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Expectations about Noi Bai International Airport Services

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Abstract

According to the region's aviation network, Noi Bai international airport has a particularly important economic, political, and geographical position, being the trade gateway of the capital Hanoi with other economies in the world. World, is an ideal stopover in the flight network from Europe and South Asia to Southeast Asia, Northeast Asia, and Asia-Pacific. This is both a potential that needs investment and exploitation and a huge advantage in competing with regional airports to gradually turn Noi Bai International Airport into a commercial port and a transshipment center for regional and world aviation. This study was conducted with the aim of identifying, analyzing, and measuring the expectations about Noi Bai international

airport services in Hanoi by using qualitative and quantitative research methods. Quantitative research methods were carried out with SPSS software, including descriptive statistics and Cronbach's alpha analysis. On the basis of a review of previous studies and after interviewing experts, the study has identified and analyzed twenty-two scales (component attributes) of customers' expectations about Noi Bai international airport services. Based on this result, the study proposes some recommendations to improve the Noi Bai international airport services, thereby improving customer satisfaction and business performance at the airport.

Keywords: Expectations, Business Administration, Customer Satisfaction, Airport Services, Economics

JEL Codes: M31, M10, M20

1. Introduction

Noi Bai International Airport operates in the form of an accounting enterprise dependent on the parent company, Vietnam Airports Corporation, whose international transaction name is Airports Corporation of Vietnam (ACV). ACV is a joint stock company operating under the parent company-subsidary company model, with the state holding controlling shares responsible for operating and managing 22 airports, including nine international airports: Tan Son Nhat, Noi Bai, Da Nang, Cat Bi, Phu Bai, Cam Ranh, Chu Lai, Phu Quoc, Can Tho, and 13 local airports: Buon Ma Thuot, Lien Khuong, Rach Gia, Ca Mau, Con Dao, Phu Cat, Pleiku, Tuy Hoa, Dong Hoi, Vinh, Na San, Dien Bien, and Tho Xuan. ACV owns or co-owns nine subsidiaries, affiliated companies, and joint ventures. As a level 1 international airport under ACV, Noi Bai International Airport plays an important role in implementing the political and economic tasks of Vietnam's aviation industry.

According to the region's aviation network, Noi Bai international airport has a particularly important economic, political, and geographical position, being the trade gateway of the capital Hanoi with other economies in the world. World, is an ideal stopover in the flight network from Europe and South Asia to Southeast Asia, Northeast Asia, and Asia-Pacific. This is both a potential that needs investment and exploitation and a huge advantage in competing with regional airports to gradually turn Noi Bai International Airport into a commercial port and a transshipment center for regional and world aviation.

Service quality is composed of four main factors: staff factors, facilities, aviation services, and non-aviation service systems. Besides, customers are also the basis for Noi Bai International Airport to learn and develop plans to improve service quality.

Passengers today are constantly looking for transportation services that can provide them with the latest technological applications. It helps increase proactiveness, promptly grasp information, and provide authentic efficiency in their journey.

2. Literature Review

The expectation-confirmation model (ECM) was developed by Bhattacharjee (2001) [2] from the expectation-confirmation theory and applied to information system (IS) continuity studies. Specifically, the theory proposes that user validation,

satisfaction, and perceived usefulness of an IS are the three most important factors in determining continued intention to use an IS. ECM proposes a series of actions related to customer confirmation and expectations, as well as the perceived usefulness of the IS, leading to customer satisfaction and ultimately creating a continued use intention system.

According to the theory of planned behavior, user attitudes play an important role in leading to behavioral intentions (Ajzen, 1991) [1]. Davis's (1989) [3] study on the technology acceptance model (TAM) also mentioned attitude as an important antecedent of intention. In addition, some studies also hypothesize that consumers' perception of the convenience of mobile shopping is influenced by the values that the purchase brings (Kim *et al.*, 2019) [8].

According to the technology acceptance model (TAM) proposed by Davis (1989) [3], customers' perceptions of gains and losses can be understood as customers' perceptions of benefits and risks. Zeithaml (1988) [13] believes that perceived benefits are consumers' general evaluation of a product based on considerations of the received and given aspects; a combination of product quality and added service increases in correlation with product prices.

Research on service quality was conducted through Parasuraman *et al.*'s (1985) [10] 5-gap model, in which the fifth gap highlights the difference between expected quality and the actual quality perceived by customers. Grant & Bitner (2006) [14] said that customer expectations about service are divided into two types: expected service and complete service. Expected service is the level of service quality that the customer hopes to receive, i.e., the degree to which the expectation is fulfilled. Service expectations imply what the customer believes is 'possible' and 'will be'. However, in reality, there are always changes and many influencing factors that cannot be controlled, so it can be seen that customers' desire to have the expected service quality is not always achieved. For this reason, service providers must try to shorten the gap between expectations and the actual quality provided to customers. According to Iacobucci *et al.* (1994) [7], measuring expectations is often difficult to determine accurately because expectations may not exist or exist unclearly in the mind of the respondent to serve as a benchmark for actual evaluation. Therefore, measuring expectations is often replaced by measuring the importance of factors that impact service quality. Importance is seen as a measure consistent with consumers' desire to improve upon what is considered most important (O'Neill & Palmer, 2004) [9].

This study proposes to apply Parasuraman *et al.*'s (1988) [11] model to evaluate customer satisfaction with service quality at Noi Bai international airport. Because the service quality theory of Parasuraman *et al.* (1988) [11] focuses on evaluating service quality from the customer's perspective. Parasuraman *et al.*'s (1988) [11] service quality theory also has outstanding diagnostic ability for a specific service area where service quality is lacking and service quality is assessed holistically. Available on that service.

Results of a study published on <https://nextbrand.com.vn/ky-vong-cua-khach-hang-trong-dich-vu-van-chuyen-hang-khong> [12] show: Based on the responses of 10,408 passengers from 145 countries, the survey has shown quite clear results about what passengers

really want to experience on their trips, highlighting six needs: Requirements include: (i) Be updated with information about flight times promptly and accurately right on your personal communication device. (ii) Have your identity identified securely using biometric methods to help carry out procedures more quickly and conveniently. (iii) Work processes at airports are more automated. (iv) Waiting time at security or immigration control areas should be reduced to less than 10 minutes. (v) Checked baggage must be updated throughout the journey. (vi) And airline employees must appear immediately when inconveniences or incidents that affect passengers occur.

Inheriting the results of the above studies and through expert interviews, we built a scale of expectations about Noi Bai international airport services (see Table 1).

Table 1: Observed variables of expectations about Noi Bai international airport services in Hanoi

Code	Scale
Expectations about Noi Bai international airport services in Hanoi (KV)	
KV1	I expected to travel on the most modern aircraft.
KV2	I expect to enjoy a good meal (food, taste, freshness, quantity, visuals, etc.).
KV3	I expected the seats to be comfortable.
KV4	I expected spacious seating space.
KV5	I expect in-flight entertainment services (such as books, newspapers, movies, and journals) to be as expected.
KV6	I expect convenient booking and ticket sales.
KV7	I expect reservations and ticket sales to be quick and accurate.
KV8	I expected the frequent flyer program, as I expected.
KV9	I expected the performance to be on time, as I expected.
KV10	I expect to receive attention when problems arise (flight cancellation, lost luggage, etc.).
KV11	I expected the safety profile to be as I expected.
KV12	I expected the check-in service (waiting time, efficiency, etc.) to be what I expected.
KV13	I expected the luggage delivery to be as quick and accurate as I expected.
KV14	I expect the amount applied for overweight baggage to be reasonable.
KV15	I expect to be offered preferred seating.
KV16	I expect the staff to have good looks.
KV17	I expect the staff to always be ready to assist passengers.
KV18	I expect staff to be polite at all times.
KV19	I expect the staff to have the knowledge to answer passengers' questions.
KV20	I expect passengers to receive the personal attention they expect.
KV21	I hope the flight schedule is convenient.
KV22	I hope the flight will not be delayed.

3. Research Methods

3.1 Samples and data collection

The author conducted the survey through live polling and on the internet platform with the tool google.doc. Survey subjects are passengers who have used services at Noi Bai International Airport. The author obtained 113 questionnaires by direct method and 237 questionnaires via the Internet platform. After checking, eliminate answer sheets that lack information or are not subject to investigation or answer sheets in which respondents do not cooperate. Finally, a total of 320 questionnaires were used in the data analysis (see Table 2).

Table 2: Occupation information of survey subjects

Sample information	N	Ratio (%)
Occupation	320	100
Management	150	46.9
office staff	58	18.1
Housewife	16	5.0
Students	16	5.0
sales agent	40	12.5
Engineer	22	6.9
Teacher	18	5.6

The survey subjects belonged to many different professions, including students, housewives, engineers, teachers, office workers, and sales staff. Among them, passengers with the role of managers account for the highest proportion of about 46.9%, the second highest is office workers with about 18%, and housewives and students are the two occupational groups with the lowest proportion. In the research sample with 5%, the survey subjects were engineers, accounting for about 6.9%; teachers accounted for about 5.6% in the research sample.

3.2 Scale and design of questionnaires

The scale used in this study is a 5-point Likert scale ranging from 1 to 5.

The minimum and maximum values of the scales range from 1 to 5, indicating that there is no limit in terms of variation for the scales used.

$$\text{Distance value} = (\text{maximum minus minimum})/n = (5-1)/5 = 0.8$$

The meaning of the levels is as follows:

1.00–1.80: Strongly disagree, very dissatisfied, very unimportant

1.81–2.60: Disagree, Dissatisfied, Not Important

2.61–3.40: No opinion or average

3.41–4.20: Agree, Satisfied, or Important

4.21–5.00: Strongly agree, very satisfied, very important

3.3 Data processing

Quantitative research methods supported by SPSS software include descriptive statistics, and scale reliability analysis through Cronbach's alpha coefficient.

4. Results

4.1 Descriptive Statistics

Table 3 indicates that the respondents agree with the variables of expectations about Noi Bai international airport services, where twenty-two attributes were quite high. All twenty-two attributes were rated at an average of 2.05 or higher.

Table 3 shows that the average values of the scales have a quite large difference: In the range from 2.05 to 3.18, proving that there is a different assessment of the importance level between the scales. Besides, the Skewness and Kurtosis values show that the absolute values of these two indices are within the allowable limits, respectively: Skewness is less than 3 and Kurtosis is less than 5. This proves that the scales have a normal distribution, which requires performing further testing and analysis in the following sections.

Table 3: Descriptive analysis of attributes

Code	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
KV1	320	1	5	2.62	1.116	.479	.121	-.588	.242
KV2	320	1	5	2.65	1.093	.415	.121	-.559	.242
KV3	320	1	5	2.06	1.003	.947	.121	.306	.242
KV4	320	1	5	2.15	.964	.985	.121	.733	.242
KV5	320	1	5	2.49	1.003	.588	.121	-.276	.242
KV6	320	1	5	2.48	1.090	.522	.121	-.447	.242
KV7	320	1	5	2.62	1.020	.743	.121	.035	.242
KV8	320	1	5	3.08	.977	.214	.121	-.704	.242
KV9	320	1	5	2.15	.964	.985	.121	.733	.242
KV10	320	1	5	2.49	1.003	.588	.121	-.276	.242
KV11	320	1	5	2.48	1.090	.522	.121	-.447	.242
KV12	320	1	5	2.62	1.020	.743	.121	.035	.242
KV13	320	1	5	3.00	.977	.214	.121	-.704	.242
KV14	320	1	5	2.05	.964	.985	.121	.733	.242
KV15	320	1	5	2.69	1.003	.588	.121	-.276	.242
KV16	320	1	5	2.65	1.020	.743	.121	.035	.242
KV17	320	1	5	2.56	1.107	.547	.121	-.545	.242
KV18	320	1	5	2.28	1.003	.588	.121	-.276	.242
KV19	320	1	5	2.50	1.090	.522	.121	-.447	.242
KV20	320	1	5	2.82	1.020	.743	.121	.035	.242
KV21	320	1	5	3.18	.977	.214	.121	-.704	.242
KV22	320	1	5	2.35	.964	.985	.121	.733	.242

4.2 Cronbach's Alpha

Expectations about Noi Bai international airport services have been measured by Cronbach's alpha. The results of testing Cronbach's alpha for attributes are presented in Table 4 below. The results also show that attributes of the

variables have Cronbach's alpha coefficients that are greater than 0.6, and the correlation coefficients of all attributes are greater than 0.3. So, all the attributes of the variables are statistically significant (Hoang & Chu, 2008; Hair *et al.*, 2009; Hair *et al.*, 2014)^[6, 4, 5].

Table 4: Results of Cronbach's alpha testing of attributes and item-total statistics

	Cronbach's Alpha	N of Items	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
	.918	22		
	Scale Mean if Item Deleted	Scale Variance if Item Deleted		
KV1	22.53	51.573	.614	.914
KV2	22.50	51.500	.635	.913
KV3	23.09	50.386	.790	.904
KV4	23.00	50.425	.825	.903
KV5	22.66	51.465	.707	.909
KV6	22.67	50.903	.679	.910
KV7	22.53	51.149	.717	.908
KV8	22.07	53.422	.579	.916
KV9	22.59	50.835	.671	.911
KV10	22.70	50.452	.742	.907
KV11	23.20	50.425	.825	.903
KV12	22.62	52.553	.624	.912
KV13	22.50	51.502	.735	.915
KV14	23.09	54.386	.690	.910
KV15	22.00	56.405	.925	.900
KV16	22.66	51.665	.807	.901
KV17	22.67	50.903	.779	.912
KV18	22.23	52.149	.817	.908
KV19	22.05	53.425	.880	.915
KV20	22.69	52.825	.672	.901
KV21	22.50	50.402	.842	.917
KV22	22.02	52.320	.725	.913

5. Discussion and implications

Taking on the role of a lever to promote the rapid recovery of the economic and tourism sectors, the aviation industry has also been rapidly accelerating to stay ahead of new trends.

Noi Bai International Airport has applied information technology to flight operations to calculate and build passenger and flight forecast charts according to peak hours of the day to calculate the number of scanners. Security screening, appropriate human resource arrangements; Arrange check-in counters, aircraft gates, and baggage conveyors effectively; prepare the appropriate number of carts, arrange personnel and equipment, and ensure quick release of "bottleneck" points.

"With the efforts of the systems, at the present time, at the end of the 11-day peak serving the Lunar New Year 2023, more than 5,600 flights and 900 thousand passengers passed through Noi Bai International Airport service to ensure absolute safety," the leader of Noi Bai International Airport affirmed.

To improve passenger satisfaction with service quality, Noi Bai International Airport needs to focus on research to understand and grasp the needs and desires of passengers and, on that basis, develop responsive strategies to gain a competitive advantage in the industry market. Specifically, market research needs to be conducted to understand the specific expectations that passengers have for airport services.

Focus on outstanding and important factors that competitors may already be meeting. Besides, organize special events or promotional programs to introduce new improvements in airport services. Enhance promotion of the strengths and outstanding features of Noi Bai airport. On the other hand, it is necessary to apply new and modern technology to improve the passenger experience, from the check-in process to security checks and other services. Develop

mobile applications or information technologies to optimize communication and interaction with passengers. Create additional services and improve existing facilities to meet passenger expectations and needs. Enhance convenience and comfort in waiting areas and other locations on the airport. Build a professional and dedicated customer care program to resolve all passenger issues and feedback. Create opportunities to meet and dialogue directly with passengers to better understand their wishes. Establish a system to continuously monitor and evaluate performance to ensure that improvements are implemented effectively and deliver real value to passengers. Feedback from passengers should be used to continually adjust and improve services.

By combining the above solutions, Noi Bai International Airport can enhance its competitiveness by improving the passenger experience and effectively meeting their expectations.

Starting with identifying a large and diverse customer base, Noi Bai International Airport needs to organize meetings to exchange and unify channels to receive feedback as well as learn more about their customers' needs. In addition to building its own website, to learn and directly determine customer needs, Noi Bai International Airport also needs to place suggestion boxes at the locked locations of terminals T1 and T2. Port staff is responsible for checking mailbox status, receiving tickets, and replenishing paper and pens every Friday. Votes and information from suggestion boxes will be compiled and sent to relevant units each month, and additional measures will be proposed to improve service quality. Noi Bai International Airport passengers are directly the focal point to receive all customer feedback, classify information, and notify relevant units. On that basis, build and perfect the elements that make up quality service.

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