

A Thorough Analysis of the Literature on the Airport Service Quality and Patron Satisfaction

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Abstract : Satisfaction of travelers with services provided in the airports is a sign of competitiveness and the corporate image of the airport. This study conducted a systematic literature review of recent studies published after 2017 regarding the factors that positively influence travelers' satisfaction and encourage them to report positive reviews online. This study found variations among the studies found. They used several research methodologies, and datasets and focused on different airports, yet, they commonly categorized airport services into seven categories that should receive high intention because their qualities were found increasing review rate and positivity. It was found that studies targeting travelers' satisfaction and intention of revisiting tended to use primary sources of data (survey); meanwhile, studies concerned positivity and negativity of comments towards airport services often used online reviews provided by travelers.

Keywords : business Intelligence, airport service quality, passenger satisfaction, thorough analysis

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