공항서비스품질이 승객만족도에 미치는 영향에 관련연구 : 인천공항과 북경수도공항의 사례 비교연구

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Research on Impact of Airport Service Quality on Passenger Satisfaction: A Comparison of Incheon Airport and Beijing Capital Airport

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● 요 약 ●

본 연구의 목적은 서로 다른 지역의 공항서비스품질이 고객만족도에 어떤 영향을 미치는지를 규명하고자 하는 것이다. 서로 다른 지역에 있는 공항의 서비스만족도를 고찰하는 것이다. 더 좋은 공항서비스 제고방안을 제시하려고 하는 것이다. 본 연구는 설문조사를 통해 SPSS와AMOS를 사용해 신뢰도분석, 타당성분석 그리고 구조방정식모형을 통해 통계분석을 실시하였다. 분석 결과, 한국 인천공항 측에서 모든 가설 다 유익한 결과가 나타났고, 중국 수도공학 측에서 공항서비스 품질이 고객감지품질에 정의 영향과 감지품질이 고객충성도에 정의 영향을 유의하지 않은 결과를 얻었다.

키워드: Airport Service, Service Quality, Consumer Satisfaction, Customer perceived quality

I. Theoretical background and problems

In the first 15 airports of the global passenger throughput in 2017, the passenger throughput in the first half of 2018 exceeded 30 million, with an average growth rate of 4.84%. Incheon Airport in South Korea grew at a rate of 12.16%, rising from 19 in 2017 to 15 and China Capital Airport ranked 2nd. With the advancement of global economic integration, the rapid development of airports and the quality of service issues have become increasingly prominent. In particular, the dissatisfaction of large-scale stranded customers caused by flight delays and complaints are common, causing different degrees of economic losses to passengers and affecting airlines. And even the reputation of the airport [1].

Customer satisfaction is positively related to the quality of service, and they are mutually causal. In 2011, Liou et al. used the rough set model of good and bad relationship to test the customer service level of the airport, and found that the perception of passengers in the airport service will have a greater impact on their future domestic or local tourism and activities [2]. In response to service errors in the airport, complaints such as passenger complaints often occur, and if the airport can promptly remediate service measures, it can eliminate customer dissatisfaction and regain customer trust. [3]. In 2017, Korean scholar Li Xiangxun combined the national image with the airport service. He believed that the airport is the first impression of the country for passengers. The high service quality of the airport can give passengers a good impression of Korea.[4].In 2016, Chilean scholars Birda and Chiappa proposed that managers should pay attention to the communication between airport customers and service personnel, and launch high-quality retail and catering services to help improve customer perception [5].

Although scholars have carried out a lot of research on airport transportation management and service improvement, there are not many researches on passenger service satisfaction by using exploratory factor analysis method, especially the comparison of service quality between China and South Korea. This paper will introduce the service remediation dimension to analyze the service quality of two airports, and construct an equation model for analysis to find out the customer's satisfaction and perceived

differences in airport services between the two countries, and finally come to the theoretical results. National Airport Service Quality provides reference recommendations.

Ⅱ. Research methods

2.1 Questionnaire design and questionnaire reliability/validity analysis

This paper refers to the service quality model and proposes new dimensions for the five dimensions of the model, namely "reliability", "responsiveness", "guarantee", "empathy", "tangible", and new services for airport services. Dimensions - "Remediation", and then put forward different assumptions to reflect the airport construction environment and staff service level. The article will design a questionnaire for the above six dimensions, and issue a questionnaire after the reliability/validity test. Consisting of 20 questions, using the Likert five-level scale, the value is 1-5, "1" stands for complete disagreement, "5" stands for complete agreement, The smaller the value means the lower customer's satisfaction, the higher the opposite.

The research object was selected from November to December 2018 through the questionnaire survey method for the use of the airport passenger group. The customers were mainly Chinese and Korean customers. Subjects were identified from groups between the ages of 18 and 70 and volunteered to participate in the survey. The questionnaire will be distributed in the form of a paper questionnaire. 500 pre-designed and 455 copies were deleted, including the questionnaires such as false questionnaires, and 428 valid questionnaires (214 each) were selected for the two countries, and SPSS 22.0 was used for reliability analysis, factor analysis and Construct an equation model analysis. The reliability test in this study uses the homogeneity reliability test, and the content validity test uses the correlation analysis method. The four variables ASQ, CS, CP, CL have Cronbach'α values higher than 0.7, and the variables in the validity test. The emphasis values exceeded 0.6 and met the required values. The article will collect passenger information from the two airports, collate the data, compare the conclusions, and make recommendations for the construction of the two airports.

2.2 Model establishment

Combining the actual service situation of the airport and constructing the airport service quality gap model based on the service quality gap model theory, as shown in Figure 1.
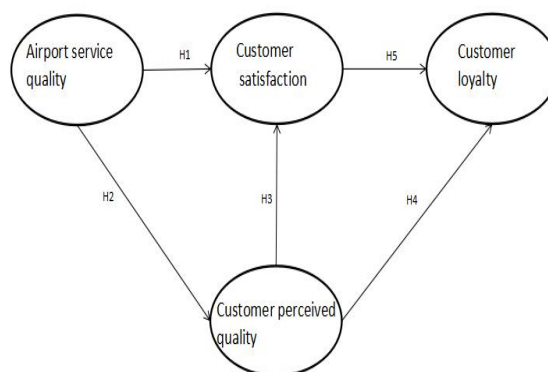

Fig. 1. research model

The specific interpretation of the model is:

H1. The service quality of the airport (Incheon Airport/Capital Airport) has a "+" impact on customer perceived quality;

H2. The quality of airport service has a "+" impact on customer satisfaction;

H3. Customer perceived quality will have a "+" impact on customer satisfaction;

H4. Customer satisfaction has a "+" impact on customer loyalty.

H5. Customer perceived quality has a "+" impact on customer loyalty.

Ⅲ. Research results

3.1 Model study results

When testing the overall model fitness index, it should first test whether the model parameters have irregularity estimation from three aspects: first, whether there is a negative error variance; second, whether the standardized parameter coefficient is greater than or equal to 1; Whether there is too much standardization error exists. If there is no violation of the model test results, then the overall model fit degree can be tested. The overall model fit can be determined by chi-square values, chi-square degrees of freedom, RMSEA, GFI, AGFI and other indicators.

By testing the service model of Incheon Airport in South Korea, we can get the results of chi-square value=157.157, RMSEA=0.75, GFI=0.906, AGFI=0.862, etc. According to the index judgment standard, we can completely determine that the result can pass the model fit degree judgment standard. The following conclusions were obtained:

Table 1. Hypothesis test results (Korea)

Hypothesis	Estimate	S.E.	C.R.	P	Conclusion
Hypothesis 1	0.353	0.084	4.197	***	Support
Hypothesis 2	0.467	0.093	5.011	***	Support
Hypothesis 3	0.178	0.076	2.336	0.019	Support
Hypothesis 4	0.454	0.085	5.315	***	Support
Hypothesis 5	0.236	0.083	2.848	0.004	Support

Table 2. Hypothesis test results (China)

Hypothesis	Estimate	S.E.	C.R.	P	Conclusion
Hypothesis 1	0.852	0.133	6422	***	Support
Hypothesis 2	0.199	0.103	1935	***	Not support
Hypothesis 3	0.308	0.088	3.517	***	Support
Hypothesis 4	0.505	0.178	2.843	***	Not support
Hypothesis 5	−0.102	0.119	−0.859	***	Support

In conclusion:

H1. The service quality of Incheon Airport in South Korea has a "+" impact on customer perceived quality;

H2. The service quality of Incheon Airport in South Korea has a "+" impact on customer satisfaction;

H3. Customer perceived quality will have a "+" impact on customer satisfaction;

H4. Customer satisfaction has a "+" impact on customer loyalty.

H5. Customer perceived quality has a "+" impact on customer loyalty.

To test the service model of China Capital Airport, we can get the results of chi-square value = 157.157, RMSEA=0.75, GFI=0.906, AGFI=0.862, etc. According to the index judgment standard, we can completely determine that the result can pass the model adaptation degree judgment standard. The following conclusions were obtained:

In conclusion:

H1. The service quality of China Capital Airport has a "+" impact on customer perceived quality;

H2. The service quality of China Capital Airport has no "+" impact on customer satisfaction;

H3. Customer perceived quality will have a "+" impact on customer satisfaction;

H4. Customer satisfaction has a "+" impact on customer loyalty.

H5. Customer perceived quality has no "+" impact on customer loyalty.

IV. Conclusion

1. Quality service can improve passenger satisfaction and bring economic benefits. Through comparative analysis, first of all, with the help of global economic integration and population advantage, the passenger throughput of China's capital airport ranks second in the world, but the analysis model shows that the assumption of the impact of airport services on customer satisfaction is not supported, namely the airport. There are defects in the service, and the passengers fail to achieve the expected satisfaction in the service experience. Secondly, the assumption that customer perceived quality is not loyal to customer loyalty indicates that the customer does not have a good experience in service perception, which has an impact on customer loyalty. Compared with Incheon Airport, under the conditions of geographical advantages and demographic advantages, we will win with high-quality services and special services to achieve a win-win situation for both passengers and airports.

2. Quality service can increase passengers' loyalty to the airport and bring a stable customer base. By improving the quality of service, airport companies have achieved a win-win situation for airlines, hotels, retailers and even taxi companies. It provides an interactive platform for airports and passengers, continuously introduces featured products and personalized services, establishes a database of passenger demand information, and uses big data technology to lay a solid foundation for analyzing passenger demand, creating a warm travel/return atmosphere for travelers.

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