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Perception about Noi Bai International Airport Services

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Abstract
Noi Bai International Airport is one of the companies providing extremely important services to Hanoi's economy in particular and the country in general. The service quality of Noi Bai International Airport in previous years, as assessed by domestic and international public opinion, still had many weaknesses. Up to now, with many measures that have been implemented, from training to strengthening inspection and supervision, the results have been significant improvements. The image of stations and airports has changed a lot compared to before. However, there are still some limitations that have not been completely overcome, leading to some negative comments from customers. This study was conducted with the aim of assessing the perceptions of Noi Bai International Airport Services through survey results. The survey subjects are customers who have used the services of Noi Bai International Airport. We use both qualitative and quantitative research methods. Quantitative research methods were carried out with SPSS software, including descriptive statistics and reliability analysis of the scale with Cronbach's alpha coefficient. Research results show that the scales of perception about Noi Bai International Airport Services are rated quite highly, have statistical significance, and are used for subsequent analysis. Based on this result, the study proposes some recommendations for Noi Bai International Airport and its customers.

1. Introduction

The concept of perceived value has been attracting the attention of scholars in many different fields. According to Petrick (2002) [10], instead of relying on product quality or satisfaction, consumers use perceived value to compare different options in the market. Therefore, the role of measuring product quality or satisfaction becomes less and less important, and the focus of research gradually shifts to perceived value (Pandža Bajs, 2015) [9].

Perceived value has been shown to be an antecedent of long-term relationship quality (Ravald & Grönroos, 1996) [11]. Nevertheless, the relationship between this variable and relationship qualities such as satisfaction, trust, and commitment (Moliner *et al*., 2007) [6] has rarely been examined.

Noi Bai International Airport is one of the companies providing extremely important services to Hanoi's economy in particular and the country in general. The port is in a major position to provide domestic and international air transport services. Noi Bai International Airport must constantly improve the quality of passenger services. Meets high requirements for business methods and service quality.

The service quality of Noi Bai International Airport in previous years, as assessed by domestic and international public opinion, still had many weaknesses. Up to now, with many measures that have been implemented, from training to strengthening inspection and supervision, the results have been significant improvements. The image of stations and airports has changed a lot compared to before. However, there are still some limitations that have not been completely overcome, leading to some negative comments from customers.

It can be said that passenger service in the aviation sector is very complex, including many processes. In addition to the quality of aviation services with fierce competition when many airlines are established, the quality of ground services at airports is extremely important, especially when upgraded to an international airport. Expanding flight routes and increasing flight frequency, in addition to geographical, economic, and social conditions, are also significantly influenced by the evaluation and

level of satisfaction of passengers using services at the airport. To improve service quality as well as deeply evaluate Noi Bai Domestic Airport, researching customer satisfaction with the service is extremely necessary.

Providing high-quality service to passengers is essential for the survival of airlines. Service quality conditions influence a company's competitive advantage by maintaining customer patronage to expand market share and increase profitability (Morash & Ozment, 1994) [7]. Providing high-quality service becomes a marketing imperative as competitive pressure increases on airlines (Otrowski *et al.*, 1993) [8].

2. Literature Review

Perceived value plays an important role in marketing activities and is a component of primary concern in the field of relationship marketing (Ravald & Grönroos, 1996) [11].

Bitner & Hubert's (1994) [1] model is set in the service sector. The important point in this model is the relationship between overall satisfaction with the service, unexpected satisfaction, and perceived service quality. Research supports the conceptualization of perceived quality as a separate construct, separate from satisfaction. In addition, this model emphasizes the structure of the overall level of satisfaction (general satisfaction) and the partial level of satisfaction (partial satisfaction).

The model explains the results of surveys and research on the issue: there are different levels of satisfaction with a service that an individual can have. In a particular service sector, there may be partial satisfaction with each satisfaction factor. Overall satisfaction is created when the customer evaluates that: overall, I feel satisfied with the service. Separating two levels of satisfaction is valuable in determining the impact of the state of satisfaction with certain factors in a whole set of factors that create different partial satisfactions on the state of satisfaction in general or overall.
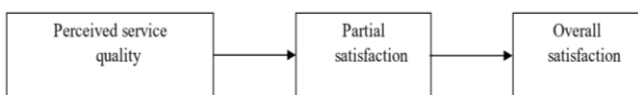

Fig 1: Model of two levels of satisfaction and perceived service quality (Bitner & Hubert, 1994) [1]

Hui and Bateson's (1991) [5] model shows that satisfaction results from a comparison of expected service and perceived service. This model emphasizes the source of satisfaction in the role of service employees, who directly create service expectations and actual service quality for customers.
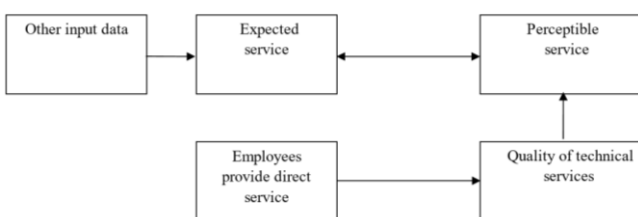

Fig 2: Model of sources of customer satisfaction (Hui & Bateson, 1991) [5]

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

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

Code	Scale
Perception about Noi Bai international airport services (CN)	
CN1	New and modern aircraft
CN2	Meal service as expected (dish, taste, freshness, quantity, etc.)
CN3	Comfortable seats
CN4	Seating has spacious space.
CN5	In-flight entertainment services are as expected.
CN6	Booking and ticket sales are very convenient.
CN7	Reservations and ticket sales are quick and accurate.
CN8	Frequent flyer program, as expected
CN9	Timing performance as expected
CN10	Resolving arising issues quickly and effectively (flight cancellation, lost luggage, etc.)
CN11	Safety profile
CN12	Check-in service is quick and efficient.
CN13	Luggage delivery was quick and accurate.
CN14	The amount applicable to overweight baggage is reasonable.
CN15	Passengers can select and reserve their preferred seat.
CN16	The staff has a beautiful appearance.
CN17	Staff are always ready to help passengers.
CN18	Staff always have a polite attitude towards passengers.
CN19	Staff have the knowledge to answer passengers' questions.
CN20	Staff always give passengers personal attention.
CN21	Convenient flight schedule
CN22	Flight schedules are not delayed.

3. Research Methods
3.1 Overall research

The overall research on this topic focuses on passengers using transportation services at Noi Bai International Airport. They are the ones who make decisions to choose and use services at Noi Bai International Airport or have an important influence on the decision to choose and use services. Due to the above conditions, the total subjects of this study are passengers aged 18 to 25, working in different jobs, and belonging to different organizations (freelancers, administrative units, careers, businesses, etc.).

Data collection will take place in the waiting rooms of Noi Bai International Airport, and the questionnaire will be distributed live to passengers willing to participate. When distributing the questionnaire, the author has detailed instructions so that respondents can fully understand and answer the questions in the questionnaire, avoiding misunderstandings or missing questions. In addition, we collect surveys via the internet platform, using Google Docs.

Table 2: Survey subjects by gender and income

Description	N	Ratio (%)
Gender	**320**	**100.0**
Male	228	71.3
Femalle	92	28.7
Income	**320**	**100.0**
Less 5 million VND	11	3.4
From 5 to 10 million VND	29	9.1
From 10 to 15 million VND	98	30.6
15 million VND or higher	182	56.9

Regarding the gender of the survey subjects, 71.3% of respondents were male and 28.7% of respondents were female. The average monthly income of the respondents in this study is quite low. The proportion of respondents with an average monthly income of less than 5 million VND accounts for about 3.4%; income from 5 to 10 million VND

a month accounts for about 9.1%; survey subjects with income from 10 to 15 million VND a month account for about 30.6%; and survey subjects with income over 15 million VND a month account for only about 56.9%.

Airmail is the fastest means of transportation, helping to reduce delivery time and capital turnover. Flights often operate daily, even hourly, providing flexible options for transportation planning. The aviation industry adheres to high safety standards, with many regulations and periodic inspections. The airline often encounters problems and fully responds to emergency response measures. However, air transportation often costs more than other means of transportation, such as rail and sea.

3.2 Data processing

After collecting the questionnaire answers, the author filtered the questionnaire, cleaned the data, coded the necessary information in the questionnaire, entered the data, and analyzed the data using SPSS software version 23.

In the next step, the data that has been cleaned and entered into the software will be analyzed according to the following steps:

1. Descriptive statistics of data collected by comparing frequencies between different groups according to control variables.
2. Assess the reliability of the scale through Cronbach's alpha analysis.

4. Results
4.1 Descriptive Statistics

Table 3 indicates that the respondents agree with the variables of perception about Noi Bai international airport services, where twenty-two attributes were quite high. All twenty-two attributes were rated at an average of 2.32 or higher.

Table 3 shows that the average values of the scales have a quite large difference: In the range from 2.32 to 3.81, 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
CN1	320	1.0	5.0	3.62	.7623	-.522	.121	.123	.242
CN2	320	1.0	5.0	3.46	.8536	.040	.121	.064	.242
CN3	320	1.0	4.0	3.36	.7990	-.210	.121	-.647	.242
CN4	320	1.0	5.0	3.53	.7321	-.377	.121	.202	.242
CN5	320	1.0	5.0	3.60	.7449	-.304	.121	.619	.242
CN6	320	1.0	5.0	3.81	.8793	-.157	.121	.359	.242
CN7	320	1.0	5.0	2.32	.8815	.191	.121	-.068	.242
CN8	320	1.0	5.0	3.42	.9523	.213	.121	-.288	.242
CN9	320	1.0	5.0	3.78	1.0146	-.054	.121	-.417	.242
CN10	320	1.0	5.0	3.09	.8538	-.353	.121	-.002	.242
CN11	320	1.0	5.0	2.93	.8031	-.195	.121	.407	.242
CN12	320	1.0	5.0	3.10	.8653	-.349	.121	.045	.242
CN13	320	1.0	5.0	3.14	.9124	-.512	.121	.009	.242
CN14	320	1.0	5.0	3.60	.9805	-.601	.121	.252	.242
CN15	320	1.0	5.0	3.76	.8654	-.925	.121	1.404	.242
CN16	320	1.0	5.0	3.66	.8727	-.593	.121	.402	.242
CN17	320	1.0	5.0	3.52	.9233	-.545	.121	.299	.242
CN18	320	1.0	5.0	3.45	.9224	-.488	.121	.307	.242
CN19	320	1.0	5.0	3.67	.8703	-.725	.121	.965	.242
CN20	320	1.0	5.0	3.31	.9549	-.370	.121	-.120	.242
CN21	320	1.0	5.0	3.21	.9492	-.149	.121	-.205	.242
CN22	320	1.0	5.0	3.66	.8727	-.593	.121	.402	.242

4.2 Cronbach's Alpha

Perceptions 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) [4, 2, 3].

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

Cronbach's Alpha	N of Items		
.782	22		
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CN1	15.81	9.885	.721	.710
CN2	15.01	9.926	.674	.723
CN3	15.39	9.243	.629	.735
CN4	15.21	9.726	.688	.728
CN5	15.32	9.943	.629	.762
CN6	15.21	9.702	.726	.729
CN7	14.92	10.686	.735	.734
CN8	15.21	9.625	.674	.783
CN9	14.32	9.824	.729	.768
CN10	15.20	9.708	.684	.720
CN11	14.01	9.682	.638	.724
CN12	15.26	9.685	.761	.728
CN13	15.90	9.822	.672	.703
CN14	15.32	9.943	.769	.775
CN15	15.62	9.702	.786	.789
CN16	14.89	10.082	.665	.780
CN17	15.16	9.285	.721	.736
CN18	15.21	9.626	.674	.778
CN19	15.92	9.593	.629	.738
CN20	15.81	9.708	.686	.789
CN21	14.89	9.902	.635	.780
CN22	15.86	9.987	.741	.769

5. Discussion and implications

Noi Bai International Airport is located within the administrative boundaries of Soc Son district, Hanoi city, about 28km (35-40 minutes by car) north from the city center in the direction of Nhat Tan bridge - Nhat Tan bridge. Vo Nguyen Giap, or follow the direction of Thang Long bridge - Vo Van Kiet streets, follow National Highway 3 leading from Chuong Duong bridge to the intersection with National Highway 2 to enter the airport.

In addition, Noi Bai international airport is also an important traffic hub connecting Hanoi capital with the Northwest provinces via the Noi Bai-Lao Cai highway (passing through 5 provinces and cities: Ha Noi, Vinh Phuc, Phu Tho, Yen Bai, and Lao Cai), connected to China's Kunming-Hekou Expressway, and is part of the Trans-Asia route (AH14), National Highway 18A from Noi Bai to the Eastern provinces (passing through 4 provinces: Hanoi, Bac Ninh, Hai Duong, and Quang Ninh).

Over 45 years of construction and growth, Noi Bai International Airport has completely changed; the airport reached level 4E according to ICAO standards with two takeoff and landing runways and a standard navigation auxiliary equipment system. CAT II, taxiway, and apron are capable of receiving the world's modern, large-body aircraft in limited visibility conditions. Passenger terminals T1 and T2, the newly put-in-use cargo terminal, along with modern ground service equipment, have created many new types of high-quality services in accordance with international standards. Currently, at Noi Bai International Airport, there are 43 domestic and foreign airlines regularly operating in 35 territories and 20 cities in the country and around the world. The output of aircraft taking off and landing, passengers, goods, and parcels through international airports increased very rapidly, on average 15% per year, with over 80 thousand flights taking off and landing, including hundreds of flights. Domestic and international special aircraft arriving in Vietnam are absolutely safe. With increasingly improved service quality, orderliness and safety at the airport are guaranteed.

Based on the results of collecting customer opinions, assessments of experts, and the leadership, management, and advisory staff of Noi Bai International Airport, the Port Board of Directors has assigned the task to affiliated units to implement programs to improve service quality according to the following contents:

Conduct research on customer needs through a variety of channels (suggestion box, website, survey form) as a basis to continuously improve the program and, at the same time, be able to promptly handle serious cases where importance arises.

Training employees to improve their professional qualifications, communication skills, behavior, working posture, and clothing style when interacting with customers contributes to leaving the best impression.

Improve and upgrade station infrastructure and equipment, such as the central air conditioning system, a notification system displaying flight information, and passenger direction signs. In addition, non-aeronautical services also need to be carefully managed in terms of price, service, etc.

To make a good impression on passengers, the most important thing for airlines is that flights are carried out on time. To do so, as a unit that directly contributes to the air transit cycle, the equipment system of Noi Bai International Airport must operate really well, without incidents leading to delays in flights.

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