

ELECTRONIC WORD-OF-MOUTH BEHAVIOR OF PASSENGERS IN THE AIRPORT: THE COMBINATION OF SOR AND COMMITMENT- TRUST THEORY

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Abstract: Because airports serve as symbolic representations of a nation, careful oversight of airport service quality is essential to preserving a positive international reputation. Getting a competitive edge by satisfying travelers and vacationers with first-rate service is critical to spur real economic growth. This paper investigates the impact of airport service quality on passengers' pleasure and its subsequent impact on trust and electronic word-of-mouth behavior. The survey data reveal that six dimensions of airport service quality, including check-in, security, convenience, ambiance, basic facilities and mobility, were analyzed for their impact on passengers' pleasure. The results show that the quality of these services in the airport has a significant impact on passengers' pleasure. Positive airport experiences lead to increased trust and positive electronic word-of-mouth behavior. The findings highlight the importance of providing high-quality airport services to enhance customer pleasure and maintain positive customer perceptions and behaviors toward the airport.

Keywords: Electronic word-of-mouth behavior, airport service quality, passengers' pleasure, passengers' trust

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Introduction

The airport sector is experiencing rapid transformation, with air passengers having many options for departure and arrival. In light of this competition, airport marketers face the challenge of differentiating their facilities from their competitors. This study explores innovative strategies that airport marketers can adopt to set themselves apart in the dynamic market. By examining the impact of various factors, such as service quality, customer experience and convenience, this research provides valuable insights for airport managers and marketers to enhance their competitiveness and meet the evolving demands of air passengers (Bakır et al., 2022). Passengers' opinions on airport service quality are just one of many factors (including routes, scheduling, location and prices) that determine the allure of an airport. However, considering the growing significance of customer focus as a source of competitive advantage in the aviation sector, this viewpoint is increasingly worth consideration.

Service quality in airports is critical for creating positive customer experiences and driving business growth (Ricardianto et al., 2023). Airport service quality encompasses various factors, including mobility, basic facilities, ambiance, convenience, security and check-in, and can significantly impact customer satisfaction and trust (Al-Hashem et al., 2022; Chonsalasin et al., 2021). Significant improvements in service quality within these domains can lead to exceptional customer experiences, increased customer loyalty, and favorable electronic word-of-mouth, all contributing to enhancing the airport's reputation and attracting new customers. Conversely, subpar service quality in any of these aspects may result in customer dissatisfaction, lack of trust and negative electronic word-of-mouth, negatively impacting the airport's image and potentially discouraging future patronage. (Bellizzi et al., 2020). Therefore, airport managers should prioritize service quality in these areas to improve customer satisfaction and trust and ultimately drive business growth.

Additionally, airport managers should be aware of specific characteristics that may influence service quality expectations and perceptions and the impact of new technologies on service quality (Hong et al., 2020). These endeavors aid them in customizing their service quality approaches to align with the demands and inclinations of their customers. Both academic researchers and practitioners regularly conduct surveys among passengers to gauge their encounters with airport services, creating a foundation for capturing the "voice of the customer" concerning performance metrics. This practice helps identify areas for service enhancement and mitigates the risk of losing valuable

patronage (Pasaribu et al., 2019). Airport marketers also investigate customer preferences to increase income from food and retail outlets unrelated to flying (Bezerra & Gomes, 2016).

Passengers' expectations play a role in shaping an airport's perceived service quality, but identifying those specific expectations remains elusive. Instead of following the widely recognized gap theory paradigm for evaluating service quality, airport researchers from academia and industry tend to develop and track service performance indicators, which may or may not be derived directly from customer feedback (Khoa & Huynh, 2023; Ricardianto et al., 2023; Yeh & Kuo, 2003). Typically, these are internal metrics, such as the number of complaints or when customers must wait for services like bag delivery or check-in (Hong et al., 2020). Internal service performance measures should be evaluated cautiously since they are often received from management rather than customers and lack an objective consumer perspective. Because there is no systematic understanding of airport consumers' expectations, what is evaluated most likely are customer attitudes and opinions (Bellizzi et al., 2020).

Moreover, a research gap in airport service quality and customer satisfaction could involve a lack of understanding of how different service quality factors interact and contribute to overall passengers' pleasure. For example, how does the quality of security check-in procedures impact the perceived mobility or ambiance in the airport? Additionally, there may be a lack of research on how airport service quality affects passengers' trust and loyalty over time. Another research gap could be on the impact of electronic word of mouth on airport choice and how to measure it effectively. Another research gap could be the lack of comparative studies across different cultures and countries, as service quality expectations and perceptions may vary depending on cultural and societal factors.

Hence, this study aims to examine the relationship between airport service quality, customer satisfaction, trust and electronic word-of-mouth behavior. The study focuses on various aspects of service quality, such as mobility, basic facilities, ambiance, convenience, security and check-in and how they impact customer satisfaction. The study also investigates the impact of passengers' pleasure on passengers' trust and electronic word-of-mouth. The study uses surveys to gather customer perceptions of airport characteristics and their pleasure, trust, and electronic word-of-mouth behavior. The findings of the study contribute to understanding the importance of service quality in creating positive customer experiences and driving business growth in the airport industry.

1. Literature review

1.1. Airport service quality

Many scales for measuring airport service quality have been presented in the literature (Park & Park, 2018; Seetanah et al., 2018; Bezerra & Gomes, 2016; Bezerra & Gomes, 2015a; Bezerra & Gomes, 2015b; Chao et al., 2013; Lubbe et al., 2011; Fodness & Murray, 2007; Yeh & Kuo, 2003). The airport service quality expectation model consists of three components: a function related to the efficient and convenient movement of passengers and the capacity of airport staff to solve problems; interactions related to the quality resulting from interactions between passengers and airport service providers; and discussion of how to transform the airport servicescape into activities that create a pleasurable passenger experience (Lubbe et al., 2011; Fodness & Murray, 2007). The six critical attributes that have been utilized to measure the quality of passenger services at airports in the Asia-Pacific area are comfort, processing speed, convenience, personnel civility, information visibility, and security (Yeh & Kuo, 2003). Airport quality has been evaluated by Chao et al. (2013), who looks at things including ground transportation, check-in services, departure security inspections, informational signage, and airport services and amenities. To further quantify airport services, Seetanah et al. (2018) divide them into three categories: passenger core services, passenger support services, and visitor management services. Facilities, check-in, servicescape, security, atmosphere, convenience, mobility, and pricing are all characteristics along which airport service quality might be evaluated by Park and Park (2018); Bezerra and Gomes (2015b). The airport's signage, layout, and transfer facilities make up its servicescape, while its pleasant noise level, temperature, and aroma make up its atmosphere. The airport service quality terminology and characteristics used by different academics have similar, but not identical, meanings.

The current study assesses the quality of airport services from the passenger's perspective using six dimensions inspired by the work of Bezerra and Gomes (2016). It includes check-in, security, convenience, ambiance, basic facilities and mobility.

1.2. Research Framework

Two frameworks have been utilized to explain the relationship between airport service quality and customer satisfaction: the Stimulus-Organism-

Response (S-O-R) theory and the Commitment-Trust theory of relationship marketing. According to the S-O-R theory, the reactions of passengers to airport service quality are the consequence of an interaction between the organism (passengers' pleasure) and the stimuli (airport service quality) offered by the airport (Mehrabian & Russell, 1974). According to this hypothesis, boosting airport service quality might result in favorable passenger reactions and higher customer satisfaction. According to the Commitment-Trust theory of relationship marketing, trust and commitment in a relationship between an airport and its consumers are critical for boosting customer loyalty and satisfaction (Morgan & Hunt, 2018). Customer satisfaction is defined as the pleasure a customer feels due to a comparison between the performance of a product or service and his or her expectations (Khoa, 2021; Kotler et al., 2021). Hence, passengers' pleasure is the key factor in forecasting post-purchase behavior. Trust is developed through reliability and honesty in airport services, while commitment is established through consistently delivering high-quality services over time. Studies have shown that integrating these two theories can comprehensively understand the relationship between airport service quality and passengers' pleasure (Ricardianto et al., 2023). The S-O-R and Commitment-Trust theory suggest high-quality and reliable airport services can increase passenger trust and electronic word-of-mouth behavior (Rouibah et al., 2021). Hence, the theoretical framework is proposed in Figure 1.

1.3. Hypotheses development

Customer pleasure refers to the positive emotions and satisfaction a customer experiences after interacting with a product, service, or brand (Ha & Lennon, 2010). Customer pleasure is a crucial aspect of customer experience and is often seen as the ultimate goal of a company's efforts to provide excellent customer service (Schmitz, 2005). The link between airport service quality and consumer pleasure has received much attention. Several studies have identified the relationship between service quality and client happiness (Al-Qubbaj & Malak, 2022; Zhang et al., 2021; Khatoon et al., 2020; Alsaggaf et al., 2019). In the mobile service sector, there is a link between user pleasure with the quality of the services given and their proclivity to publish online reviews (Khoa, 2021; Alsaggaf et al., 2019). Moreover, the absolute successes of the quality revolution are supported by customer pleasure, largely dependent on customers' awareness of the overall quality of the services they get (Khatoon et al., 2020).

Convenience, comfort, safety, security and efficient processing time are critical drivers of customer satisfaction in the airport environment (Hong et al., 2020; Prakash & Barua, 2016). Additionally, the quality of staff interactions with passengers has been found to play a significant role in determining overall customer pleasure with the airport experience (Antwi et al., 2020). Negative experiences such as flight delays, lost or damaged luggage, and long wait times have been shown to harm customer satisfaction with the airport (Chonsalasin et al., 2021). Customers have higher expectations for service quality at airports than in other service industries due to air travel's importance and high cost (Ajitha et al., 2022; Saut & Song, 2022). Hence, airport service quality impacts customer pleasure. This study proposes the following hypotheses:

H1: Check-in at the airport has a positive impact on passengers' pleasure.

H2: The airport's security has a positive impact on passengers' pleasure.

H3: Convenience in the airport has a positive impact on passengers' pleasure.

H4: Ambiance in the airport has a positive impact on passengers' pleasure.

H5: Basic airport facilities have a positive impact on passengers' pleasure.

H6: Mobility in the airport has a positive impact on passengers' pleasure.

Electronic word-of-mouth behavior (eWOM) refers to customers' opinions, comments, and recommendations through digital channels such as social media, forums, and review websites (Filiari et al., 2021; Jin & Lim, 2021). eWOM has become essential to consumers' decision-making, especially when choosing an airport. Thao et al. (2022) have found that eWOM is either positive or negative and has a more significant impact than traditional word-of-mouth due to its reach and accessibility through the Internet. eWOM is a dynamic and evolving phenomenon that various factors can influence, including individual differences and the nature of products and services. Belhadi et al. (2023); Beneke et al. (2015) have reviewed eWOM literature and found that eWOM can provide valuable information for airport management to improve operations and customer experience.

Customer pleasure can be achieved through various factors, such as high-quality products, responsive customer service, easy-to-use websites, and convenient shopping experiences (Singh et al., 2019). A company that

consistently delivers customer pleasure can increase customer loyalty, repeat purchases and positive word-of-mouth (Alsaggaf et al., 2019). Customers with a positive experience with a company are more likely to recommend it to friends and family, increasing its reach and visibility (Lajante et al., 2021). Therefore, passengers' pleasure in the airport is the antecedent of passengers' trust and electronic word-of-mouth behavior. This study predicts that:

H7: Passengers' pleasure in the airport has a positive impact on passengers' trust.

H8: Passengers' pleasure in the airport has a positive impact on electronic word-of-mouth behavior.

Trust has a considerable influence on behavioral characteristics, precisely the inclination of customers to quit or stay with the same service provider (Ricardianto et al., 2023). Customer trust plays a critical role in shaping the impact of eWOM (Rouibah et al., 2021). Indeed, empirical research reveals that higher levels of trust are linked to an enormous predisposition to offer positive word-of-mouth (Dehghani Soltani et al., 2019). Based on this discussion, this study proposes the following:

H9: Passengers' trust in the airport has a positive impact on electronic word-of-mouth behavior.

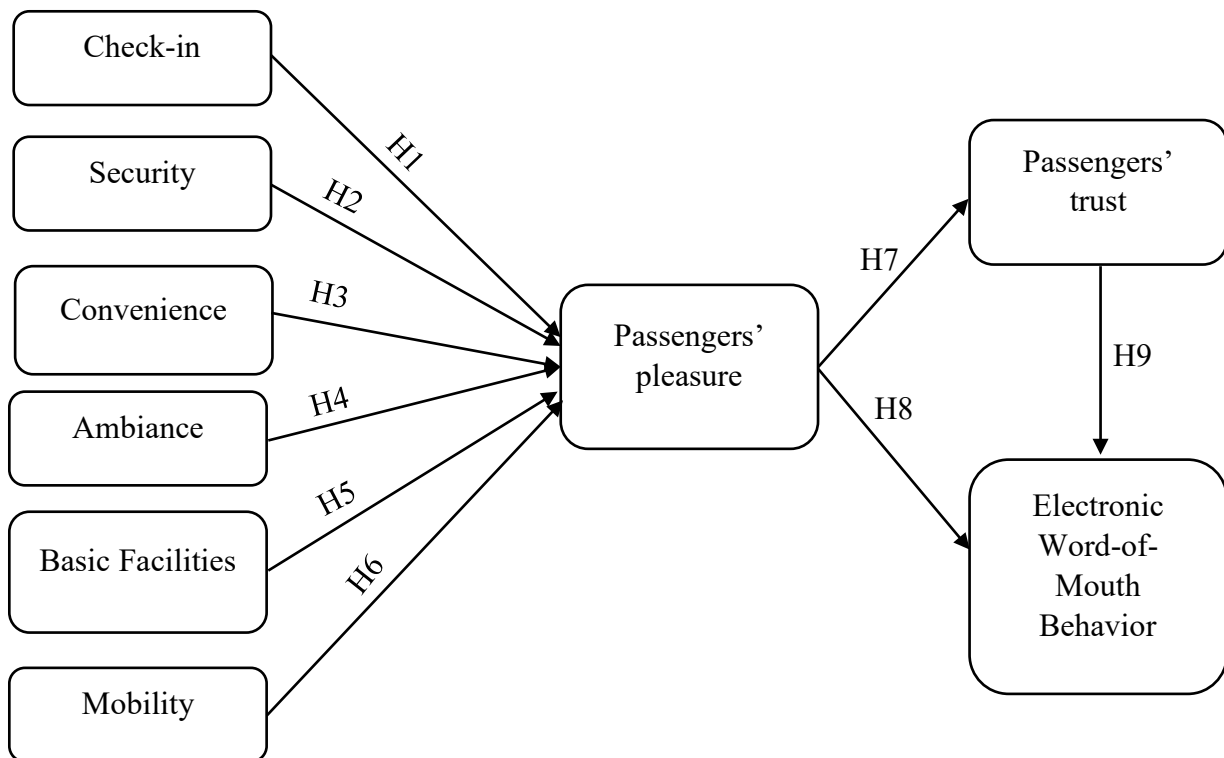


Figure 1. Theoretical model

2. Research method

A purposive sampling technique was employed to select respondents for this study, who were asked to reflect on their most recent experience with airport service quality. The screening process ensured that participants had used the services of an international airport in Vietnam six months prior to the survey. A web-based survey was developed to gather data from respondents nationwide who had utilized airport services. Email addresses were collected from airline ticket purchases, and participants voluntarily agreed to take part in the survey at the time of ticket purchase. A total of 800 email addresses were gathered. From September 2021 to June 2022, participants were sent an invitation email explaining the purpose of the study and providing a link to an online survey. Of the 603 replies received, 41 were discarded due to incomplete or incorrect responses, resulting in 562 valid questionnaires. Ethical considerations were appropriately addressed, and informed consent was obtained from all respondents. The demographic characteristics of the participants are presented in Table 1, showing nearly equal representation between genders, with 49.6% females and 50.4% males. The majority of respondents are aged 26 to 35 (41.3%), and the largest occupation group is office workers (31.1%), followed by students (24.6%), business professionals (22.6%) and homemakers (21.7%). Within the three months prior to the survey, 39.9% of respondents had visited the airport once, and 26.7% had used airport services twice.

Table 1
Respondent's data descriptive statistics

Characteristics			Frequency	Percent
Gender	Male		279	49.6
	Female		283	50.4
Age	18 – 25		128	22.8
	26 – 35		232	41.3
	36 – 45		94	16.7
	> 45		108	19.2
Occupation	Business		127	22.6
	Office-worker		175	31.1
	Student		138	24.6
	Homemaker		122	21.7
Airport Using Times/3 months	1		224	39.9
	2		150	26.7
	3		92	16.4
	4		52	9.3
	5		44	7.8

For data collection, a two-part online questionnaire was designed. The first part consisted of 29 questions to assess respondents' opinions on six dimensions of air service quality (check-in, security, convenience, ambiance, basic facilities, and mobility), passengers' pleasure, trust, and electronic word-of-mouth behavior. The questions for each construct were adapted from previous research by Bezerra and Gomes (2016) for service quality dimensions, Ryu and Park (2019) for passengers' pleasure, and Khoa (2022) for passengers' trust and electronic word-of-mouth behavior. Responses were recorded on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Demographic information, including age, gender, occupation, monthly income and frequency of airport use in the past three months, was collected in the second part of the survey.

Data underwent screening to eliminate incomplete or incorrect responses, as well as those with all questions marked as 5 or 1. The data were then analyzed using SPSS and SmartPLS software. The measurement scale was assessed for reliability and validity, following the process of Hair Jr et al. (2016), through partial least squares structural equation modeling (PLS-SEM). Firstly, the measurement model was validated before testing the structural model. Internal consistency reliability was verified with Cronbach's alpha and composite reliability values above 0.70. Convergent validity was established with average variance extracted (AVE) above 0.50 for all reflective constructs. Discriminant validity was confirmed by comparing the square root of AVEs to inter-construct correlations. Secondly, PLS-SEM path modeling and bootstrapping with 5000 subsamples was used to test the structural model relationships (Hair et al., 2017). Path coefficients, R^2 values, f^2 and t-statistics were examined. Blindfolding was used to obtain cross-validated redundancy Q^2 values for predictive relevance testing.

3. Result

3.1. Measurement assessment

The models used in this investigation are complicated. The researchers are interested in discovering whether the theories around endogenous latent variables are, in fact, the driving theories behind electronic word-of-mouth behavior. For model evaluation purposes, the present study has used partial least squares structural equation modeling (PLS-SEM) (Hair Jr et al., 2016).

In reflective measurement models, outer indicator loadings reveal the fundamental contributions of indicators to their corresponding constructs. A reflective model requires outer loadings threshold of 0.708 or above (Henseler et al., 2017). All indicators of their respective constructs in this research have outer loadings greater than 0.708. The degree of Cronbach's alpha (CA) and composite reliability (CR) are more than or equal to 0.70 (Hair Jr et al., 2016). It is widely accepted that the Average Variance Extracted (AVE) test is the best way to test for convergent validity if at least an AVE is 0.50. The AVE of 0.50 for exogenous and endogenous latent variable construct values is above the cutoff. This result in Table 2 means that all measurement models' constructs got convergent validity.

Table 2
Reliability and convergent validity

Item	Outer loading									CA	CR	AVE
	AMB	BFA	CHE	CON	CTR	MOB	PLE	SER	eWOM			
AMB1	0.775									0.717	0.841	0.640
AMB2	0.855											
AMB3	0.766											
BFA1		0.844								0.803	0.884	0.718
BFA2		0.890										
BFA3		0.807										
CHE1			0.838							0.780	0.872	0.695
CHE2			0.868									
CHE3			0.794									
CON1				0.869						0.769	0.866	0.683
CON2				0.841								
CON3				0.767								
CTR1					0.932					0.906	0.941	0.842
CTR2					0.911							
CTR3					0.910							
MOB1						0.830				0.797	0.881	0.712
MOB2						0.860						
MOB3						0.840						
PLE1							0.783			0.823	0.882	0.652
PLE2							0.797					
PLE3							0.821					
PLE4							0.829					
SER1								0.719		0.778	0.857	0.600
SER2								0.751				
SER3								0.821				
SER4								0.803				
eWOM1									0.831	0.806	0.886	0.721
eWOM2									0.878			
eWOM3									0.837			

The PLS Algorithm is the best method for guaranteeing conceptual separation from confounding factors when evaluating discriminant validity. Comparing the square of the correlations between variables to the AVE allows assessing discriminant validity.

Table 3
Discriminant validity

	AMB	BFA	CHE	CON	CTR	PLE	eWOM	MOB	SER
AMB	0.800								
BFA	0.475	0.848							
CHE	0.402	0.441	0.834						
CON	0.348	0.344	0.355	0.827					
CTR	0.612	0.583	0.685	0.555	0.808				
PLE	0.300	0.419	0.405	0.549	0.510	0.918			
eWOM	0.466	0.556	0.377	0.488	0.562	0.590	0.849		
MOB	0.450	0.549	0.486	0.433	0.677	0.312	0.525	0.844	
SER	0.402	0.325	0.503	0.452	0.641	0.357	0.379	0.429	0.775

The measurement models must be calculated before the structural model can be evaluated. One of the most prevalent approaches to evaluating discriminant validity is the criteria of Fornell and Larcker (2018), which compares the square root of AVE. Following Table 3, there is discrimination between the research constructs.

3.2. PLS-SEM result

Several different rules of thumb determine high or low R^2 levels. The value of R^2 for the endogenous latent variable in this model is 0.50, which is in the middle of the range; however, in social science, 20% of the R^2 value can be accepted.

Moreover, the f^2 value is defined as the effect size and cutoff values of 0.02, 0.15, and 0.35; it is used to categorize endogenous constructs as weak, moderate, and strong, respectively (Hair Jr et al., 2016). Furthermore, two methods of calculating the Q^2 for the PLS-SEM method are cross-validated communality and cross-validated redundancy. The cross-validated redundancy method is recommended by many authors (Henseler et al., 2017; Hair Jr et al., 2016). Q^2 is considered an index to evaluate the overall quality of the component model. Accordingly, if Q^2 is greater than 0, the overall structural model of the study also has overall quality. Table 4 presents the values of R^2 , Q^2 and f^2 .

Table 4
 R^2 , Q^2 , f^2 , and VIF value

	f^2			R^2	Q^2	VIF		
	PLE	CTR	eWOM			PLE	CTR	eWOM
AMB	0.115					1.49		
BAF	0.034					1.641		
CHE	0.201					1.61		
CON	0.065					1.408		
PLE		0.352	0.165	0.759	0.479		1.000	1.352
CTR			0.222	0.26	0.217			1.352
eWOM				0.44	0.313			
MOB	0.122					1.776		
SER	0.121					1.587		

As a result, in Table 4, 75.9% of the change in passengers' pleasure ($R^2_{PLE} = 0.759$) is explained by check-in, security, convenience, ambiance, basic facilities, and mobility. Moreover, the proportion of variance in electronic word-of-mouth behavior is 44%, explained by passengers' trust and pleasure. Passengers' trust is explained by 22.2% by passengers' pleasure. Although some R^2 is less than 50%, they can be accepted in society and business research (Hair Jr et al., 2016). Passengers' pleasure substantially impacts passengers' trust ($f^2_{PLE \rightarrow CTR} = 0.352$). The impact size of passengers' pleasure and trust on electronic word-of-mouth behavior is moderate ($f^2_{PLE \rightarrow eWOM} = 0.165$, $f^2_{CTR \rightarrow eWOM} = 0.222$). All Q^2 values are more significant than 0; hence, the PLS path model's predictive performance in cross-validation.

Multicollinearity is common in PLS-SEM analysis. It occurs when two or more predictor variables are highly correlated with each other, leading to instability in the parameter estimates. This study has used Variance Inflation Factor (VIF) to detect multicollinearity in PLS-SEM. All VIF values in Table 4 are less than 3; therefore, there is no multicollinearity in the research model.

The hypotheses' testing result is performed in Table 5. All nine hypotheses (H1-H9) are accepted in this table, meaning the relationships between the predictor and dependent variables are statistically significant and positive. The results show that passengers' trust has a positive effect on electronic word-of-mouth behavior (H1), passengers' pleasure has a positive effect on passengers' trust (H2), and passengers' pleasure has a positive effect on electronic word-of-mouth behavior (H3). The relationship between airport quality service characteristics and passengers' pleasure is positive. The t-value indicates the significance level (p -value < 0.001), meaning the hypothesis is highly significant and the relationship is vital.

Table 5
The PLS-SEM result

Relationship	Beta	t-value	Hypothesis	Conclusion
Check-in -> Passengers' pleasure	0.279	9.298***	H1	Accepted
Security -> Passengers' pleasure	0.215	7.290***	H2	Accepted
Convenience -> Passengers' pleasure	0.149	5.743***	H3	Accepted
Ambiance -> Passengers' pleasure	0.203	6.688***	H4	Accepted
Basic Facilities -> Passengers' pleasure	0.116	4.053***	H5	Accepted
Mobility -> Passengers' pleasure	0.229	8.112***	H6	Accepted
Passengers' pleasure -> Passengers' trust	0.510	14.985***	H7	Accepted
Passengers' pleasure -> Electronic Word-of-Mouth Behavior	0.353	9.775***	H8	Accepted
Passengers' trust -> Electronic Word-of-Mouth Behavior	0.410	11.595***	H9	Accepted

*Note: ***p-value < 0.001*

4. Discussion

Trust, pleasure, and electronic word-of-mouth significantly shape passengers' perceptions and behaviors toward airports. The result in Table 5 points out that passengers' trust has a positive impact on electronic word-of-mouth behavior (Beta = 0.410, t-value = 11.595); moreover, passengers' pleasure is the antecedent of passengers' trust (Beta = 0.510, t-value = 14.985), electronic word-of-mouth behavior (Beta = 0.353, t-value = 9.775); hence, hypotheses H1, H2, and H3 are accepted. When passengers trust an airport, they are more likely to have a positive experience and become loyal passengers (Han et al., 2018). Trust in an airport can be influenced by various factors, including airport service quality, safety, security procedures, and reputation (Ricardianto et al., 2023; Akamavi et al., 2015). Trust in an airport can contribute to a more positive airport experience and increased pleasure, which, in turn, can lead to positive eWOM and increased passenger loyalty. Trust in an airport may lead to a more pleasant airport experience and improved enjoyment, leading to good eWOM and increased consumer loyalty. Negative eWOM, on the other hand, may reduce trust and enjoyment at an airport, resulting in a drop in consumer loyalty. Passengers' satisfaction has a direct influence on airport trust. Passengers happy with their experience are likelier to trust the airport's capacity to deliver outstanding service, safety and security (Akamavi et al., 2015). This may result in recurring business and good word-of-mouth referrals. On the other hand,

passengers who have unpleasant experiences may lose faith in the airport and seek other solutions. Maintaining high passenger satisfaction levels is crucial for establishing and sustaining confidence in an airport.

Airport service quality is critical in determining passengers' pleasure and satisfaction. It encompasses a wide range of elements, including check-in, security, convenience, ambiance, basic facilities, and mobility, which can all impact the passengers' experience differently (Al-Wishah et al., 2022; Bezerra & Gomes, 2016; Bezerra & Gomes, 2015b). In this discussion, the result explores the positive impact of each aspect of airport service quality on passengers' pleasure.

The check-in process is one of the most important aspects of airport service quality. Check-in in the airport positively impacts passengers' pleasure (Beta = 0.279, t-value = 9.298); hence, hypothesis H4 is supported. A well-designed and efficient check-in system can significantly impact passengers' pleasure by reducing waiting times and creating a more relaxed and stress-free environment (Caves & Pickard, 2001). Streamlined check-in processes can help minimize the risk of missed flights and lost luggage, providing peace of mind for passengers. In addition, self-service kiosks, mobile check-in, and online check-in options can help provide a more personalized and streamlined check-in experience, further enhancing the airport experience. A smooth and efficient security process is also critical in determining passengers' pleasure. The research result points to airport security positively impacting passengers' pleasure (Beta = 0.215, t-value = 7.290); consequently, H5 is supported. Reasonable security procedures can help passengers feel safe and secure, contributing to their overall well-being (Prentice & Kadan, 2019). A well-designed security system also helps reduce the perception of crowding and improve overall airport traffic flow, contributing to a more positive airport experience.

Moreover, convenience (Beta = 0.149, t-value = 5.743) and basic facilities (Beta = 0.116, t-value = 4.053) positively affect passengers' pleasure. Two hypotheses, H5 and H8, are accepted with a 99% confidence level. Good airport design and facilities, such as easy-to-navigate layouts, ample seating and food and shopping options, can make the airport experience more convenient and enjoyable for travelers (Bogicevic et al., 2016). The availability of basic facilities such as restrooms, charging points and luggage storage can greatly enhance travelers' airport experience. Hypothesis H7 is supported as it is confirmed to positively influence passengers' pleasure as they use the service in the airport (Beta = 0.203, t-value = 6.688). The airport's design and atmosphere can significantly impact

passengers' experience by creating a welcoming and comfortable environment. A well-designed and attractive airport with a pleasant atmosphere can make the waiting experience more enjoyable for passengers, contributing to their overall satisfaction with the airport experience. Mobility positively impacts passengers' pleasure (Beta = 0.229, t-value = 8.112); this result leads to hypothesis H9 being supported. A well-connected airport with good transportation options, such as shuttle buses, taxis and rental cars, can make it easier for passengers to get to and from the airport, improving their overall experience (Chonsalasin et al., 2021). Good transportation options can also help reduce travel stress, creating a more relaxed and enjoyable airport experience.

Conclusion

In conclusion, the quality of airport services is crucial in determining passengers' satisfaction and pleasure. The check-in process, security procedures, convenience, ambiance, basic facilities and mobility contribute to a positive airport experience. By improving airport service quality, airports can create a more welcoming, comfortable, and stress-free environment for passengers, leading to a more positive and memorable airport experience.

The theoretical contribution to the relationship between airport service quality, passengers' pleasure, trust and electronic word-of-mouth lies in understanding how different aspects of service quality in airports (such as mobility, basic facilities, ambiance, convenience, security, and check-in) affect passengers' satisfaction. This relationship can also influence passengers' trust and electronic word-of-mouth behavior, significantly impacting the airport's reputation and business growth. Understanding these relationships can help airport managers prioritize service quality improvements in the essential areas for passengers, resulting in positive passenger experiences, increased passenger loyalty and a positive reputation. Furthermore, examining the impact of new technologies and cultural differences on service quality expectations and perceptions can provide airport managers with insights on how to tailor their service quality strategies to meet their passengers' specific needs and preferences.

Managerial implications for airport managers include the following: (1) While internal metrics, such as the number of complaints or wait times for services, can be helpful for comparison purposes, airport managers should also be aware of their limitations and question them as they lack a proper

passengers' perspective; (2) Airport managers should be aware of the impact of new technologies, such as self-service kiosks and automation, service quality and passengers' satisfaction; (3) Managers need to ensure that airport employees are trained to provide excellent passengers' service and to effectively handle passengers' complaints; (4) The passengers' service department should regularly gather feedback from passengers to understand their needs and pain points and use this information to continuously improve airport services; (5) Loyalty programs and incentives should be implemented to encourage passengers to share positive experiences with others and to use social media and other online platforms to engage with passengers and respond to feedback. Here are some practical recommendations for airport managers:

- **Check-in:** Managers should focus on improving the efficiency and effectiveness of the check-in process by implementing self-service kiosks, online check-in options, and clear signage to guide passengers. Passengers' satisfaction and pleasure can be enhanced by reducing waiting times and providing a streamlined check-in experience.

- **Security:** Enhancing security procedures is crucial for fostering passengers' trust and satisfaction. The airport should be invested in advanced security technologies, staff training, and clear communication to ensure a smooth and efficient security screening process. By balancing security and passengers' experience, airports can create a sense of safety and comfort for passengers.

- **Convenience:** Airports should prioritize convenience by offering user-friendly layouts, clear signage, and easy navigation. Providing ample seating areas, food and shopping options and accessible amenities like charging stations and restrooms improve passenger comfort and convenience. Managers can also explore partnerships with transportation providers to offer seamless connectivity and enhance overall convenience for passengers.

- **Ambiance:** Managers should focus on creating a welcoming and pleasant atmosphere within the airport through thoughtful interior design, comfortable seating, adequate lighting and a clean environment. Attention to detail, such as music selection, art installations and natural elements, can create a cheerful ambiance that enhances passengers' pleasure.

- **Basic facilities:** It is crucial to ensure the airport provides well-maintained and easily accessible facilities. Restrooms should be clean and well-stocked, and an adequate number of charging points and luggage storage options should be available. By addressing these fundamental

needs, airports can improve passenger satisfaction and overall positive experiences.

- **Mobility:** Managers should prioritize providing efficient transportation options both to and from the airport, which include reliable shuttle services, easy access to taxis and rideshare services, and convenient car rental facilities. Eats can reduce travel stress and enhance passengers' satisfaction by facilitating smooth mobility.

The study may be limited to a specific cultural context, and it would be beneficial to compare findings across different cultures and countries to understand the impact of cultural and societal factors on service quality expectations and perceptions. The study may have time-bound data, which may not reflect changes in passengers' preferences and attitudes. Further longitudinal data research could provide a more comprehensive understanding of the relationship between airport service quality, passengers' pleasure, trust and electronic word-of-mouth.

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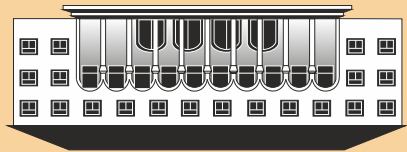
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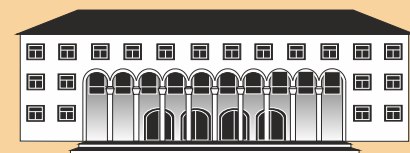
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