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Customer Satisfaction with Noi Bai International Airport Service Quality

Pham Thi Thuy Van
University of Labour and Social Affairs, Hanoi, Vietnam

Corresponding Author: **Pham Thi Thuy Van**

Abstract

Satisfaction is the process of customers commenting on and evaluating a product or service to determine whether it meets their needs and expectations (Zeithaml & Bitner, 2000) [16]. Service quality and satisfaction have always been important research topics. Most research shows that perceived service quality is a decisive factor in customer satisfaction (Parasuraman, 1988) [12]. Research by Kumar *et al*. (2012) [10] shows that service quality is an important measure to ensure customer satisfaction, increase competitiveness, and improve the efficiency of the business industry. Although there are many other factors that can impact customer satisfaction, such as price and product quality, service quality remains an important variable in measuring customer satisfaction (Wilson *et al*., 2008) [13].

This study was conducted with the aim of identifying, analyzing, and measuring customer satisfaction with Noi Bai International Airport service quality 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 an overview of previous studies and after interviewing experts, the study identified and analyzed two scales (component attributes) of customer satisfaction with Noi Bai International Airport service quality. Based on the research results, we propose some recommendations to improve the Noi Bai International Airport service quality, thereby contributing to improving business performance at Noi Bai International Airport.

1. Introduction

Customer satisfaction is an important concept in the theory and practice of marketing. Marketing theories all emphasize bringing satisfaction to customers and thereby bringing profits to businesses. Therefore, customer satisfaction is a very important factor for firms to aim for and try their best to satisfy the very different needs of each individual customer as well as an organization.

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Satisfaction is the level of a person's feeling state that results from comparing the results obtained from a product or service with the person's expectations (Kotler & Keller, 2012) [9].

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This shows that customer satisfaction is an important factor affecting customer purchasing behavior. In other words, the sustainable development of a firm depends heavily on customer satisfaction. However, to date, there has been no in-depth research on customer satisfaction with passenger service quality at Noi Bai International Airport.

2. Literature Review

The model of service quality, introduced by Parasuraman *et al*. (1988) [12], is one of the most remarkable models, which has been used by many researchers to study service quality of organisations and firms. Parasuraman *et al*. (1988) [12] repeatedly

tested and concluded that components of service quality include: (i) Reliability: Ability to perform the service appropriately and punctually at the first time; (ii) Responsiveness: desire and willingness of the service staff to provide timely service to customers; (iii) Service capacity: professional qualifications and polite and affectionate manner toward customers; (iv) Empathy: care for each individual customer; and (v) Tangible: appearance, attire of the service staff, service equipment.

Kotler and Keller (2000) [8] link satisfaction with feeling of pleasure or displeasure resulting from comparing perceived performance of a product (or outcome) and expectations. Customer satisfaction is the feeling of happiness or dissatisfaction after comparing the product performance they feel to expectations. If product performance is considered to be below expectations, the customers are unsatisfied; on the contrary, if the performance is considered above expectations, they are satisfied.

Customer satisfaction is the degree of a person's sensory state that incurs from comparing the results obtained from the product (or production) with one's expectations (Kotler, 2001) [7].

According to Yang and Peterson (2004) [14] and Chen & Tsai (2008) [1], customer satisfaction is the concept of measuring all levels of customer contentment with the service provider organization after all contacts and interactions with customers. According to Yüksel & Yuksel (2001) [15], there are two aspects of satisfaction, namely customer satisfaction for end products (i.e. after consumption of the product) and customer satisfaction for service delivery (i.e. associated with the whole customer journey).

The majority of studies manifest service quality as an important driver of customer fulfilment as well as their behaviour in the future (Lai *et al*., 2009) [11].

In Vietnam, there have been researches on customer satisfaction for service quality in various industries like: Banks, supermarkets. One of those was the 2012 study of Gioi and Huy (2012) [2] about customer satisfaction for banking services including: (i) Your expectations for the bank have been met; (ii) whether you are satisfied with the services provided by the bank. According to Hoa and Long (2021) [5], the enjoyment of customers for the quality of banking services includes: (i) Customers are satisfied with the quality of service; (ii) Customers continue to use the bank's services; (iii) Customers recommend the bank's services to relatives and friends.

Inheriting the results of the above studies and through expert interviews, we built a scale of customer satisfaction with Noi Bai International Airport service quality (see Table 1).

Table 1: Observed variables of customer satisfaction with Noi Bai International Airport service quality

Code	Scale
Customer satisfaction with Noi Bai International Airport service quality (HL)	
HL1	My choice to use this airline was a wise decision.
HL2	I think I was right when I decided to use this airline's services.

3. Research Methods
3.1 Scale and design of questionnaires
The scale used in this study is a 5-point Likert scale ranging from 1 to 5. 1 totally disagree with 5. Strongly agree. The statements in each scale are inherited from previous studies and expert opinions to correct the wording and then adjusted to suit the context of Noi Bai International Airport, Vietnam, at the present time, based on the results of expert interviews and group discussions. Customer satisfaction with Noi Bai International Airport service quality is measured by two observed variables (see Table 1).

3.2 Samples and data collection
The study sample was selected according to the convenience method. After designing the questionnaire, we conducted the survey through online design on Google Docs and in person. Of the collected questionnaires, after cleaning, 320 remained for analysis.

The respondents' educational levels are also quite diverse, from high school graduates to postgraduate degrees. Of which, high school graduates account for about 42.9%, college and vocational school graduates account for about 13.5%, university graduates account for 31.4%, and the group with postgraduate qualifications in education accounts for about 11%. Survey subjects with other qualifications accounted for only 1.2%.

Transport by air is the method that ensures the highest speed, but the cost is high for customers using air services. Therefore, the research sample, with more than 40% having a high school diploma, accurately reflects reality and ensures the representativeness of the sample.

3.3 Data analysis method
The author uses qualitative research methods through techniques such as document review, expert interviews, analysis, and synthesis. The quantitative research method is carried out with SPSS software.

4. Results
4.1 Descriptive Statistics
The statistical results of the min and max values of each observed variable in Table 2 show that consumers' assessments of the statements on the scale have large differences. There are consumers who strongly agree with the same statement, but there are also consumers who strongly disagree. The average value of the observed variables in the scale of the variable Passenger satisfaction with Noi Bai international airport service quality is quite uniform; the average value (mean) is from 2.12 to 2.23. Through this average value, it can be seen that passenger satisfaction with Noi Bai International Airport has a positive trend.

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 2: Descriptive analysis of attributes

Code	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
HL1	320	1	5.0	2.23	.7663	.160	.121	-.184	.242
HL2	320	1	4.0	2.12	.7971	.354	.121	-.282	.242

4.2 Cronbach's Alpha

Customer satisfaction with Noi Bai International Airport service quality have been measured by Cronbach's alpha. The results of testing Cronbach's alpha for attributes are presented in Table 3 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, 3, 4].

Table 3: Results of Cronbach's alpha testing of attributes and item-total statistics

Cronbach's Alpha	N of Items			
.871	2			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HL1	9.16	5.055	.751	.825
HL2	9.33	5.213	.765	.821

5. Discussion and implications

Noi Bai International Airport is a civil airport combined with military flight activities, in which the civil area is located in the south and the military area is located in the north of the take-off and landing runway. Noi Bai International Airport is allowed to receive regular flights, non-regular flights, and private aircraft, operating 24 hours a day. The facilities system at Noi Bai International Airport is increasingly improving.

Passenger terminal T1 is facing the problem of serving an overload of passengers compared to its design capacity. Some terminal systems and equipment have been in operation for many years, so the leadership of Noi Bai airport should have a plan to supplement and replace old systems and equipment according to the roadmap. Every year, priority is given to equipment and systems directly related to aviation processes, such as baggage conveyor systems, passenger bridge telescopic systems, etc. Thereby contributing to providing customers with good service. Firstly, avoid the risk of flight delays caused by problems caused by equipment systems while ensuring the safety of technical staff.

Noi Bai International Airport and units in the service chain have been carefully preparing all resources and plans to be ready to optimally respond to recovery and growth.

Noi Bai International Airport, as well as airlines and ground service units, along with many applied solutions, are always ready to serve peak international flights. On the passenger side, understanding, sympathy, and cooperation are needed so that your flight and that of your family and friends will be a smooth, peaceful, and happy flight with the aviation industry.

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