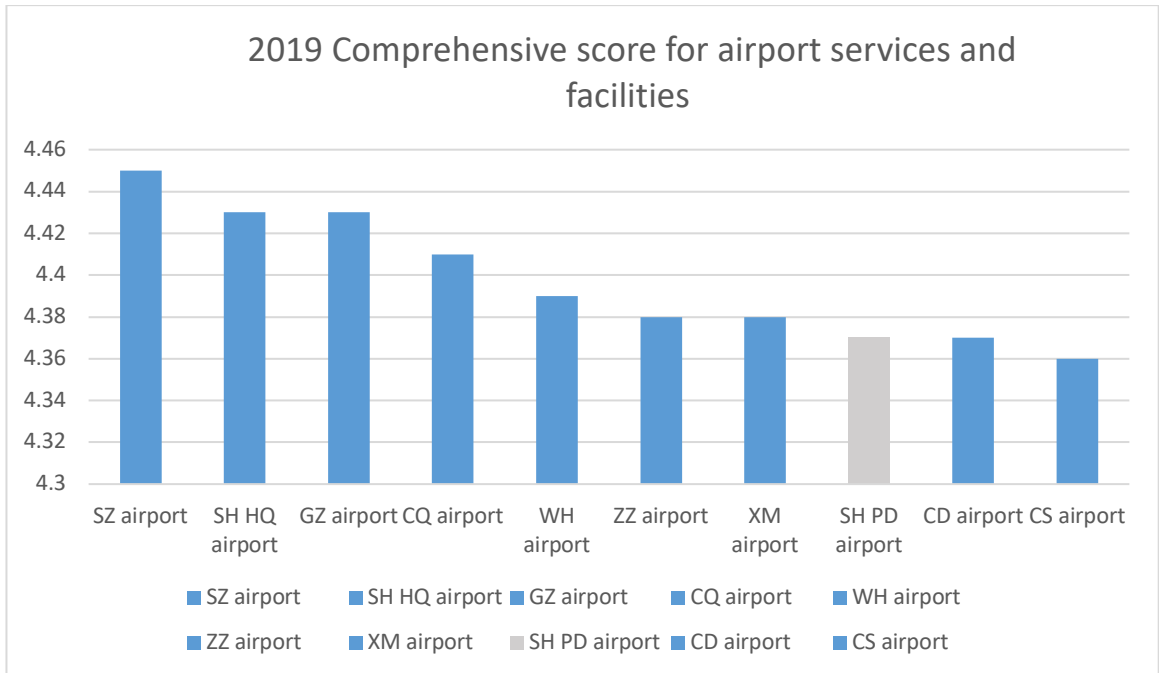


Table 3. 2019 Comprehensive score for airport services and facilities (CAPSE 2019)

Previous literature has shown that high service quality and passenger satisfaction are good indicators of whether an airport maintains a competitive position. Meanwhile, the above data also laid the foundation for the subsequent questionnaire analysis.

### 3.2 Customer service

The first improvement in customer service came in 1876, when Alexander Graham Bell invented the electric telephone, saving people the trouble of traveling long distances to repair things (Biography 2019). In 1960 there were call centres, where a whole bunch of operators answered the phone in one place. By the 2000s, there was software to help customers support. Until now, the company has extended customer service to self-service. Also, social media customer service has developed well, automatic chatbots have become very common, etc. (Mary 2017). Customer service random technology continues to evolve, and its forms become more diverse.

In recent years, there are many different marketing is enterprise as the key to win the market beat rivals such as products, channel, price, etc. It was not until recent years customer service occupies an essential position in the business. The critical role of customer service mainly by three factors (Barsky & Labagh 1992):

- The influence of the change of market environment
- The evolution of customer expectations
- Increasing competition

Customer service includes two essential elements:

- product
- service

Not only the various services provided by service enterprises. Customer service includes customers and employees as well as external customers and consumers. The analysis of customer service should also be reflected in these two aspects. (Chunqing, Yinfeng & Yang 2012)

First of all, enterprises' business activities are affected by the political, economic, legal, and natural environment and other aspects of the environment. The environment is continuously changing. Secondly, in the modern business of maximization of products and services, customers' expectation of service is not a small increase, they are no longer satisfied with the general service, but the best. They have evolved into highly product-conscious and demanding consumers who will not hesitate to switch to higher-quality merchants in the event of a low-quality transaction. Competition from vendors leads customers to seek higher levels of satisfaction. (Barsky & Labagh 1992.)

It is believed that service quality includes not only functional quality and technical quality but also includes emotional quality, technical quality, environmental quality, communication quality, and relationship quality. Among these sectors, emotional quality refers to starting from the customer's point of view, caring about the customer, warm, friendly, courteous, and courteous to the passenger, and good service. Technical quality refers to the quality of service results. The process of service personnel understanding the degree of customer demand is communication quality. Relationship quality refers to the degree of customer's trust in the service provider and the service enterprise and the degree of satisfaction with the buyer and the seller. (Liljander & Strandvik 1997.)

The gap between businesses in terms of product quality, variety, and technical content is getting smaller and smaller. The competitive advantage of core products and tangible products has no decisive influence on customers. Now the competition is the extension of the product competition, which is the key for the business to win the competitive advantage to win the market. The influence of customer service is a vital aspect of the extension products. (Liljander & Strandvik 1997.)



### 3.3 Service quality

In the late 1980s, scholars in the field of service management did much work on the quality of service concept, which influences the most profound is Gronroos (1984) put forward the concept of service quality. In his study that service quality is a kind of subjective feeling, customer service quality is the customer to get the service expectation and get the difference in value between the service effect of, namely depends on consumers' expectations and the comparison between experience to the level of service. When the psychological expectation is more considerable than actual perception, consumers are dissatisfied; When the psychological expectation is less than the actual perception, the consumer is satisfied. (Gronroos 1984, 38.)

Carman believes that service quality is a tool to measure the degree to which a company's service meets customers' expectations. It is the quality perceived by customers based on their expectations. Customers' expectation of service quality will affect their perception of service quality, and they will also evaluate their service when they receive the service. (Carman 1990, 33.)

There are many factors affecting service quality, so there are many indicators of service quality evaluation. These include metrics from an enterprise perspective, as well as metrics for customer experience. It is impossible to fully describe the level of service quality of a service enterprise by only one indicator. It requires multiple indicators to describe the quality of service of an ordinary object at the same time. The collection of these indexes forms the evaluation system. Similarly, a group of indicators that can describe and measure the main characteristics of civil aviation airport public service quality is defined as the civil aviation airport public service quality evaluation system. (Yeh & Kuo 2003.)

The airport provides a series of services for passengers through joint efforts with other relevant partners in order to meet the needs or expectations of passengers to the greatest extent. The passenger service flow of each airport includes airport ground transportation service, check-in service, security inspection service, information service, baggage service, and so on. The superior service, its inherent characteristics are through the operation of the airport enterprise to achieve. (Fodness & Murray 2007.)

The International Civil Aviation Organization's (ICAO) focus in air transport is to achieve borderless air transport restrictions, eliminating obstacles and red tape when crossing international borders. In addition, ICAO has also made efforts to improve the quality of airport service and formulated "The International Civil Aviation Covenant" and "The ICAO

Airport Services Manual," etc., are used to regulate the process of Airport service, aiming to improve the quality of the airport service by improving the service process. (ICAO 2016.)

In 1989, Skytrax civil aviation services consulting company was established to investigate and study the service quality of civil airports and airlines. Skytrax has developed a set of its own "service quality assessment system" and "indicator system", which directly sends staff to conduct front-line investigation and information collection on the service quality of participating airlines or airports, ensuring the fairness and authority of the global ranking or star rating process and results of airlines and airports. The main contents of the survey include passengers on departure and arrival flights, in-flight passenger service and entertainment equipment, ground service facilities, and equipment, in-flight and ground waiting comfort, ground service convenience, etc. The focus is to evaluate passengers' feelings during the journey. (Skytrax 1999.)

Competition among Asian regional airports is becoming increasingly fierce, mainly because most airports aim to become hub airports in Asia to attract more passengers. Therefore, the efficient management of these airports is vital. Airport service quality is an essential factor that affects management efficiency because service quality reflects the airport's response to passenger demand. (Hyun, Yong & Tae 2017.)

### **3.4 Research on service quality in China**

Compared with western developed countries, China's service industry started relatively late, the limitations of traditional theories and long-term economic development have not been paid enough attention to, and the development is relatively backward. In the era of the planned economy, the tertiary industry was barely maintained. After the reform and opening up, despite the rapid development of the service industry under the influence of the market economy, it has also absorbed and introduced advanced remote management ideas and experience. However, it is limited to learning, not to form its theories and methods. With the overall improvement of China's economic strength and overall national strength, the overall development of the service sector has been rapid, and the service sector is gradually showing its position in the national economy. (Zemin 2002.)

After China joined the World Trade Organization (WTO) in 2010, all industries are rethinking their way out in the context of economic globalization (Kun 2013). The civil aviation industry is also facing severe challenges brought by competition, which makes it begin to

strengthen service quality research and gradually form the standard management of service. Most enterprises are beginning to realize that improving service quality is also an essential factor in the competition, and the quality of service they provide to consumers is also improving.

However, the practice and theoretical research of service quality in China are still lagging compared with developed countries. In the early works and articles on service quality in China, there was no in-depth and comprehensive research on service quality, most of which focused on learning and interpreting the research results of others. In China, research on service quality management began in the 1990s. In the late 1990s, many papers or works on service quality management appeared, and the research on service quality became more and more active. (Jiechang 2019.)

Yun (2002) discusses the quality management method of service quality in service enterprises. It carries on the research from the service enterprise design quality control, the process quality control, the brand creation, the after-sale service four aspects; Another study builds quality of service management model, which is also customer-centric. It consists of three factors: service policy, service system, and service personnel. These three factors are interrelated and are all customer oriented. (Nanfang, Rong, Shihua & Yingzi 2002).

Mingguang (2004) also uses the service triangle model to construct the service quality management mode, analyzes the practical significance of customer loyalty to enterprises from the perspective of customer value, and proposes the service quality management strategy guided by customer loyalty.

### **3.4.1 Research on the quality of airport public service**

At present, the airport's international public service level is mainly evaluated through the passenger satisfaction survey and in combination with the dimension of space and time. Space refers to the average area occupied by each passenger in the terminal building by various business processes or facilities. The larger the area occupied, the higher the service level. The evaluation of the space can better identify the processes and areas that cause passenger congestion in the airport, and then carry out targeted renovation or expansion. (Liou, Tang, Yeh & Tsai 2011.)

Peikun (2008) studied British and American airport system. It is concluded that the current global major airports adopt two kinds of primary management model, which is a kind of

airport as a utility to manage mode. The airport mainly represents this model. Many U.S. airports initial investment from the government, so they do not have massive pressure on the loan and profit will get badly. The core of airport operation management is defined as the idea is to airport utility companies, not the pursuit of commercial profits core target. Under this guiding ideology, the operation and management of the airport are carried out around the airline and customer service. (Peikun 2008.)

The other is the management mode that regards the airport as a joint enterprise to conduct business operations, mainly represented by the European airport. Many of Europe's major hub airports have been shareholding and privatized, such as Frankfurt Airport in Germany, which has been listed on the stock market. Maximizing commercial profits has naturally become the core objective of the operation and management of these airports. (Peikun 2008.)

Furthermore, find out if the airport's existing space has reached a point of saturation. Time refers to the time for passengers to wait or process various business processes in the terminal building. The longer the waiting or processing time, the less satisfied the passenger will be. Through the evaluation of time, the time and processing time spent by passengers waiting on various business processes can be obtained. The corresponding process can be optimized to improve efficiency and reduce the waiting and processing time of passengers to improve satisfaction. (Peikun 2008.)

### **3.5 Customer satisfaction**

Fundamentally speaking, customer satisfaction determines customer loyalty. Typically, companies lose half of their customers every five years, leading to a constant need to acquire new customers. Customer satisfaction can limit customer churn by allowing companies to "eliminate pain points and increase customer loyalty." (Barlow & Moller 2008.)

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Companies can learn how to provide customer service more effectively while maintaining quality and reducing costs. They should have valuable insights to improve the quality of their products or services. In the long term, the company can grow sustainably. (Barlow & Moller 2008.)

Fornell's team (1992) established the Swedish Customer Satisfaction Barometer (SCSB) model, as shown in Figure 3. Professor Fornell's team believes that customer expectations and perceived performance are the two influencing factors of customer satisfaction. Customer satisfaction also affects customer complaints and customer loyalty.

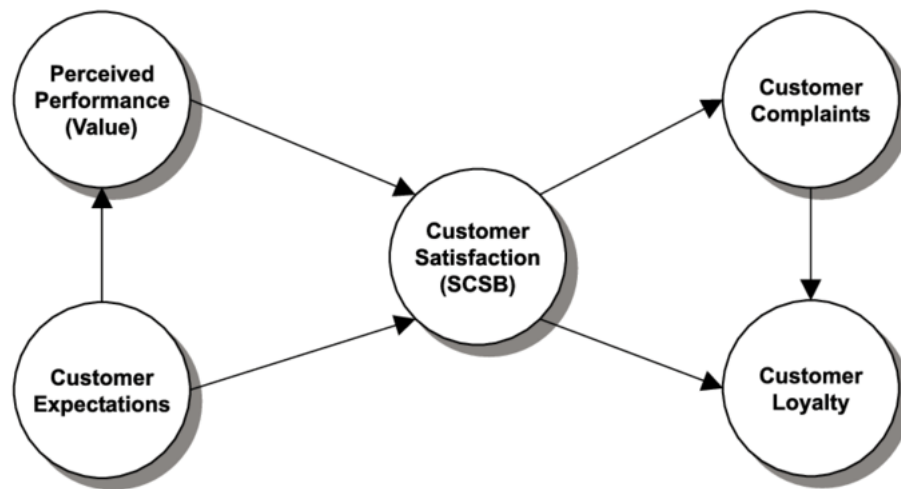


Figure 3. Swedish Customer Satisfaction Barometer (SCSB) model (Fornell 1992)

Companies do not always know what their customers are going to bring to their businesses. This information is crucial because it is likely to be marketing material for the company to attract new customers. Through customer surveys, we can understand why customers are loyal to a brand. (Ramona 2017.)

Satisfaction is initially used to analyse the customer satisfaction of goods, and then gradually applied to passenger service evaluation research in the transportation industry. Passenger satisfaction study is the feedback information of passengers when they use public transport facilities, which reflects the actual situation of the public transport system. Generally, there is a difference between the perceived quality of service and the expected quality of service. Passenger satisfaction research is a study of the size of this difference. (Linyan 2009.)

### 3.5.1 Measurement of customer satisfaction

The commonly used satisfaction evaluation methods are mainly divided into two types: satisfaction evaluation based on structural equation and index measurement method, among which the Swedish customer satisfaction system established in 1989 adopts the structural equation evaluation model. However, the German national customer satisfaction index established in 1992 uses the index measurement method. The American customer satisfaction index is a distortion of the Swedish customer satisfaction system. (Fornell 1992.)

### 3.6 Customer behaviour intention

In the field of consumer behavior, attitude is the overall evaluation of a product or service by consumers, which determines its status and value in consumers' eyes. Attitude consists of three components: cognitive component, affective component, and conative component. The conative factor refers to a person's reaction action or behavioural intention to the object of attitude. Cognitive and emotional factors are regarded as determinants of attitude, while the behavioural intention is determined by attitude (Engel & al. 1995). The higher the consumer's attitude towards a product or brand, the more likely it is to buy. Behavioural intention is closer to actual behavior than attitude, belief and feeling. Therefore, to predict behavior, the measure of behavioural intention should be able to predict the consumer's future behavior more accurately.

Hornik's (1984) study mentioned that the length of time that customers perceive delay is a variable that is more important than the actual length of the delay. Customers' perception of delay is likely to affect service evaluation; more recently, physical factors. Many scholars also mentioned that passengers' waiting experience has a significant influence on the overall service evaluation (Hui & Tse 1996; Iacobucci & Swartz 2000; Taylor 1994).

Dodds & al. (1991) proposed the formation model of perceptual value, as shown in Figure 4. The study believes that the consumer's perceptual price for a product is an indicator of perceptual quality and perceptual sacrifice, and by comparing perceptual quality and perceptual sacrifice, the perceptual value can be obtained. Services have a positive perceived value, and this perceived value will further affect consumers' willingness to purchase.

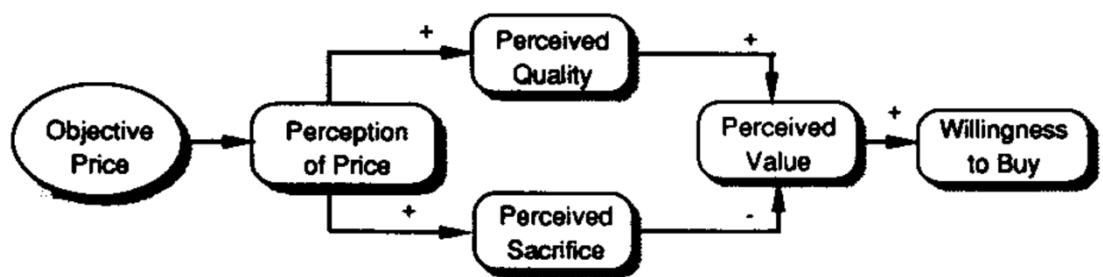


Figure 4. The formation model of perceptual value (Dodds & al. 1991)

Cronin and Taylor (1992) studied that consumers' attitude towards a product or service is based on their previous experience, and consumers' attitude will affect their purchase intention. This study uses a single item to measure consumers' purchase intention and finds that service quality, satisfaction, and consumption intention have a positive correlation.

Customers' perception of service quality will affect their evaluation of overall service satisfaction, and customer satisfaction will further affect customers' behavioural intentions. In this study, consumers' behavioural tendencies were measured by "repurchase tendency" and "willingness to recommend to others", and it was found that there was a positive correlation between service quality and consumers' behavioural intentions. (Boulding & al. 1993.)

A study found that service quality is good or bad will directly affect the consumers' behavioural intention. Customer transfer ratios can be reduced only by increasing customer buy-back intentions, and service providers retain profits. (Parasuraman & al. 1996.) The results of another study can confirm that service value, passenger satisfaction, and airline image all have a direct influence on passengers' behavioural intentions (Jin-woo, Rodger & Cheng-lung 2005). Taking the service quality as an example, it can be seen from the literature that there is a significant relationship between the passenger's choice of different passenger transport companies and the service quality. The recent research also tries to make a more specific measurement of the service quality variables to understand further the potential variations of outstanding service quality that affect the passenger's behavior intention.

A positive perception of service quality leads to good behavioral intentions such as repurchase/reuse, positive word of mouth, providing value to the product/service, price sensitivity and ultimately loyalty to the company. Instead, bad behavioral intentions are associated with negative behaviors, such as changing stores (Bigovic & Pranikar 2015). Burton, Heather, and Roberts (2003) studied the positive experience that will encourage customers to return to the service industry in the future. Zeithaml, etc. (1996) asserts that the higher the quality of service, the more likely the customer is to revisit, reuse, or purchase the company. This harmonious relationship is widely supported (Baker & Crompton 2000; Caruana 2002; Cronin & al. 2000; De Nisco & al. 2017; Prentice 2013). Yinghua and SooCheong (2009) found that service quality is an essential prerequisite for the willingness to act in the hospitality industry. Passengers who meet the airport experience will have a higher tendency to reuse the airport.

### **3.7 Airline passengers' perceived value and expectations of service quality**

Scholars and business operators have always paid customer perceived value close attention. Creating and providing the right customer perceived value has become a new resource for enterprises to gain competitive advantages (Gale 1994; Woodruff 1997; Slater & Narver 2000). As early as 1985, porter put forward the concept of "buyer value chain" in his book competitive advantage and pointed out that the buyer must perceive the value

created by an enterprise for the buyer if it wants to get the return of premium. By the 1990s, more and more scholars began to study the perceived value of customers. However, so far, the research on the perceived value of customers is still in the preliminary stage, and there is not even a universally recognized unified concept (Flint, Woodruff & Gardial 2002).

By combing the current literature, the concept of customer perceived value can be roughly divided into three categories: "gain and loss theory", "multi-factor theory," and "comprehensive evaluation theory". Moreover, it said that the customer's perceived value is based on the product's revenue situation and the perception of the utility of the product's overall evaluation (Zeithaml, Parasurama & Berry 1990; Monroe 1991).

Perception gains here refers to the products purchased and used in the physical properties of the product, service properties, and can obtain technical support such as perception, including the benefit of the buyer in the purchase when facing such as the total cost of the purchase price, cost, transportation, installation, ordering, maintenance repair and maintain the relationship with the vendor the amount of time and energy, etc. (Anderson & Sullivan 1993). "Multi-factor theory" proposes that it is too simplistic to consider customer perceived value only as of the trade-off between quality and price (Sheth, Gross & Newman 1991).

The value provided by any product or service includes functional value, social value, emotional value, cognitive value, and situational value (Sheth Gross & Newman 1991). According to the comprehensive evaluation theory, perceived value refers to the perception preference and evaluation of customers on some attributes of the product, the performance of the attributes and the results of the use of the product that can help (or hinder) the realization of their goals and intentions in specific situations (Flint, Woodruff & Gardial 1997).

### **3.8 Conclusion of literature review**

The above literature review shows that customer satisfaction and customer loyalty are closely related, and the critical factor affecting customer satisfaction is service quality. Customer satisfaction will increase when the customer's perceived service quality reaches its expected value or is higher than the expected value. Reasonable satisfaction will bring beneficial customer behavior. Furthermore, enhancing the customer's intention to repur-



chase can provide long-term benefits for the company. At the same time, the airport image will also affect customer satisfaction, so the image of Shanghai Pudong International Airport is also mentioned above.

Despite this conclusion, the relationship between airport service quality and consumer behavior has been determined. However, there is not much research on whether passengers will influence destination choice because of the quality of airport service. So, the research focus of this thesis lies here.

## **4 Methodology**

The author chooses the quantitative research method as the research method. First, define the questions and objects of the questionnaire and then design the questions. The data analysis part will be introduced later, and finally, the limitations of the questionnaire and the respondents collected will be briefly explained.

### **4.1 1.1 Quantitative research and questionnaire**

Quantitative research is considered the preferred method of academic research (Enago 2019). Quantitative research focuses on quantitative statistical analysis, which is a kind of basic, deductive, predictive, and explanatory research. It quantifies problems and phenomena, and then analyses, tests and explains them, to obtain the research methods and processes of significance. (Van 2012.)

The characteristics of quantitative research are, firstly, that it is a deductive method based on theory. Secondly, based on the hypothesis's existing theory, although the conclusion cannot be proved, the accuracy of the current results can be improved by additional data sets. (Van 2012.)

At the same time, the sample groups used were much larger than those used in qualitative studies. Data can be collected rapidly by email or phone when it is inconvenient to go out. Statistical software with perfect analysis function can analyze the data with high accuracy. Finally, the deviation of quantitative research is relatively small (William & Laura 1996), which mainly comes from the design research, the design of questionnaire tools, and the interpretation of data. Unlike qualitative research, it has obvious observation bias. (Kratwohl 1993.)

At the beginning of the questionnaire, respondents should be informed of the purpose of the interview and the time to be used, so that respondents can decide whether to do the questionnaire or not (Wenjuan 2015). The primary research method is the questionnaire. Using questionnaires saves time, workforce, and energy. For example, it takes much time to interview, and at the same time, it collects much information, the depth of the information will be different, and it takes much time to analyze. Using the questionnaire method, we can collect data quickly, the results are not complicated, and the results are more controlled compared to the qualitative research. Unlike interviews, where we need to prepare much content, we need to establish a trust relationship with the interviewee. Asking people to fill out a questionnaire is much simpler than asking people to be interviewed. (Kratwohl 1993.)

Questionnaire results are more comfortable with quantifying. The expression form of the questionnaire, the sequence of questions, and the giving of answers are all fixed and expressed in words. Therefore, this method is easy to quantify. Thirdly, the results of the questionnaire are more natural to be statistically processed and analyzed. We can use analysis software to do data analysis, very simple. Fourthly, the advantage of the questionnaire method is that it can conduct a large-scale investigation. No matter whether the respondents participated in the questionnaire or not, respondents could understand the thoughts, attitudes, and behaviors of the respondents from the questionnaire (Kratwohl 1993).

Kumar (2011) points out that in designing the questionnaire, the questions should be designed to avoid technical vocabulary as much as possible, asking "what do you think of the airport self-check-in service" rather than "what do you think of the airport service?" Meanwhile, the second question's scope is too broad, so the question needs to be as detailed as possible so that the respondents will not feel confused when answering, and the interviewers can make accurate judgments when analyzing the answers. (Kumar 2011.)

At the same time, we should pay attention to moral issues and protect the respondents' privacy when designing the questionnaire. Anonymity should be maintained where possible. In order to enable respondents to answer the questionnaire can remain honest, do not feel the burden. When conducting a questionnaire at that time, the researchers should avoid asking some sensitive questions, which may make the respondents feel uncomfortable. At the same time, please note that when setting the answer, we can provide some answers like "other" or "I'm not sure". When the respondent thinks he can't answer, he can choose instead of nothing (Kumar 2011).

#### **4.2 Define the problem and research problems**

In the first half of this study, a series of definitions of customer satisfaction, customer service quality, and customer behaviour orientation are discussed. It can be seen that there is a positive correlation between customer satisfaction and service quality, and customer satisfaction also positively affects customer behavior.

Although domestic and foreign scholars have studied the influencing factors of the choice of tourist destinations, these studies only studied the influencing factors of tourist destinations, traffic, geographical conditions, regional economic development level, tourist service facilities. Few literatures have comprehensively analyzed the influence of these factors on tourists' choice of destinations. Tourists are not only influenced by one kind of factor when

they choose travel destinations but are influenced by a variety of factors, and the influence degree of these factors is not the same.

The purpose of this study was to explore whether the service quality of Pudong airport will impact tourists' choice of destination and whether the airport service quality will impact the development of China's tourism industry. Therefore, the author designed a questionnaire, including nine questions, to explore the importance of airport service quality in passengers' choice of destination. The author wanted to know that from the passenger's perspective, whether it is the most significant factor affecting the choice of travel destination.

### **4.3 Design the questionnaire**

This section will discuss the target population for the questionnaire, the sample size of the questionnaire plan, data analysis, and the design of the questionnaire content. Methods of questionnaire implementation and data collection and analysis tools will also be explained in this section.

#### **4.3.1 Sample size**

As for the selection of sample size, different scholars give different Suggestions. Nunnally (1994) suggested that the number of samples should be ten times the number of observed variables. Boomsma (1982) found that whether the model had the percentage of appropriate solutions, the accuracy of the estimates, the research results showed that the larger the sample size, the better. Boomsma (1982) also suggested that the sample size should be at least higher than 100, and greater than 200 would be better. Bollen (1989) considered that reasonable sample data should exist for each observed variable. Bentler (1989) suggested that the ratio of observed variables to sample data should be greater than 5. The author decided to collect more than 50 samples in this questionnaire.

#### **4.3.2 Target group**

Because the author plans to contact travel agencies to investigate their customers. Therefore, through communication with travel agency employees, the author understands that their customer group is mainly people aged 40-60 years old, while customers aged 25-40 years old account for less. So, the research subjects of the questionnaire are set to people between 25 and 50 years old. According to the data, among the tourists traveling in China in 2019, those 1980s generation account for a large proportion of outbound tourism (29%). As the post-90s generation has all grown up, they have begun to surpass those

born in the 1970s as the main travel force of the outbound tourism, accounting for 18% of tourists in 2018, 1% point higher than those born in the 1970s. (Travel weekly 2019.)

### **4.3.3 Data analysis**

Among the large amount of data, the process of extracting the information people want through reasonable analysis or the results obtained by analyzing the data. Data analysis appeared in the 20th century, but after the emergence of computers, data analysis was actually applied. With the increasing importance of data analysis, there are more and more data analysis software. (Fine report 2015.)

Data analysis was first proposed in mathematics. According to the mathematical definition, data analysis can be divided into exploratory data analysis, descriptive data analysis, confirmatory data analysis and directive analysis. Exploratory data analysis focuses on discovering new features in the data; descriptive data analysis is the most common form of many types of analysis, it is also the data research method that will be used in this thesis. (Data app lab 2017.) From a business perspective, it provides analysts with an overview of key indicators and measures in the business; confirmatory data analysis is the verification of the hypothesis or falsification. Instructional analysis refers to the further development of instructional models in terms of value and complexity. The instructional model uses an understanding of what happened, why it happened, and an analysis of various "possible" situations to help the user determine the best course of action to take. (Thomas & Leandro 2017.)

### **4.3.4 Data loss**

Data loss is one of the most common problems in quantitative research and interferes with the analysis of results. The occurrence of missing data may be caused by the careless omission or refusal of the applicant, or the omission of input. The missing data may result in the loss or shortage of sample data, which leads to the waste of research resources.

In 1976, Rubin proposed that if the data deletion is random, it is considered to be negligible. The impact of this type of data deletion is only the reduction of sample data, and the impact of the missing data can be directly deleted with little impact. In general, if the random missing data is in the range of 5%-10% of the total sample, it is considered acceptable. This thesis adopts the method of direct deletion to deal with the missing samples. (Rubin 1976.)

#### 4.3.5 Questionnaire questions

This part consists of two parts: one is the design of the questionnaire content, the other is the sequence setting of the questions. Considering the patient of respondents, the length of the questionnaire should be limited to 12 questions. The beginning of the topic will involve some geographic questions, such as gender and age. Secondly, questions will be asked based on 13 indicators of the impact of the choice of tourist destination (Murphy, Pritchard & Smith 2000), such as travel time, service facilities and so on. All variables were measured by Likert five-point scale, which was divided into five grades of "very dissatisfied", "not very satisfied", "average", "relatively satisfied" and "very satisfied", with scores of 1, 2, 3, 4 and 5 respectively (Allen & Seaman 2007). In the data analysis, the answer options filled in by the respondents can be converted into corresponding scores, that is, constitute the original data sample.

The beginning of the questionnaire will involve some questions about the background of the respondents. The questions will include:

- Age
- Gender

Considering that before studying the relationship between passenger airport satisfaction and destination selection, the passengers' feelings about the overall service of the airport during the relationship between passenger airport satisfaction and destination selection, should be understood, so questions 3-7 of the questionnaire were designed with relevant content. Questions 8-9 study whether passengers will use the airport again because they are satisfied with the airport service and the reasons for considering the quality of airport service when choosing a destination. Therefore, the questions for questions 3-9 are as follows:

- To what extent do you satisfy with the infrastructure of Pudong airport? (1-5)
- To what extent do you satisfy with the check-in service? (1-5)
- To what extent do you satisfy with the security at Pudong airport? (1-5)
- To what extent do you satisfy with the atmosphere of Pudong airport? (1-5)
- What is your overall satisfaction with Pudong airport? (1-5)

- Would you choose to visit Shanghai again for leisure because you are satisfied with the quality of the above services?

If so

- Why do you consider the quality of airport service when choosing a destination?
- If you are not satisfied with the airport service then, how does it affect your attitude about visiting Shanghai?

Furthermore, the problems studied in this thesis is added as follows: the public service quality and infrastructure of Shanghai Pudong International Airport.

#### **4.3.6 Implementation and data collection**

The questionnaire will be conducted online. The questionnaires were sent to the social media groups (There are 500 people in one group) with the help of travel agents' employees because considering the current situation (CPVID 19), the author cannot immediately go to the Pudong airport to do the face-to-face investigation. The author has contacted travel agencies in China and planned to have travel agency employees send questionnaires to their customers. This questionnaire is designed to collect at least 100 responses by sending out the questionnaire in a 1000 people group.

After the question is designed, the author will use Microsoft forms. Microsoft forms automatically calculate percentages based on respondents to questionnaire. As mentioned before, the questionnaire will be sent to customers through travel agencies through online questionnaires.

#### **4.4 Limitations**

The questionnaire still has some limitations. Firstly, the questionnaire was selected as the research method, and the questionnaire was inelastic. Because the author designs most of the questionnaire questionnaires in advance, the respondents are limited in answering and may omit more detailed and in-depth information. For complex questions, unaffected respondents can be obtained, and sufficient information is needed. (Saul 2018.)

Secondly, there may be errors in the understanding of the respondents. The questionnaire is given to the respondents to answer freely. In order not to give the respondents some pressure, the author generally does not check the correct respondents or omissions on the spot, so it is easy for the respondents to miss respondents, wrong respondents, and other questions. (Saul 2018.)

Also, because people are worried about the misuse of personal information, they are usually reluctant to disclose accurate personal information in the questionnaire, and sometimes they even drop out of the questionnaire because of too much personal information. In some cases, demographic information is necessary, so in order to get as much information as possible without people being offended, the author will try to avoid investigating sensitive materials. (Saul 2018.)

In addition, the questionnaire will bring some research limitations. The purpose of the author's questionnaire is to explore the service quality of Shanghai Pudong international airport and the choice of destinations for passengers. The respondents are mainly Chinese tourists, so that the questionnaire will be designed in China. Therefore, for some open questions, the respondents of tourists may not be accurately translated, but the author will try to avoid this.

Another limitation of this questionnaire is that a face-to-face questionnaire is not recommended due to the impact of the epidemic (COVID 19). To avoid physical contact, the authors used online interviews with travelers by contacting travel agencies. So, there is a limit on the age of the interviewee. In the analysis of the results of the questionnaire, there may be some difficulties for those who are inexperienced in using the analysis software. At the same time, for those who do not understand the mathematical model, it is also challenging to have a complete analysis of the results.

Finally, because in the questionnaire, efficient recovery of a certain proportion can make the questionnaire data are representative and value. By email questionnaire, the recovery rate is not high, often because of its subjects without any constraints, if not voluntarily and consciously, so often close not to come back the questionnaire, the sample has a significant impact. (Saul 2018.)

#### **4.5 Results**

The author chose to conduct the questionnaire through the way that the employees of travel agencies send questionnaires to their customers on the internet. The author received 51 valid responses. The purpose of the questionnaire is to investigate passengers' satisfaction with airport ground handling service and the impact of this satisfaction on the choice of destination. The author will analyze the answers according to each question. Open-ended responses will be included in the appendix.



When designing the questionnaire, according to the reading materials, it is known that the primary age distribution of passengers is between 20 and 50 (Travel weekly 2019). Therefore, the content of the questionnaire is also designed to target people in this age group. The questionnaire does not target specific nationality, because the clients of travel agencies will complete it, so they are all Chinese.

#### 4.5.1 Passenger information

The first two questions in the survey were demographic questions, which helped the author determine what factors might influence the respondents' answers and opinions.

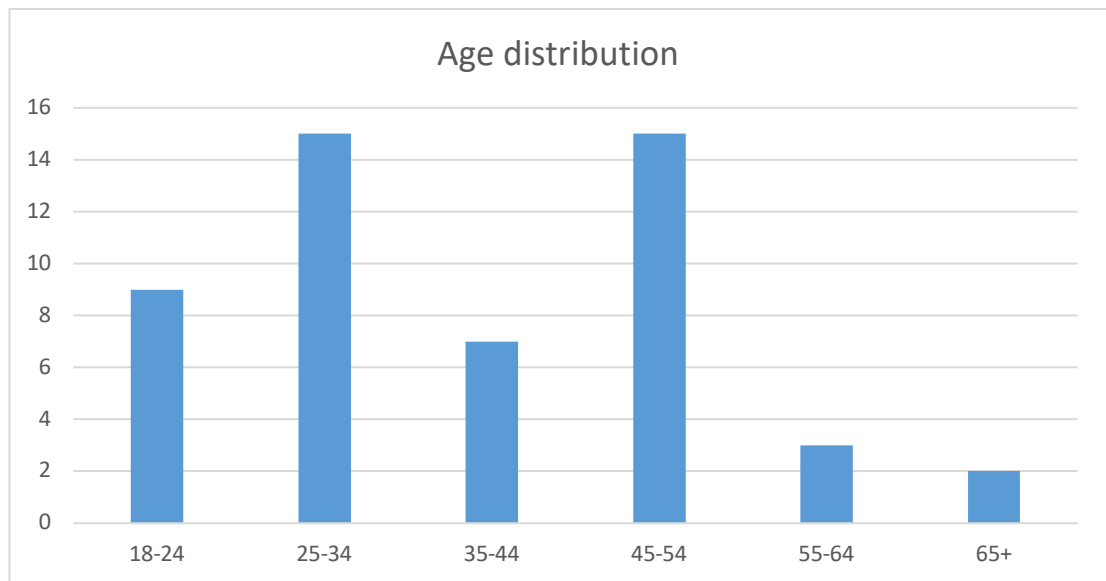


Figure 5. Respondents' age distribution chart

The first one is the age distribution. The authors designed six different age groups to choose from. As can be seen from figure 5, the most significant number of respondents were 15 people between 25 and 34 years old. Fifteen people choose the range between 45 and 54 years old. There were only three people over 55. Therefore, it can be concluded from the responses that the age distribution of respondents is consistent with the data previously known by the author.

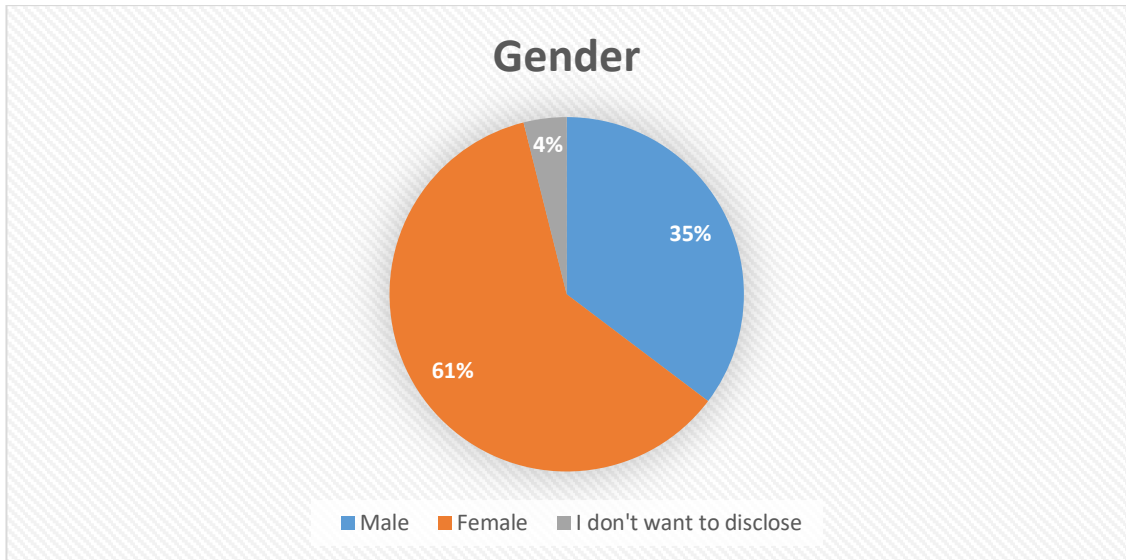


Figure 6. Respondent's gender distribution table

The second question is about gender. Considering the moral perspective, the author sets the answer, "I choose not to disclose." Two respondents chose not to reveal their gender, while eighteen males made up 35 percent of the total. Females made up 61 percent of the population. The author hopes that the proportion of male and female respondents is similar. It can be seen from the responses that the proportion of female respondents is slightly higher, but the author does not think that this has any influence on the answer.

#### 4.5.2 Passenger satisfaction

After analyzing the demographic questions, the following questions are research questions. Questions 3 to 7 are answered by the Likert measurement method, 1 means very dissatisfied, 5 means very satisfied. The ninth question is an open-ended question that aims to explore the relationship between Pudong airport's service quality and destination choice.

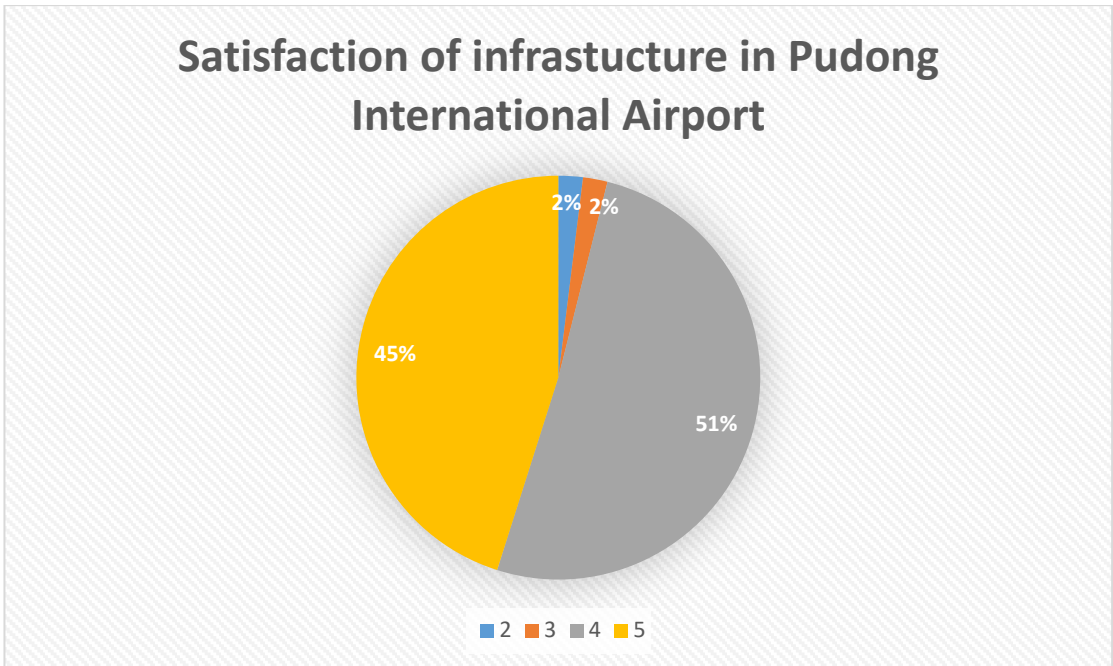


Figure 7. Respondents' satisfaction of infrastructure in Pudong International Airport

The third question asked passengers how satisfied they were with the infrastructure at Shanghai Pudong international airport. Since "1" was not selected in the responses, it is not shown in the figure. On a scale of one to five, the average score for Pudong international airport was 4.4, 45 percent of respondents chose 5. It can be seen that most of the passengers are satisfied with Shanghai Pudong international airport.

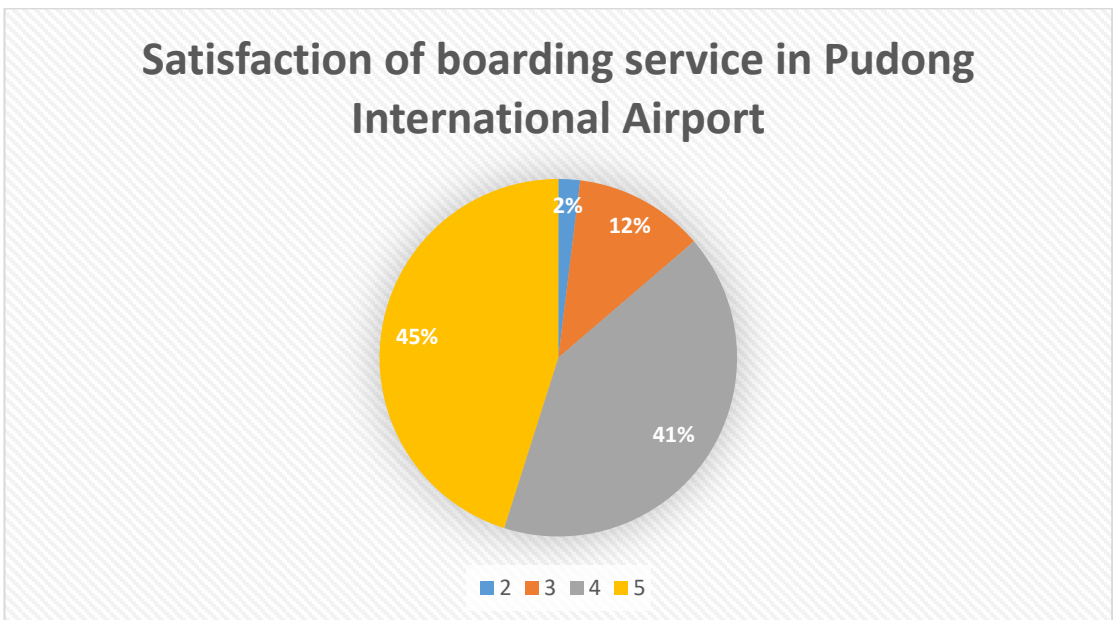


Figure 8. Respondents' satisfaction of boarding service in Pudong International Airport

Figure 8 shows the passenger's evaluation of boarding service at Pudong international airport. The overall score is 4.3. Again, since "1" was not selected in the answer, it is not

shown in the figure. As shown in figure 8, 41 percentage of people chose 4 points and 45 percentage chose 5 points. From this point of view, most of the passengers who answered the questionnaire also hold a positive attitude towards the quality of boarding service.

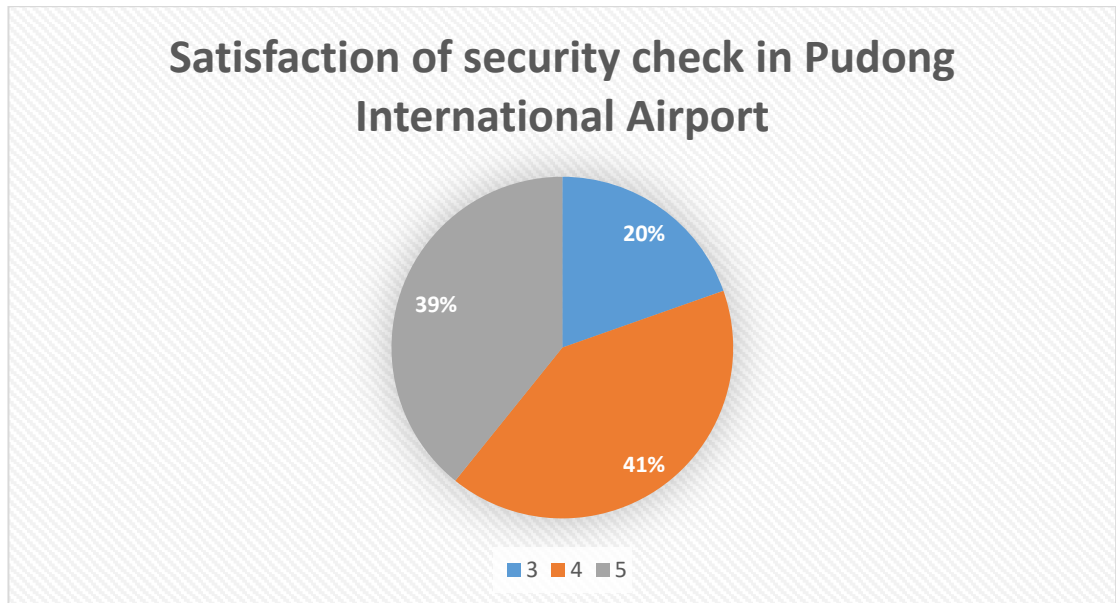


Figure 9. Respondents' satisfaction of security service in Pudong International Airport

Question 5 is entitled "to what extent are you satisfy with the security check service at Pudong airport?" In answer to this question, since no one chose "1" and "2", these two choices are not shown in the figure. The respondents were asked to choose between a scale of 1 to 5. The author wants to know how satisfied passengers are with the security check service at Shanghai Pudong International Airport. According to the statistical average, 61 percentage of the respondents chose a score above 3; most passengers are relatively satisfied with the security check service at Pudong airport.

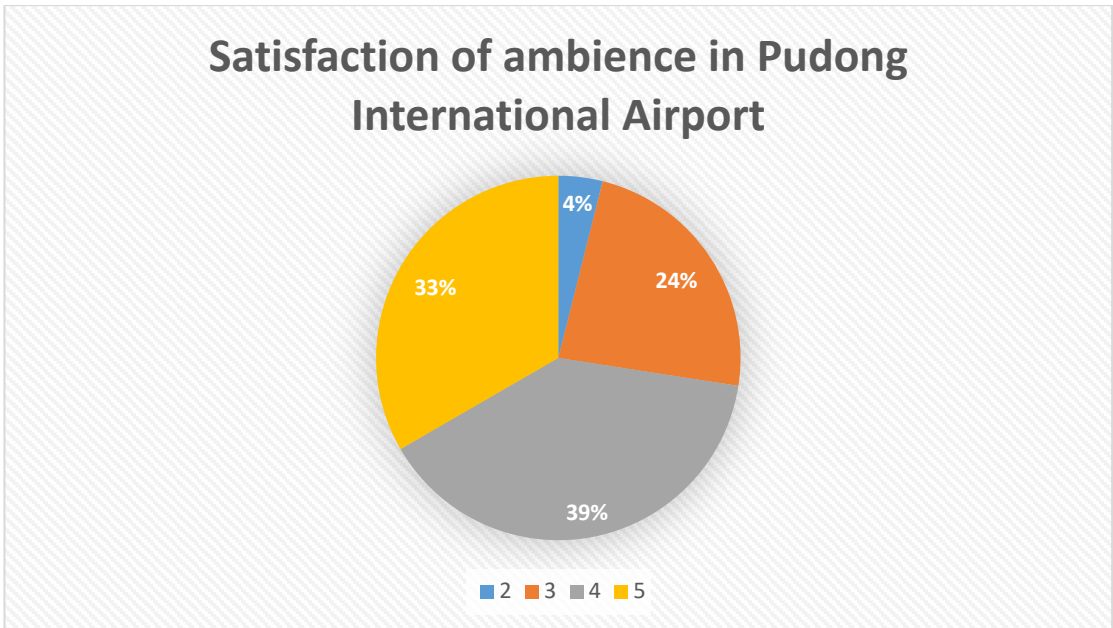


Figure 10. Respondents' satisfaction of ambience in Pudong International Airport

Question 6 asks passengers how satisfied they are with ambience at Shanghai Pudong international airport. Moreover, the average score was a little lower. The average score was 4. It can be seen from the responses that respondents are not satisfied with the overall ambience compared with other services. According to figure 10, 4 percentage of respondents choose 2, which means they are not satisfied.

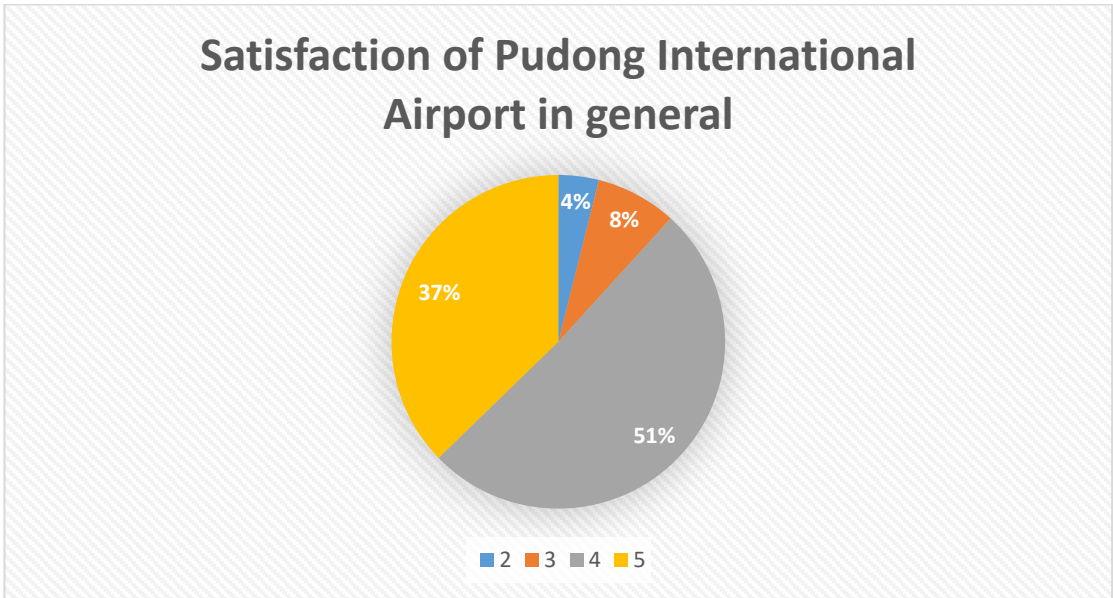


Figure 11. Respondents' satisfaction of Pudong International Airport in general

Question 7: "how satisfied are you with the overall service of Pudong airport? " Respondents gave an average score of 4.2; only 12 percent of the respondents chose a rating below 4. Overall, the respondents were satisfied with the overall service of Shanghai Pudong international airport.



Figure 12. Answer statistics for the eighth question

The eighth question is a short, yes or no question. The question is, "If you are satisfied with the quality of the above services, will you choose to visit Shanghai again." The author wants to know whether the passenger will choose the destination again because he is satisfied with the service quality. 96 percent of respondents chose "Yes." The statistic shows that most of the respondents will choose the destination again because they are satisfied with the quality of the airport service.

9. Please answer according to question 7: 1. If you are satisfied with the service of the airport, please briefly answer why you should consider the factor of airport service when you choose a destination? 2. If you are not satisfied, how does it affect your attitude towards visiting Shanghai? (Choose one answer, more than 15 words)

Latest Reply

*"A satisfactory airport service will bring a good travel experience"*

*"Affecting the tourism experience and impression of the entire city"*

Image 1. Open-ended question answer brief

The eighth question is a short, yes or no question. The question is, "If you are satisfied with the quality of the above services, will you choose to visit Shanghai again." The author

wants to know whether the passenger will choose the destination again because he is satisfied with the service quality. 96 percent of respondents chose "Yes." The statistic shows that most of the respondents will choose the destination again because they are satisfied with the quality of the airport service.

## 5 Discussion

The objective of the analysis is to understand the impact of the service quality of Pudong airport and the tourists' choice of destinations through the results. The results of this questionnaire show that the ratio difference between men and women is not very big, and the author also believes that gender does not influence the problems in this study. Besides, the population targeted in this questionnaire is Chinese, so that it will focus on them.

### 5.1 Key findings

The results of the questionnaire show that the age of respondents is mainly around 25 years old and 50 years old, which was expected when the author designed the questionnaire. Meanwhile, the analysis of the age stage of the questionnaire population in the previous research method shows that this age stage accounts for the majority of the Chinese tourist population.

When the questionnaire relates to the satisfaction of some basic service facilities of Shanghai Pudong International Airport, the respondent's score is not much different from the author's expectations. Because in the literature review section, the overview of Shanghai Pudong International Airport also mentioned that the rating of the service quality of Shanghai Pudong is in the top ten. The survey data also shows that the service quality of Shanghai Pudong International Airport is still at an upstream level compared with other airports. The results obtained show that the respondents have the most satisfied attitude of the infrastructure, boarding services, and security services of Shanghai Pudong International Airport. The scores were all above 4.

Nevertheless, the answer to this question in the general ambience of Shanghai Pudong International Airport was only 4 points. The author did not anticipate this because one of the visions of Shanghai Pudong International Airport is to become a world-class aviation hub with leading quality. The author is surprised that when there is excellent service, it does not create a pleasant ambience for passengers. The ambience also has a great impact on passengers' mood, and the ambience can be some of the airport background music, the overall decoration, etc. This shows that Shanghai Pudong International Airport needs to improve in this part of the service.

According to the question of "whether you will use the airport again when you are satisfied with the airport service," 96 percent of respondents chose to use the airport again. Thus, it can be seen that airport satisfaction has a positive impact on tourists to use the airport again or become loyal customers of the airport.



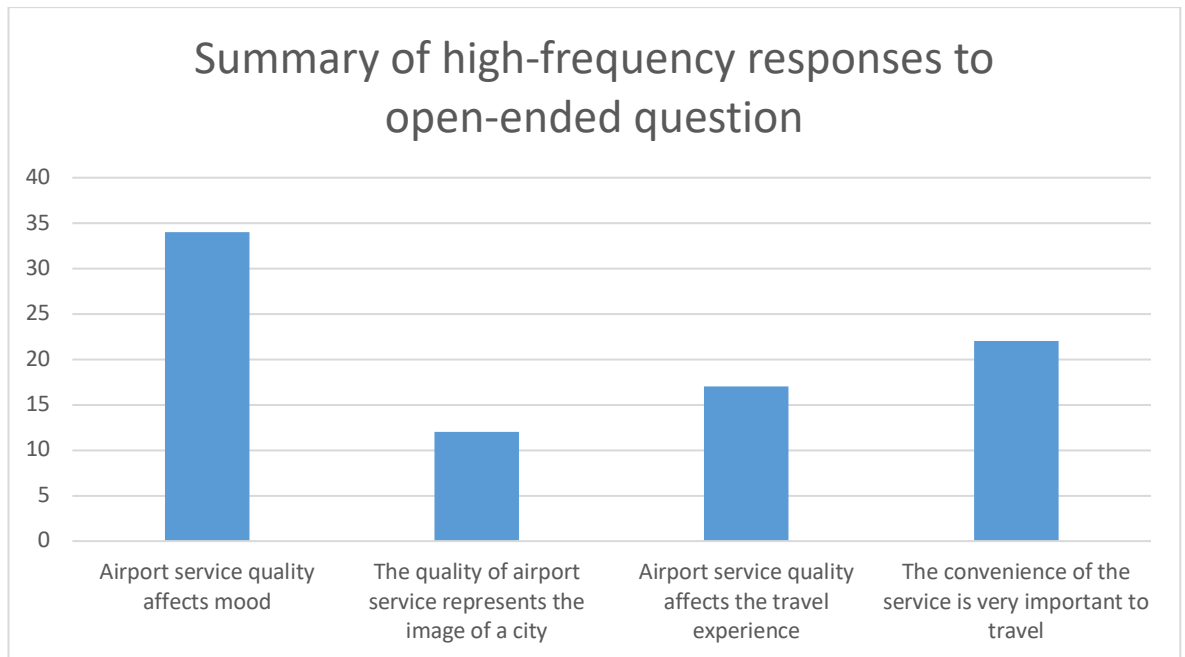


Figure 13. Summary of high-frequency responses to the open-ended question

The last question studies the relationship between passengers' satisfaction with the service quality of Shanghai Pudong International Airport and their choice of destinations. This question is open-ended, and 51 responses have been obtained. The author summarised the key factors which are frequently mentioned in the responses. There are 17 respondents believe the airport service quality affects experience very much. Because the airport service quality will affect the travel mood, this factor was mentioned 34 times, so the most important thing for passengers to travel is to be happy. Therefore, factors of airport service quality will be considered.

The idea that convenient service is vital for the passengers appeared 22 times in the answer. In addition, the view that the airport's service quality represents the image of the city has been mentioned 12 times. According to the above responses, it can be concluded that the main demands of tourists to travel to maintain a good mood, get convenient services, and ultimately get a good sense of experience. The quality of airport services can have an impact on these factors. Therefore, the above research question can be answered. The service quality of Shanghai Pudong International Airport can influence the choice of destination for tourists. They are positively related.

## 5.2 Compare the findings with the literature review

Based on the summary of the literature review above, it can be understood that travellers will develop good behavioural intentions after receiving excellent service quality, such as buying back or becoming loyal customers. It is evident from the responses that most of

the passengers indicated they were satisfied with the airport service. Therefore most of the respondents indicated that they chose to use Shanghai Pudong International Airport again. In the theoretical section, it is also mentioned that the existence of the airport is not only a convenient transportation option, but also represents the image of the city as a whole, and the responses to the questionnaire similarly suggest t. Respondents also believe that the airport can represent the image of the city, because it is the first and last stop for many travellers, and therefore the quality of the airport's service has an. Therefore make of the city.

### **5.3 Conclusion and further development**

In the context of the booming civil aviation industry in China, the increasingly fierce competition in the airport industry, and the increasing demand for passengers, it is a fundamental proposition to improve the quality of airport services, enhance the core competition of airports, and increase the acceptable requirements of passengers for airport services. Moreover, the additional benefits that good airport service quality can bring can not be ignored. Therefore, this thesis studies to understand whether the passenger's acceptability of airport services will affect destination choice. Through the literature review and questionnaire survey, the satisfaction of passengers with Shanghai Pudong International Airport service was investigated by quantitative research. At the same time, whether the airport service quality will determine the choice of passenger destination was studied. The following choices can be obtained.

The results of the questionnaire show that most of the respondents are satisfied with the infrastructure services of Shanghai Pudong International Airport and the nesting of the airport. This result is also consistent with the data in the literature review. Passengers pay attention to their mood when traveling, and the customer experience, therefore, considers the airport's service quality to be outstanding. Many passengers believe that the airport's service quality represents the image of the city. Therefore, the service quality of Shanghai Pudong International Airport is directly related to the choice of destination.

The collected questionnaires also have certain research limitations. Although the author excludes invalid responses, the existing responses can provide some responses to research questions, but the responses are not deep enough. Mainly considering that the questionnaire is aimed at ordinary passengers, the last question of the questionnaire may not be thoroughly understood. Alternatively, the passengers are unwilling to take the time to think deeply and answer questions.

This article's innovations are as follows: first, unlike ordinary service quality and passenger satisfaction studies, this article focuses on whether airport service quality will affect passengers' choice of destination. Second, unlike studies on airlines, the main research object of this paper is Shanghai Pudong International Airport, and the passenger acceptance of Shanghai Pudong International Airport's service quality is studied.

There are still many shortcomings in this thesis: there is no research on the service quality of airlines, only related discussions from the perspective of passenger service. Moreover, in terms of service quality, only the service quality evaluation has been focused on improving. These problems are the directions that the author will gradually explore and improve in further study and research.

For further development, judging from the score on the satisfaction of the airport atmosphere in the questionnaire, Shanghai Pudong International Airport should be committed to improving the customer experience. When all necessary environmental facilities are excellent, travelers will be interested in unique experiences and services. There are many ways to create an unforgettable travel experience for travelers, such as creating a colorful airport culture and artistic atmosphere. Even if some passengers will not buy luxury goods in the airport or enter high-end restaurants, the presence of these stores will invisibly enhance the grade of the entire airport atmosphere, whether visually or sensory will make passengers feel that they are enjoying high-end luxury service. For those with higher consumption, these services in the airport will also create a reason for them to come to the airport to shop and dine in advance. Similarly, the culture of a city is the soul of the city.

Similarly, the culture of an airport is the soul of the airport. As the window of the city, the airport occupies a critical position in the city's cultural planning. As a manager of an airport, it is necessary to deeply understand the characteristics of airport culture in order to construct and manage the airport effectively.

#### **5.4 Learning reflection**

In the study and research of this paper, the author has a deeper understanding of airport customer service, service quality, customer satisfaction, customer behavior, and the value perceived by customers and expectations of services. The author summarizes customer satisfaction, which is a psychological reaction after the customer needs to be satisfied and evaluate the product or service or the degree to which it meets its needs. Specifically, it is the feeling state of pleasure or disappointment formed by the customer's perception of the

results of a product compared with their expectations. If the customer's perceived results do not meet expectations, then the customer will be dissatisfied.

Two factors determine customer satisfaction: customer expectations and customer perception: the lower the customer expectations, the easier it is to meet; the worse the actual perceived results, the harder it is to meet. It can be seen whether customer satisfaction is inversely proportional to expectations and directly proportional to perception. The expectation of passengers will be very high for an international airport like Shanghai Pudong International Airport. Therefore, it is more important to have a service quality that satisfies customers.

After the customer is satisfied, there will be a psychological inclination to trust, maintain, and hope to buy repeatedly for a particular product brand or company. It is a good intention of customer behavior. Since the theme of the thesis is to understand whether the service quality of the airport will cause passengers to re-select the destination, the author has learned through a questionnaire that most passengers believe that good airport service quality will make them re-select to come to Shanghai to play. Therefore, the author learned that for Shanghai Pudong International Airport, the quality of the airport's services would significantly affect passengers' decision to return to their destination.

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## Appendices

### Appendix 1. The questionnaire

1. Please select your age group:

- A. Between 18 and 24
- B. Between 25 and 34
- C. Between 35 and 44
- D. Between 45 and 54
- E. Between 55 and 64
- F. Over 65

2. Are you a:

- A. Female
- B. Male
- C. I don't want to disclose.

4. To what extent do you satisfy with the infrastructure of Pudong airport? (1 represents not satisfied, 5 represents very satisfied)

- 1
- 2
- 3
- 4
- 5

5. To what extent do you satisfy with the check-in service? (1 represents not satisfied, 5 represents very satisfied)

- 1
- 2
- 3
- 4
- 5

6. To what extent do you satisfy with the security at Pudong airport? (1 represents not satisfied, 5 represents very satisfied)

- 1
- 2
- 3

4

5

7. To what extent do you satisfy with the atmosphere of Pudong airport? (1 represents not satisfied, 5 represents very satisfied)

1

2

3

4

5

8. What is your overall satisfaction with Pudong airport? (1 represents not satisfied, 5 represents very satisfied)

1

2

3

4

5

9. Would you choose to visit Shanghai again for leisure because you are satisfied with the quality of the above services?

Yes/No

10. If you are satisfied with the airport service, please briefly answer why you should consider the factor of airport service when you choose a tourist destination? 2. If you are not satisfied, how does it affect your coming to Shanghai Touring attitude? (Choose one to answer)



## Appendix 2. Respondents' responses on open-ended questions

If you are satisfied with the airport service, please briefly answer why you should consider the factor of airport service when you choose a tourist destination? 2. If you are not satisfied, how does it affect your coming to Shanghai Touring attitude? (Choose one to answer)

- Because airport service may be the first thing a visitor touches upon arriving at a destination, it may represent the first impression a visitor has of the airport or even the city. If the airport service makes me feel unsatisfied, it will affect my mood of travelling that day.
- Good airport service will improve overall travel quality and experience.
- Travel, happy mood, the most important. So you take into account the airport service.
- Travel means of transportation, the degree of environmental satisfaction, directly affect the satisfaction of the journey. Therefore, the quality of airport service is taken into consideration when choosing a tourist destination.
- The services provided by the airport and its supporting urban transportation system greatly affect the convenience and safety of my travel.
- Taking a flight is just like taking a bus. Bad service will affect your travel mood.
- If I travel to Shanghai by plane, the airport of Shanghai will be the first place I get off the plane. If the service of this airport is not good, the first impression of passengers on Shanghai will be very bad.
- Airport is the initial arrival point of tourism, which affects the impression of the whole city. Therefore, good service can enhance the experience of the whole trip.
- Convenient and efficient service has always been one of the factors that people consider when they travel.
- Airport service is the first gate to reflect a regional service, and it is an important factor to make tourists happy or unhappy in the following journey.
- Convenient transportation affects travel, so transportation is very important.
- Shanghai is a first-tier city in the world, with a wide range of radiation, convenient travel and good airport service, which can bring a good mood and show a city's civilization level.
- Airport service satisfaction directly affect the mood of travel. Therefore, when choosing an airport, we will consider the airport service.
- Because I am very satisfied with Pudong airport, good facilities, good service attitude, a kind of warm feeling.
- An airport is a medium for a city's external reception. Only when people feel comfortable in this place can they feel that the prosperity of the city is worth visiting.
- When you get off the plane, you can most feel the charm and prosperity of a city. Airport service is a first look at a city.
- Because the airport is a necessary facility for transportation from place to place, customer perception is very important.
- Because this is my first impression of Shanghai, can affect my mood of this activity, which is very important.
- The purpose of travel is to be cheerful. If the service is not good, the trip will be meaningless.
- Transportation is an indispensable part of tourism service, and airport service can better reflect a city's service consciousness of tourists from other places.
- The airport infrastructure construction is relatively complete, the airport staff considerate and warm service, my first impression of Shanghai is Pudong airport.
- Service enthusiasm, will give a person a kind of warm feeling, will enhance the experience of tourism!
- Airport is a city name card, of course I will consider.
- If the airport service is satisfied, it will be a good mood for us to go out to play.

- Good service will bring good mood, travel, play is the mood.
- With a good service quality, to ensure the safety of tourists, tourists have a pleasant trip mood.
- Sometimes I have to change planes when I travel, and I have to wait for several hours at the airport, so I hope the service of the airport will be satisfactory.
- One way to travel, is the external window, of course, service is very important.
- The airport is the external window, the service enhances the city quality.
- Because the airport service represents their window, also can reflect their overall quality.
- The service quality of airport directly or indirectly reflects the humanistic environment and quality of a place.
- Tourism pays attention to the sense of experience, and the ultimate purpose of choosing tourism is to relax. The experience of travel tools directly determines the mood after arriving at the destination. Airport service can also reflect the tourism culture and reception level of the destination, which are also factors that tourists' value.
- An international airport is a window of a city.
- Good service will affect the mood of travel, or very important.
- Airport is the window of a city, which directly affects the image of the city.
- An airport is the gate of a city. When you arrive at the gate of a city, you will feel happy and be in a good mood.
- The service quality of the airport represents the overall quality of the city.
- Good service makes people happy and gives them a good first impression of the city.
- Airport service quality can improve the overall quality of tourism, it is an indispensable and important part of the whole journey happiness!
- The arrival of the city is greeted by a well-planned airport will give a person a sense of refreshing, travel will also be pleasing to the eye, brownie points will greatly increase, the city will also rise!
- Airport is one of the facades of a city, which represents the views of high-quality groups on a city.
- Good service attitude let a person feel the whole journey is very comfortable!
- Because the airport service attitude is good, so we feel very happy, the next time we will choose your airport.
- Nowadays, as a convenient transportation, more and more people take planes. If the airport service is not good, it will directly affect the mood of tourism and bring inconvenience to travel. Therefore, airport service is very important.
- Good airport service and bad impact on the mood of the tourists travel!
- I am very satisfied with the airport service, which is the beginning of the journey.
- Airport service directly affects the mood of this trip.
- Travel abroad many times every year have requirements on the airport experience, whether it is temporary dining or a short rest is very necessary.
- Because it is very common to arrive at the airport when we travel first, the airport service can make our journey more convenient.
- Flying is fast and convenient, and good airport service makes passengers feel at home.
- Influence the tourist experience and the impression of the whole city.
- A satisfactory airport service makes for a good travel experience.