

Relationship Quality Factors on Passenger Loyalty of the Airline Industry in Johor, Malaysia

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Abstract

This research is aimed to find the dimensions of relationship quality (customer satisfaction, commitment, trust and perceived quality) that can affect passenger loyalty in airline industry in Johor, Malaysia. It would contribute to airlines marketers and the management teams, in order to develop better future strategies for the enhancement and improvement of passenger loyalty in airlines industry. The quantitative research design and convenience sampling have been used to select target respondents, airline passenger in Johor, Malaysia. A cross-sectional study was carried out where 100 sets of self-administered survey questionnaires have been distributed and out of the total, 90 sets are qualified. The hypotheses and linear relationship between variables have been tested and the data collection was analysed using PSPP and Partial Least Squares (PLS-SEM) with SmartPLS version 3. The results of this research found that customer commitment, trust and perceived quality are all positively and significantly influence on passenger loyalty in airline industry in Johor, Malaysia. However, customer satisfaction was found to have insignificant relationship with passenger loyalty in airline industry.

Key words: Relationship Quality Factors, Customer Satisfaction, Customer Commitment, Customer Trust, Customer Perceived Quality, Passenger Loyalty, Airline Industry

Introduction

As a reference to the rapid advancement and competitive business environments, customer demand has become the major factor to establish the market value among competitors, the airline industry is one of the major industries that contribute to the economic growth of the country; however, retaining the customer loyalty has been facing difficulties in sustainability (Ali et al., 2015). Furthermore, the barrier of fulfilling a high-quality service to the customers was failed to the recognition from true need and wants of the customers (Izogo & Ogba, 2015); in turn, the impact of failure would contribute to the decrease in loyalty in the airline industry. According to Tan (2020), the outbreak of COVID 19 pandemic has worsened the situation in the service industry, especially in tourism and airline sectors, business activities have been restricted during the period of movement control and that has led to the impact of customer behaviours towards the loyalty in the airline industry. Besides, the internal resources in the airline industry have drawn a significant influence on the loyalty of the customer, as a reference to the research study of Alsalhi, Idris and Alam (2020), the customer loyalty in the airline industry has been affected by the factors of emotional labour strategies of the flights' attendance. According to Tai et al. (2015), customer loyalty in the airline industry was the important factor to be developed in marketing strategies for enhancement and improvement in the business model in the airline industry; however, due to the complaints of poor service and experience on a flight delay, crash landing incident and disappearance of aircraft, these have led to the lack of trust and commitment in passengers towards airline industry in Malaysia; in turn, driven to the impact of loyalty towards the industry.

On the past study by Lin, Osman and Wang (2018), relationship quality factors had been examined to the impact on customer loyalty in the airline industry in Malaysia, the dimensions of satisfaction and trust positively influenced the behaviour of customer loyalty; however, according to Tai et al. (2015), the dimensions of perceived quality, trust and commitment have a significant positive relationship with customer loyalty, yet the dimension of satisfaction in relationship quality has a less positive impact on customer loyalty, both research studies were focused on the respondents in KLIA & KLIA2, Malaysia. As a reference to the study of Johan, Noor, Bahar, Liu and Low (2014), perceived quality indicated the highest positive effect on customer loyalty, while satisfaction, perceived value and

corporate image have a moderate positive relationship with customer loyalty. Besides, according to Moghadam et al. (2014), the dimensions of trust, commitment, satisfaction and perceived quality have a significant effect on customer loyalty in the airline industry in Iran.

As a reference to the results from past studies, relationship quality model has been used for examination the impact on customer loyalty; however, the scope of respondents might establish a different result in terms of various contexts in these researches. Therefore, it enables the opportunity in this research to further extend the dimensions of relationship quality towards a different scope of respondents on their loyalty in the airline industry in Malaysia. To deal with these research gaps, this study would adopt the dimensions of relationship quality in the research of Tai et al. (2015) and Moghadam et al. (2014), to measure the passenger loyalty in the airline industry in Malaysia, target on the respondents in Johor, Malaysia.

Literature Review

Customer Satisfaction

Prior research defined that satisfaction is the consumer's feeling or emotion towards their wish and expectation (Hao, Yu, Law & Fong, 2015). According to Oliver, as cited in (Wang, 2014), satisfaction is defined as fulfilment response or judgement on the evaluation of the customer's attitude on purchase and consumption experience. Roberts-Lombard (2009), as cited in (Vuuren et al., 2012) defined satisfaction as the degree of performance matches up the expectation of customers, if the performance matches or exceeds the expectation, then fulfil customer satisfaction and vice versa; in turn, performance below expectation, satisfaction not being fulfilled. According to the definition from Tai et al. (2015), satisfaction refers to the customer's response or behaviour towards fulfilment, need or happiness on a perceived service provided or performance from a sales representative of the firm or business.

Customer Trust

Trust is defined as the existence of positive perception between the consumer and the performance of the organization (Moghadam et al., 2014). According to Thomas (2009), as cited in (Vuuren et al., 2012), trust is defined as "an expectancy of positive outcomes, outcomes that one can receive based on the expected action of another party". According to Vuuren, the key aspect of trust definition is credibility. As referring to the definition from Tai et al. (2015), the behaviour of trust is built upon customer's believe in service or organization's intentions, as well as a customer's intention that the service received would not cause any harmful respond during or after the service completed.

Customer Commitment

Commitment is defined as the degree of consumer's reliance and credibility on the service (Pi & Huang, 2011). According to Rafiq (2013), commitment is the desire of continuance of relationship. According to Allen and Meyer (1990), commitment is a person's emotional attachment to, identification with and involvement in the organization, strong emotional attachment implies a strong affective commitment of the person. As the definition stated in Tai et al. (2015), commitment refers to a desire to continue, relationship maintenance, benevolence reliance and credibility of a customer behave towards the service provided by a business representative.

Customer Perceived Quality

Perceived quality is defined as consumer's evaluation in regards to the service performance received (Jhandir, 2012). According to Parasuraman et al. (1985), as cited in (Wang, 2014); (Tai et al., 2015) perceived quality defined as customers' judgement or attitude on overall excellence of service and as cited in (Quoc, Sirion & Howard, 2011), Parasuraman et al. (1985), indicated that perceived quality defined as the gap of expectation and actual service received by the customer, the development

of SERVQUAL and SERVPERF measurement tools had been improvised for the measuring purpose of expectation and perception dimension on service quality.

Passenger Loyalty

The theoretical model of customer loyalty (dependent variable) is defined as the commitment to repurchase a similar brand on product or services consistently. The dimension of customer loyalty is established from effective loyalty, cognitive loyalty and behaviour loyalty (Oliver, 1999) as cited in (Tai et al., 2015). According to Oliver, as cited in (Liu, Guo & Lee, 2011), loyalty is defined as a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future. Loyalty can be further described to long-term and short-term loyalty, where long-term loyalty does not easily switch to other service providers while short-term loyalty defects easily upon better alternative being offered. According to (Lin, Osman & Wang, 2018), the research paper defined customer loyalty as the dominant factor that leading the success and sustainability of a business in an organization, customer loyalty is a strategic objective and critical aspect to determine the development of an organization, apart from repurchase desire and preference behaviour, customer loyalty also expresses the behaviour of attachment or affection from people, product or services of the organization.

Hypothesis Development

As reference from the past literature reviews, the following hypotheses have been developed for this research:

- H1:** *Customer satisfaction has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.*
- H2:** *Customer commitment has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.*
- H3:** *Customer trust has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.*
- H4:** *Customer perceived quality has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.*

Conceptual Framework

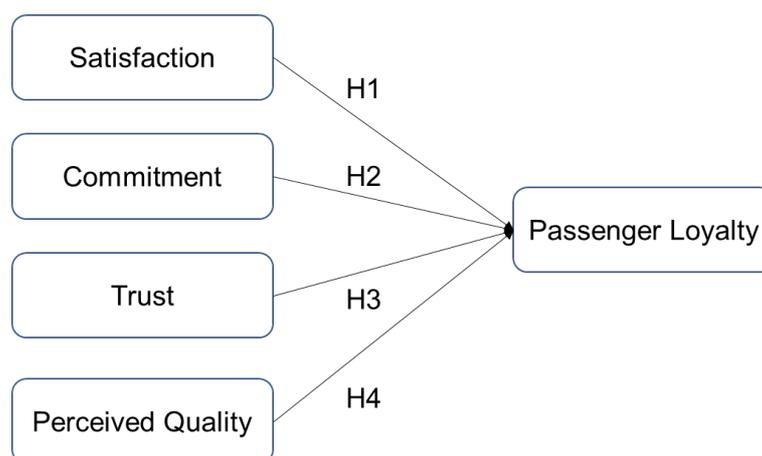


Figure 1: Conceptual Framework

Methodology

Research Design

The objective of this research is to investigate the relationship quality factors that influencing passenger loyalty in the airline industry in Malaysia. A research design is a framework for coordinating the research project that specifies the procedures of obtaining the information needed and to solve the research problem Zikmund, Babin, Carr and Griffin (2010). A quantitative method was being used in this research to fulfil the credibility and reliability from the large sample size of results Hyde (2000). The main objective of developing the quantitative research design is to examine the significant impact of the hypotheses by using the quantifiable data and conclude the evidence through scientific analysis (Chew et al., 2011). The respondent of analysis would be the air passengers who had flight experience at least twice with any preferred airline company in Malaysia within the past 3 years (2018 – 2020). In this research, a structural questionnaire was adapted from Tai et al. (2015), because it had been examined and tested the validity and reliability in previous researches.

Population, Sample and Sampling Procedures

The objective of the target population is the total collection of data including a group of individual persons, objects or items towards the objectives of the research, to contribute the significant results in the form of theoretical and practical implication Malhotra (2009). Passenger loyalty is the dependent variable of this research; therefore, to examine the loyalty characteristic of the population is being discussed. According to Ostrowski, O'Brien and Gorden (1993), long-term experiences are used to explained passengers' loyalty rather than single flight; furthermore, according to Griffin and Herres (2002), loyalty defined as the action of purchase and requires some duration that occurs at least twice, as cited in Tai et al. (2015). Hence, the population of this research was targeted on the air passengers who have at least twice on Malaysia flights in the past three years. The questionnaires were distributed to the target respondents in Johor, Malaysia, as well as Google Forms were distributed to the residents in Johor who has had flight experience at least twice within past 3 years (2018 – 2020), as this research is focusing on the respondents in Johor, Malaysia.

According to Sekaran and Bougie (2016); Kock and Hadaya (2016), the "10-times rule" approach is widely used for the assumption of sample size in each research, the ideal sample size of research should have an item to response ratio ranged from 1:4 to 1:10 for each set of variables to be factored. As refer to the structural questionnaires that would be used in this study, a total of 26 items to be examined within four independent variables; therefore, the ideal range of sample size in line with Sekaran and Bougie (2016); Kock and Hadaya (2016), would be from 40 to 100 samples and this implies to the estimated sample size of 90 respondents were considered sufficient for descriptive exploration.

The sampling procedure is another aspect to be discussed in this research, an effective sampling technique would contribute to a significant impact on the results of the research. Sampling technique can be further classified to probability sampling where a selection of individuals from the population so that they are representative of the population and nonprobability sampling where a selection of participants because they are available, convenient or represent some characteristic the researcher wants to study Sekaran and Bougie (2016). According to Elfil and Negida (2017), nonprobability sampling is convenience sampling, judgemental sampling and snowball sampling, where this technique is quick, inexpensive and convenient to gather the sampling data. In this research, nonprobability sampling technique has been used as convenience aspect and unavailability of details from target respondents; besides, this method is least costly and effective in the collection of data from the large population in Johor, Malaysia.

Research Instruments and Questionnaire

A structural questionnaire is adopted from the previous researcher Tai et al. (2015) on the research topic of Factors Influencing Relationship Quality in the Airline Industry in Malaysia. The same set of questionnaires would be used in this study to collect relevant data and information to examine that there is a positive relationship between relationship quality and passenger loyalty on the

respondents in Johor, Malaysia. These questionnaires were useful in the assistance of obtaining accurate information from the respondents.

There are three parts of questionnaires in this research, namely Section A: Demographic Profile, Section B: Dimension of Relationship Quality and Section C: Passenger Loyalty. Section A is presenting the collection of data on respondents' gender, age, race and flight experiences. Next, in Section B is presenting the questions on respondents' perception of the importance of relationship quality in the airline industry. Lastly, in Section C is presenting the questions on respondents' intention to sustain loyalty to the airline companies they have visited. These questionnaires were developed based on the review of empirical studies. 100 sets of questionnaires have been distributed and 90 sets were qualified for the actual test. This research was conducted using Google Form distribution to residents in Johor, Malaysia.

Data Analysis and Results

The data analysis is generated by using two different types of analysis software, namely PSPP and Partial Least Squares (PLS-SEM) with Smart PLS (version 3).

Descriptive Analysis: Demographic Profile of Respondents

Descriptive analysis is the analysis generated by using the statistical analysis program – PSPP. As from the complete answered questionnaire of 90 sets, the software analysed the following data which separated into gender, age, race, experience, times and purposes. Table 1 below represents the relevant frequency and percentage of the respondents in this research.

From the Table 1 below, it indicates that 46.67% of male respondent and 53.33% of female respondent, which further describes that in this research, female respondent is having higher response rate in this research. Followed by the analysis of age; from the overall 90 sets of respondents' feedbacks, 56.67% is in the range of age between 21 – 30-year-old, which represents the highest response rate; 26.67% ranks at second highest response rate which is the age group of between 31 – 40-year-old; followed by 13.33% for 41 – 50-year-old and 2.22% for 18 – 20-year-old. The least percentage of respondent is 1.11%, which is the age group of above 50-year-old or only one respondent answered in this research. The next analysis of race is analysed with the results of 47.78% Chinese, 42.22% Malay and 10% Indian. No other races were responded and Chinese group represent the highest response rate in this research.

Descriptive analysis further analysed relative information in regards to the research of loyalty to airline industry in Malaysia, which consists of the experience and frequency of taking their preferred airline in the recent past three years, as well as the respondents' purposes of taking the air travel. According to the analysis as indicate in Table 1 below, 78.89% of respondents preferred AIRASIA, which represents the highest preference in this research; followed by 14.44% for MAS AIRLINES; 3.33% for both MALINDO AIR and FIREFLY. On the flying frequency, respondents at the range of 5 – 7 times meet the highest percentage of 25.56; followed by 21.11% for 2 – 4 times. As for 8 – 10 times and flying frequency above 11 times over the past three years indicates the same percentage of 20 for both categories. The least percentage of 13.33 is represents 12 respondents who had the experience of flying frequency 0 – 1 time.

The purpose of flight travelling in this research, represents the last question of the section A of the distributed questionnaire, and the results indicate in the Table 1 below, leisure traveller achieved the highest response rate of 67.78%; followed by business traveller 25.56% and 6.67% for student traveller. To sum up the descriptive analysis from the respondents in this research, the residents of Johor prefer AIRASIA as their air transport alternative, the age group of the respondents are young generation which are in the range of 21 – 40-year-old and their purpose of taking air transport are for leisure purpose.

Table 1: Demographic Profile of Respondents

Background	Categories	Frequency	Percentage (%)
Gender	Male	42	46.67
	Female	48	53.33
Age	18-20-Year-Old	2	2.22
	21-30-Year-Old	51	56.67
	31-40-Year-Old	24	26.67
	41-50-Year-Old	12	13.33
	Above 50-Year-Old	1	1.11
Race	Malay	38	42.22
	Chinese	43	47.78
	Indian	9	10
Experience	AIRASIA	71	78.89
	MAS AIRLINES	13	14.44
	MALINDO AIR	3	3.33
	FIREFLY	3	3.33
Times	0-1 Time	12	13.33
	2-4 Times	19	21.11
	5-7 Times	23	25.56
	8-10 Times	18	20.00
	Above 11 Times	18	20.00
Purposes	Business Traveller	23	25.56
	Leisure Traveller	61	67.78
	Student Traveller	6	6.67

Reliability Test

As reference from research methodology, Cronbach' Alpha Coefficient and Composite Reliability are the indicators which represent the reliability of the data collection in this research and according to Hair et al. (2017), the value of composite reliability and Cronbach Alpha are > 0.70 and 0.60 are acceptable. As per the results analysed by using statistical analysis program – PSPP and Smart PLS; table 2 below represents both results in this research. The Cronbach' Alpha Coefficient for the variables is at the range from 0.792 to 0.909 and the Composite Reliability for the variables is at the range of 0.865 to 0.936. Both results indicate the good reliability test in this research.

Table 2: Cronbach' Alpha Reliability Test

Variables	Number of Item	Cronbach's Alpha	Composite Reliability (CR)
Customer Satisfaction	4	0.909	0.936
Customer Commitment	4	0.792	0.865
Customer Trust	5	0.873	0.908
Customer Perceived Quality	5	0.888	0.918
Passenger Loyalty	8	0.900	0.921

Normality Test

Table 3 below indicates the results of normality test in this research. Skewness and kurtosis value represent the examination level of data sets distribution and according to Kline, 2005, as cited in (Tai et al., 2015), the skewness and kurtosis value in normality test should not exceed +/- 3.0 and +/- 10.0 respectively. As per the results analysed by using statistical analysis program – PSPP; table 3 below represents both results in this research. The skewness value for the variables is at the range from -0.42 to + 0.10 and the kurtosis value for the variables is at the range of -0.09 to + 0.22. Both results indicate the good normality test in this research.

Table 3: Skewness and Kurtosis Normality Test

Items	Variables	Skewness	Kurtosis
CS1-CS4	Customer Satisfaction	-0.26	0.22
CC1-CC4	Customer Commitment	-0.04	0.19
CT1-CT5	Customer Trust	-0.42	-0.08
CQ1-CQ5	Customer Perceived Quality	-0.17	-0.09
CL1-CL8	Passenger Loyalty	0.10	0.10

Construct Validity

In this section of validity test, analysis using Smart PLS generated two components of validity test to further describe the validity of data sets being used in this research. The two components of construct validity test are convergent validity and discriminant validity. Both results of the test would be further interpreted at the following.

Convergent Validity

As from the results shown in table 4 below, the average variance extracted (AVE) value is to represent the examination of accuracy of convergent validity. As reference to Hair et al, (2010) and Laerd Statistics (2018), the indicator of AVE value shall be more than 0.50 to have the positive relationship and represent the construct validity is valid in the research. According to the results analysed in this research, table 4 below indicates the AVE for customer satisfaction is 0.786; customer commitment is 0.616; customer trust is 0.663; customer perceived quality is 0.693 and passenger loyalty is 0.595. In summary, the range of AVE for all variables is from 0.595 to 0.786 which is more than 0.50 and fulfil the positive relation and represent the validity of data collection in this research. Apart from the AVE value, the loadings factors of all variables are greater than 0.50 (Hair et al, 2010), which further indicates the positive relationship of the variables in this research. The range of loadings factor for customer satisfaction is 0.826 to 0.929; customer commitment is 0.714 to 0.854; customer trust is 0.755 to 0.836; customer perceived quality is 0.765 to 0.897 and passenger loyalty is 0.574 to 0.880.

Table 4: Results of Measurement for Convergent Validity

Variables	Items	Loadings	AVE	CR
Customer Satisfaction	CS1	0.890	0.786	0.936
	CS2	0.929		
	CS3	0.898		
	CS4	0.826		
Customer Commitment	CC1	0.714	0.616	0.865
	CC2	0.804		
	CC3	0.854		
	CC4	0.762		
Customer Trust	CT1	0.823	0.663	0.908
	CT2	0.755		
	CT3	0.823		
	CT4	0.832		
	CT5	0.836		
Customer Perceived Quality	CQ1	0.765	0.693	0.918
	CQ2	0.765		
	CQ3	0.897		
	CQ4	0.848		
	CQ5	0.876		
Passenger Loyalty	CL1	0.809	0.595	0.921
	CL2	0.804		
	CL3	0.763		
	CL4	0.880		
	CL5	0.823		
	CL6	0.719		
	CL7	0.763		
	CL8	0.574		

Discriminant Validity

Discriminant validity is another component that examines the validity of the data sets in this research. Fornell – Larcker criterion represents the value indicator of discriminant validity and by using the Smart PLS, the results of the value are shown at table 5 below. As a reference to Fornell and Larcker (1981), the indicators should load higher result in the research than other variables in the model and the average variance shared between each variable and its measure should be greater than the variance shared between the variables and other variables in the model. Hence, the correlation coefficient would be significantly related to all variables to achieve discriminant validity. As referring to the results indicates in table 5 below, the Fornell – Larcker criterion for customer commitment is 0.795; customer perceived quality is 0.832; customer satisfaction is 0.886; customer trust is 0.814 and passenger loyalty is 0.772, which the results of this research fulfil the discriminant validity required under the reference of Fornell and Larcker (1981).

Table 5: Fornell - Larcker Criterion for Discriminant Validity

Variables	Customer Commitment	Customer Perceived Quality	Customer Satisfaction	Customer Trust	Passenger Loyalty
Customer Commitment	0.795				
Customer Perceived Quality	0.593	0.832			
Customer Satisfaction	0.550	0.690	0.886		
Customer Trust	0.617	0.808	0.710	0.814	
Passenger Loyalty	0.738	0.728	0.651	0.735	0.772

Path Coefficient and Hypotheses Testing

The path coefficient analysis is examined by using the software of Smart PLS. Figure 2 and table 6 below represent the results generated in this research. According to Hair (2011), Beta (β) value above 0.10 indicates significant relationship impact on dependent variables and Hair et al. (2017), t-value > 1.645 and p -value < 0.05 represent the positive relationship between independent variables and dependent variable. R square represents the variance indicator between dependent and independent variables, higher the indicator represents the higher relationship of the variables. As the results generated from Smart PLS, the R square value in this research in 0.702, which indicates 70.2% of the variance in the passenger loyalty could be explained by the four dimensions of independent variables, which are the customer satisfaction, commitment, trust and perceived quality. Apart from this, as reference to the figure 2 and table 6 below, the Beta (β) value for customer satisfaction is 0.112; customer commitment is 0.401; customer trust is 0.233 and customer perceived quality is 0.223; which further elaborate that all these independent variables are significantly drawing the impact on the dependent variable, as according to Hair (2011), Beta (β) value above 0.10 indicates significant relationship impact on dependent variable.

Furthermore, from the results as seen from the figure 2 and table 6 below, the t-value and p-value for customer commitment are 4.284 and 0.000; customer trust are 1.777 and 0.038 as well as customer perceived quality are 1.865 and 0.031, which represent the positive relation impact to passenger loyalty, as according to Hair et al. (2017), t-value > 1.645 and p -value < 0.05 represent the positive relationship between independent variables and dependent variable. However, customer satisfaction indicates the different results in this research, the t-value is 0.914 and the p-value is 0.180, which represent no positive relation impact to passenger loyalty. Therefore, this implies to the results of supporting the hypotheses developed earlier where H2, H3 and H4 are supported and H1 is not supported in this research.

According to the results presented in figure 2 and table 6 below, customer commitment established the most factor or impact to the passenger loyalty in this research. The Beta (β) value of 0.401 which is the highest value among other variables and its t-value of 4.284 and p-value of 0.000 represent the most significant influence on passenger loyalty as compared to the other positive impact variables, namely customer trust and customer perceived quality.

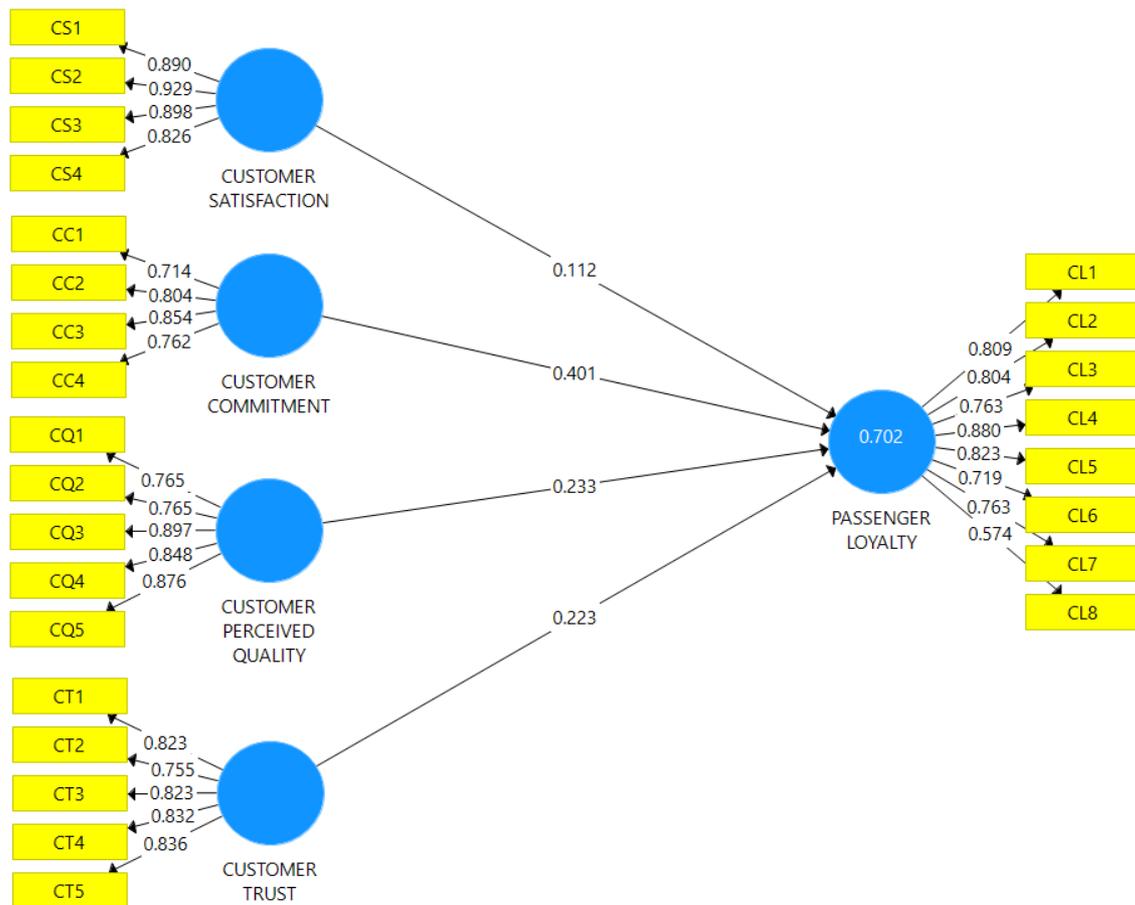


Figure 2: Path Coefficient Structural Framework

Table 1: Path Coefficient and Hypotheses Testing

Hypotheses	Relationships	Standard Beta	T Value	P Value	Decision	R Square
H1	Customer Satisfaction -> Passenger Loyalty	0.112	0.914	0.180	Not Supported	0.702
H2	Customer Commitment -> Passenger Loyalty	0.401	4.284	0.000	Supported	
H3	Customer Trust -> Passenger Loyalty	0.223	1.777	0.038	Supported	
H4	Customer Perceived Quality -> Passenger Loyalty	0.233	1.865	0.031	Supported	

Hypotheses Discussion

H1: Customer satisfaction has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.

The first research objective and hypothesis in this study is to examine the positive relationship of customer satisfaction with airline passenger loyalty in Malaysia. As the results indicate in this study, this hypothesis relationship is not supported. However, the Beta (β) value is revealed at 0.112, which represents a significant relationship with passenger loyalty. But the t-value and p-value of the results are < 1.645 and > 0.05 respectively, therefore, customer satisfaction is not positively related to the

impact on passenger loyalty in this research. This result is aligned with the previous empirical studies of Moghadam et al. (2014) and Tai et al. (2015) where their results indicate an insignificant relationship of customer satisfaction with passenger loyalty in airline industry.

According to Almosawi (2012) and Mohsan et al. (2011), airline industry is a highly competitive industry and customers would tend to divert their preference on lower pricing or better offer, hence, satisfaction is not the main factor to retain the loyalty with the same airline company in short-term basis. Furthermore, satisfaction is the emotional value that would lead to the satisfaction level of the emotive customer and emotional value played the vital role of establishing the satisfaction and loyalty (Coyles & Gokey, 2002). Therefore, the airline industry in Malaysia should satisfy their customer with long-term customer relationship to improve the passenger loyalty in this industry.

H2: Customer commitment has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.

The second research objective and hypothesis in this study is to examine the positive relationship of customer commitment with airline passenger loyalty in Malaysia. As the results indicate in this study, this hypothesis relationship is significantly supported. As shown, the Beta (β) value is revealed at 0.401, which represents the highest significant relationship with passenger loyalty. Furthermore, the t-value and p-value of the results are > 1.645 and < 0.05 respectively, which revealed at 4.284 t-value and 0.000 p-value, which also represent the most significant positive relationship with passenger loyalty. Therefore, customer commitment is highly positive related to the impact on passenger loyalty in this research.

In this study, customer commitment indicates the desire of the customer to continue and maintain a relationship with their preferred airline service provider, this implies to the results of the respondents in Johor are highly committed and the degree of consumer's reliance and credibility on their preferred airline service providers (Pi & Huang, 2011). Besides, as according to Rafiq (2013), this results also indicates the high level of commitment in desire of continuance of relationship of their preferred airline service provider. In turn, highly commitment behaviour of customer significantly influences the passenger loyalty in the airline industry.

This result in this research is aligned with the previous empirical studies of Moghadam et al. (2014), Tai et al. (2015), Vuuren et al. (2013), Mahajar and Yunus (2010), Jumaev and Hanaysha (2012) and Rafiq et al. (2013). where their results indicate a significant relationship of customer commitment with passenger loyalty due to the highly committed customers are looking towards the long-term relationship and this factor would lead the industry to establish loyalty level in the future, commitment refers to a desire to continue, relationship maintenance, benevolence reliance and credibility of a customer behave towards the service provided by a business representative. Therefore, in this study, the respondents of Johor are highly committed customers who looking towards the long-term relationship and desire to continue to establish the loyalty level in the future.

H3: Customer trust has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.

The third research objective and hypothesis in this study is to examine the positive relationship of customer trust with airline passenger loyalty in Malaysia. As the results indicate in this study, this hypothesis relationship is supported. As shown, the Beta (β) value is revealed at 0.223, which represents a significant relationship with passenger loyalty, as well as the t-value and p-value of the results are > 1.645 and < 0.05 respectively, namely, t-value is 1.777 and p-value is 0.038. Therefore, customer trust is positively related to the impact on passenger loyalty in this research.

In this study, customer trust indicates the behaviour of belief, perception, opinion, emotion or feeling in the airline service providers where they should receive the service in good and reliable condition and the results of this study indicate that the behaviour of trust from the respondents of Johor are significantly belief towards the service they receive are in good and reliable condition. Besides, according to Moghadam et al., (2014), the behaviour of respondents in Johor are highly existence of positive perception between the consumer and the performance of the organization, in turn significantly

influences the passenger loyalty of their preferred airline service provider. Trust is defined as “an expectancy of positive outcomes, outcomes that one can receive based on the expected action of another party (Thomas, 2009) as cited in (Vuuren et al., 2012), and this implies to the behaviour of results in this study, the response of expectancy of positive outcome significantly influence the loyalty level of airline industry in Malaysia.

This result in this research is aligned with the previous empirical studies of Moghadam et al. (2014), Tai et al. (2015), Madjid (2013), Kishada and Wahad (2013), Pratminingsih et al. (2013) and Deng et al. (2010). where their results indicate a significant relationship of customer trust with passenger loyalty. Strong customer trusting behaviour would enable the confidence level of service prediction and therefore it would lead to the significant influence on passenger loyalty.

H4: Customer perceived quality has a positive significant relationship with passenger loyalty in the airline industry in Malaysia.

The fourth research objective and hypothesis in this study is to examine the positive relationship of customer perceived quality with airline passenger loyalty in Malaysia. As the results indicate in this study, this hypothesis relationship is supported. As shown, the Beta (β) value is revealed at 0.233, which represents a significant relationship with passenger loyalty. Furthermore, the t-value and p-value of the results are 1.865 and 0.031 respectively, which is t-value > 1.645 and p-value < 0.05 . Hence, customer perceived quality is positively related to the impact on passenger loyalty in this research.

In this study, customer perceived quality indicates customers' evaluation or judgement on the overall service provided by the airline service company and the results of this study indicates the behaviour of respondents are significantly influences the overall service provided by their preferred airline service provider are highly influences the loyalty in airline industry. According to Jhandir (2012), perceived quality is defined as consumer's evaluation in regards to the service performance received and the implies to the evaluation of service performance from Johor respondents are the factors that significantly influence the passenger loyalty in airline industry. This in align with Parasuraman et al. (1985) as cited in Wang (2014), perceived quality defined as customers' judgement or attitude on overall excellence of service.

This result in this research is aligned with the previous empirical studies of Moghadam et al. (2014), Tai et al. (2015), Deshmukh and Chourasia (2012), Akbar and Pravez (2009), Wang and Chaipooirutana (2014) and Quoc et al. (2011). In these researches, the results indicate a significant relationship of customer perceived quality with passenger loyalty where more customer perceived the good reputation in order to deliver the quality and efficient services, in turn, the higher the customers would be bound to the loyalty and referral in airline industry.

Managerial Implication

The research objective of this study is to aim the examination of relationship quality dimension that significantly affect the passenger loyalty in airline industry in Malaysia. There are various contexts of dimensions in the past researches that examined the effect towards the loyalty in the industry. However, in this research, the dimensions that were examined are satisfaction, commitment, trust and perceived quality, which also been examined in the past research with different context of respondents in Malaysia. According to the data analysis in this research, the results showed that the three dimensions which are customer commitment, trust and perceived quality, significantly positive related to the influence of passenger loyalty in airline industry in Malaysia. Therefore, this model could be used by the airline sector in Malaysia, in order to sustain and improve the level of passenger loyalty. Furthermore, this research would also benefit the customer service institution to save cost and time, as this research would provide sufficient information for their future reference and relevant analysis.

Apart from this, this research indicates the dimension of commitment significantly related to the influence of passenger loyalty in the airline industry. Loyalty is referring to the intention to sustain the relationship, therefore, this playing the important role as the management of airline sector in Malaysia should prioritise the commitment aspects that would sustain the relationship of airline sector

with the passengers. Hence, the higher level of commitment establishment would lead to the higher level of passenger loyalty.

Furthermore, this research also indicates the dimension of trust would significantly influence the passenger loyalty in the airline industry in Malaysia and the management team of airline sector should retain the integrity and ethical practice, in order to establish the behaviour of willingness and trust to the service provided from the airline industry; in turn, to improve and sustain the loyalty impact towards the airline industry in Malaysia.

In this research, the dimension of perceived quality also indicates the significant impact on passenger loyalty. Perceived service quality could be the factor of improving the status of passenger loyalty, hence, the management team of airline industry would establish the services as promised, pleasant facilities and skilled employees to fulfil the good quality of service to airline passengers. In turn, to sustain and increase the loyalty status in airline industry in Malaysia.

However, from the results of this research, customer satisfaction is not positively influencing the impact of airline passengers in Malaysia. Nevertheless, the management team would use the data analysis from this research to further understand and implement alternatives to improve the satisfaction behaviour from passenger, in turn, it would benefit the status of passenger loyalty in airline industry.

Limitation of Study

There are limitations in this research. Firstly, the data collection in this research is distributing survey to the targeted respondents of Johor, Malaysia. The respondents can only choose to answer provided in the questionnaires and there are limited items for each of the variables. These would restrict the respondents for expressing their own opinion or reason towards the close ended questionnaires and it might further lead to a wrong conclusion. Furthermore, the respondents might fill out the questionnaire due to time constrain and hence it might further restrict the expression of respondents' opinions.

Apart from this, the research is a cross-sectional study due to time constrain. Cross-sectional study is examining the relationship between the variables at a particular point of time; therefore, it restricts the consideration of risk that independent variables may be vary over the time and failed to detect the changes in level of passenger loyalty over time.

The limitation on respondents, the research has only been conducted in Johor, Malaysia thru the online questionnaire. Therefore, the results generated is insufficient to represent the population of the airline passengers in Malaysia.

Lastly, there are four independent variables which are satisfaction, trust, commitment and perceived quality have been examined in this research. As to the reference from previous researchers, there are some other factors of relationship quality that would affect the passenger loyalty, such as opportunism, customer orientation and ethical profile. Based on the result of path coefficient, the r-square is 0.702, which indicates 70.20% of independent variables explain the impact of influencing the passenger loyalty in airline industry in Malaysia.

Recommendations for Future Research

As reference to the limitations of study in this research, it is recommended to include open-ended question in the questionnaire, which provides the opportunity to the respondents to give their own opinion and reason to clarify their responses. Furthermore, future researchers are recommended to conduct interview, in order to have a better understanding of the respondents' thinking, opinions and responses.

For future research, longitudinal study should be conducted as longitudinal study studies a phenomenon at multiple points of time, which enable it to detect the changes of the independent variables and passenger loyalty over time in detail. The result might be different and more accurate with different observation point of time.

In order to expand wider range of respondents' coverage, the future researchers are recommended to cover a wider range of sample when conducting similar research. For example, the survey could be expanded to other airport in Malaysia such as Penang International Airport (Penang

respondents), Kuching International Airport (Sarawak respondents), Kota Kinabalu International Airport (Sabah respondents) and others. Wider range of target respondents would provide further accuracy in results.

As to achieve higher r-square, future researchers are recommended to add in few more independent variables when accessing the comparable researches. Higher percentage in r-square would further explain the accuracy of the impact of independent variables on passenger loyalty in airline industry in Malaysia.

Conclusion

In conclusion, the research is aimed to examine the impact of relationship between the dependent variable of passenger loyalty and independent variables which are satisfaction, commitment, trust and perceived quality. The results shown that commitment, trust and perceived quality have positive and significant relationship with the dependent variable passenger loyalty in airline industry in Johor, Malaysia, and the satisfaction is not significant. Therefore, it is essential for the management team of airline industry in Malaysia to retain and improve the relationship of passengers and the airline industry, further enhancement on the relationship quality factors would increase the loyal passengers and in turn, leading the organization to profitability and sustainability in the competitive industry.

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Appendix: Questionnaires

Please indicate the extent to which you agreed or disagreed in each statement by using the Five-Point Likert scale: 1: Strongly Disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongly Agree		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Please circle one number in each statement to the extent of your opinion.						
Customer Satisfaction (CS)						
CS1	The airline services always meet my expectations.	1	2	3	4	5
CS2	I am delighted with the services provided by the airline.	1	2	3	4	5
CS3	I am happy with the services provided by the airline.	1	2	3	4	5
CS4	I am satisfied with the performance of services provided by the airline.	1	2	3	4	5
Customer Commitment (CC)						
CC1	I feel emotionally attached to the airline.	1	2	3	4	5
CC2	I continue to deal with the airline because genuinely enjoy my travel with them.	1	2	3	4	5
CC3	I am very committed to my travel to this airline	1	2	3	4	5
CC4	It is important for me to maintain a relationship with the airline.	1	2	3	4	5
Customer Trust (CT)						
CT1	I am willing to rely on airline services.	1	2	3	4	5
CT2	I have confidence in the airline services	1	2	3	4	5
CT3	I consider the airline staffs are a concern for my wellbeing.	1	2	3	4	5
CT4	I consider the airline staff are honest.	1	2	3	4	5
CT5	I consider the airline staff have high integrity.	1	2	3	4	5
Customer Perceived Quality (CQ)						
CQ1	The airline provided services as promised.	1	2	3	4	5
CQ2	The airline staffs provide prompts service when I needed.	1	2	3	4	5
CQ3	Facilities in the airline are pleasant and appealing.	1	2	3	4	5
CQ4	The pilots and stewards are knowledgeable.	1	2	3	4	5
CQ5	The cabin crews are caring.	1	2	3	4	5
Passenger Loyalty (CL)						
CL1	I would recommend the airline to my friends.	1	2	3	4	5
CL2	I say positive things about airlines to other people.	1	2	3	4	5
CL3	I consider this airline the first choice for air transport.	1	2	3	4	5
CL4	I encourage my friends and relatives to fly with this airline company.	1	2	3	4	5
CL5	I consider myself to be loyal to this airline.	1	2	3	4	5
CL6	I will consider this airline for air transport in the next few years.	1	2	3	4	5
CL7	I would continue to seek transport services from the airline.	1	2	3	4	5
CL8	I refuse to change to another airline.	1	2	3	4	5