

ASSESSING THE IMPACT OF AIRPORT SERVICE QUALITY ON PASSENGER SATISFACTION AND LOYALTY: A CASE STUDY ON JAFFNA INTERNATIONAL AIRPORT

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ABSTRACT

The aviation industry plays a crucial role in the economic development of nations, and the focus on enhancing service quality has become paramount for ensuring sustained competitiveness. This study investigates the impact of airport service quality on passenger satisfaction and loyalty, focusing on Jaffna International Airport (JIA) in Sri Lanka. The JIA plays a crucial role in enhancing regional connectivity and supporting the economic development of the northern region. To remain competitive in the aviation sector, improving service quality is essential as it directly influences passenger satisfaction and fosters loyalty. The aim of this research is to identify the most significant service quality dimensions influencing passenger satisfaction at JIA and examine the relationship between each SERVQUAL dimension—tangibility, reliability, responsiveness, assurance, and empathy—and passenger satisfaction. The study sample consisted of 250 passengers who were traveling via JIA, surveyed between November and December 2023 using a five-point Likert scale questionnaire distributed manually and electronically via platforms such as Facebook Messenger, WhatsApp, and Email. The data were analyzed using SPSS Version 26.0. Regression analysis confirmed that tangibility, assurance, and empathy were the most significant factors contributing to passenger satisfaction, which, in turn, enhanced passenger loyalty. The findings offer valuable insights for passengers, researchers, service providers, and decision-makers, enabling them to improve the overall service quality at the JIA. The findings of this research offer practical implications for passengers, researchers, service providers, civil aviation authorities, and decision-makers, providing a foundation for informed decision making to enhance the overall airport experience at Jaffna International Airport. As the airport industry continues to evolve, understanding and addressing the dynamics of service quality and passenger satisfaction are critical for sustained success and competitiveness.

Keywords: Airport service quality, Jaffna international airport, passenger loyalty, passenger satisfaction, SERVQUAL model.