THE EFFECT OF ROYAL JORDANIAN AIRLINE SERVICE QUALITY ON PASSENGERS' SATISFACTION

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ABSTRACT

This study aims to examine the effect of Royal Jordanian service quality on passengers' satisfaction with the relevant of service quality dimensions. Service quality measure is based on modified version of SERVQUAL as proposed by Parasuraman et al (1988), which involve five dimensions of service quality, namely Reliability, Responsiveness, Empathy, Assurance, and Tangibles. Customer satisfaction was measured by a six items adapted by Karatepe and Ekiz (2004). 475 respondents participated in this study and questionnaires were distributed randomly to passengers traveling by Royal Jordanian airline during September 2016 - December 2016. Multiple regression analysis was employed to test the effect of service quality on passengers' satisfaction. This study found that all service quality dimensions have a positive relationship on passengers' satisfaction. The results of this study indicated that service quality is an important factor effect of passengers' satisfaction. In conclusion royal Jordanian must be able to understand the importance of service quality elements to fulfill the passengers' satisfaction and improve the service quality that make the most significant in airline industry.

Keywords: Service Quality; Passengers Satisfaction; SERVQUAL; Airline; Service.

1.   INTRODUCTION

Royal Jordanian airline (RJ) was established on 1963 as Jordan's national carrier and joined the oneworld alliance in 2007. RJ provides scheduled air transportation of passengers and other services within Jordan and abroad. The operations and flights take off from Queen Alia International Airport in Amman for over of 56 destinations in 40 countries throughout the Middle East to Europe, Asia, Africa and North America. It offers crown class (Business) and economy class on all flight and also provides aircraft ground handling services (RJ, 2016).

Airline industry is an important contributor towards economic development. It has not only increased world trade activity by enabling faster and easier movement of passengers and tourists, but has also improves quality of life by broadening people's leisure and tourism purposes grew strongly worldwide. Scheduled airlines carried more than 2.5 billion passengers last year and 40% of international tourists now travel by air. According to the IATA's (the International Air Transport Association) air travel has grown by 8% per year. In the tourism market, the availability of large aircraft such as the Airbus 380 made it convenient and affordable for people to travel further to new destinations.

In the airline industry, service quality is a great competitive advantage for airlines profitability. Passengers are the most important factor in this industry, because airlines depend on their passengers

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therefore, companies have to understand the passengers need and want to deliver great experiences and high quality service (Kim and Lee, 2011). Understand the passengers' determinants affecting to achieve the highest level of satisfaction. Further that a higher service quality can lead to a passengers satisfaction, and then to positive behavioral intention. Increasing passenger retention is a major key to the ability of a service provider to generate profits. Zeithaml et al (1996) focused on service quality as a highly needed for the airlines to improve their market share and enhance their performance (Dutt and Khan, 2005). Generally, the goal of airlines is to develop services that attract passengers and keep them satisfied to reflecting their positive experience to others. According to Hu et al (2009) the excellent service quality can increase levels of customer satisfaction, that lead to customer retention and encourage recommendations that helps the airlines to differentiate airline image from other competitors which will result in retaining existing passengers and enticing passengers from other airlines (Gures et al, 2014). Ghotbabadi et al (2015) argued that the customers who are satisfied tell others about their experiences and this increases advertising. In this way, airline industry increases the potential customers. According to Ostrowski et al (1993) marketing became an important to delivery of high quality service among airlines as result of competitive pressure. Brady et al (2009) conferring that he decide delivering high quality service to passengers is important for airline to survive and strengthen their competitiveness. So that proving high quality service by airline to differentiate itself from competitors is essential. Airline passengers tend to be loyal to particular airlines due to the traits of service (Ganiyu, 2016). Even passengers who are not satisfied with service quality can keep on using a particular airline rather than switching to other airlines (Gures et al, 2014) (Ganiyu, 2017) .Passenger satisfaction in airline industry has become critically important. Consequently, research related to service quality and customer satisfaction in the airline industry has been growing significantly (Siam et al, 2006).

Service quality is one of the most attractive areas for researchers in airline industry (Masarrat et al, 2014). However, this study will investigate the service quality dimensions that affect the passengers' satisfaction in Royal Jordanian airline to improve the service level. The recognition of airline service quality is much harder than that of other service. However researchers have suggested the existence of multiple dimensions within the airline service quality (Suki, 2014). The airline service quality studies monitored passengers' service focused on flight arrival and departure time, meal quality, in-flight service, check in and baggage claim time. Airline service quality is different from services in other industries, airline carry passengers to the destination using aircraft, and intangible services drives passengers' experience such as on-time performance, in-flight service, and service frequency (Masarrat et al, 2014). Park et al (2004) focused on the seat size, cargo storage, type of aircraft, in flight meal, and flight attendants. Gronroos (2001) suggested that quality is a function of what the consumer actually receives and the way the service is delivered.

2.   LITERATURE REVIEW

2.1.   *Service Quality*

Service quality in the airline industry is related to the ability of the airline providers to transport passengers to their required destinations while providing high standards of services (Rhoades &Waguespack, 2008). Airlines In the competitive markets use superior quality for differentiating their service products from others. Service quality is one of the critical factors that influence the competitiveness of airlines. Delivering high quality service to customers is the key strategy to survive in the competitive services industries such as airline (Zeithaml et al, 1996). Service quality defined

Parasuraman et al (1988, 1994) as an evaluation process where customers compare their expectations about a service with their perception of the service to be received. Chakraborty et al (2007) defined service quality as the conformance to customer requirements in the delivery of a service. The concept of service quality as comparison between customers' expectations and the actual services performed has gained wide acceptance. The extent to which expectations has service performance are similar or different influence the extent to which customers are satisfied or dissatisfied (Cronin et al, 2000) (Sandada et al, 2016).

Service quality has been described as the difference between perceived service performance and expected service level. Expectation has generally viewed as what a customer feel service provider should offer (Zahari et al, 2008). Gronroos (2001) suggested that measuring passenger experiences in airline service quality is a theoretically valid way of measuring perceived quality. Zeithaml et al (1996) defines perceived quality as customer judgment about an entity overall excellence or superiority. In fact, perceived service quality and customer satisfaction are contiguous concepts, although perceived service quality is a more specific concept than is customer satisfaction. Namely, perceived service quality refers to the customers' subjective response to the discrepancy between prior expectations and actual perceptions of the service delivered. According Parasuraman et al (1988) customers perceived service quality as long run overall judgment of service delivery and customer satisfaction as a transaction judgment. Cronin et al (2000) mentions that perceived service quality led to satisfaction and argued that service quality was actually an antecedent of consumer satisfaction.

Service quality is an important attribute for retaining customer satisfaction (Adil, 2013). Even Yarimoglu (2014) found that, there is a positive strong relationship between service quality attribute perception and customer satisfaction. Service quality attributes influence customer satisfaction. According to Zeithmal et al (1996) the positive or negative satisfaction leads to customer retention which finally influences the customer loyalty. Customer loyalty has been variously defined by Blery et al (2009) as the feeling of attachment to or affection for services. In this relation customer loyalty can be considered as an attitude of loyalty towards services. Customer loyalty represents the repeat purchase, and referring the company to other customers (Oliver, 1999). Ghotbabadi et al (2015) define service loyalty as a specific attitude to continue in an exchange relationship based on past experiences. Oliver (1999) defines customer loyalty as a deeply held commitment to reutilizes a preferred service. Customer loyalty is viewed by Gures et al (2014) as the strength of the relationship between an individual's relative attitude and repeat patronage.

Service quality as defined in SERVQUAL model determines the gap between customers' expectation and perception (Zeithaml et al, 1996). As per the gaps model service quality will be high when service performance is perceived to b higher than expectations of service. Parasuraman et al (1988) developed a service measure, SERVQUAL which measure of the overall service quality dimensions that consist reliability, responsiveness, tangibles, empathy, and assurance. The dimension of serves quality has been stated by Gures et al (2014) as the totally of feature and characteristics of services that bear on its ability to satisfy stated or implied need. The five dimensions defined as follows (Gures et al, 2014; Ghotbabadi et al, 2015):

i. *Reliability* is the ability to perform the promised service dependably and accurately. Reliability refers to the ability to provide the exact required service according to given specifications and conditions on time, in the same manner, and without errors every time.

ii. Responsiveness is the willing to help customers and provide prompt service. Responsiveness is the inclination, feeling and disposition of the employees to serve customers quickly and properly. Customers must see service provider as ready and willing to perform their said service.

iii. Tangible is the appearance physical of employee, facilities, equipment, personnel, and communication material used to provide the service on an organization.

iv. Empathy is the provision of caring, individualized attention which the customer gets during the service delivery. Empathy includes the approachability, sensitivity of service, employees and effort to understand the customers' needs, taking care of them individually and showing them all sorts of sympathy and affection, looking at them as distinguished clients.

v. Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence in dealing with customers. Assurance includes competence to perform service, politeness and respect for the customer, effective communication with the customer, and the general attitude interest.

Kim and Lee (2011) characterize the five dimensions of service quality in airline industry as the follows:

i. Reliability: the ability of airline employees and system to perform and maintain functions in routine and unexpected circumstances such as punctuality, efficiency of the check-in procedures, accuracy ticketing, and convenience reservation.

ii. Responsiveness: the willingness to help passengers to solve service problems such as flight cancellation, baggage loss, response to emergency situations, and accurate baggage delivery.

iii. Tangibles: the physical facilities of the aircraft and ground facilities such as seat comfort, seat space and legroom, in-flight entertainment services, appearance of the employees, catering service, airport services handling, and communications materials.

iv. Empathy: focuses on individualized attention such as providing the seat a passenger prefers or meals in advance and frequent flyer program.

v. Assurance: individualized and caring attention of passengers through answer the passengers questions, ensure safe performance, and show courtesy towards passengers.

The major requirement for airlines to success is understand the passengers need and expectations then should focus on how to deliver the convenient service to meet and satisfy the passenger's needs (Atilgan et al, 2003; Ostrowski et al, 1993). According to Lee (2013) the importance of all service quality dimensions on customer satisfaction varied according to industry. Hence, this consideration suggests the hypotheses of this study concerning service quality and passengers' satisfaction as:

H1: Service quality has a positive effect on passengers' satisfaction.

2.2. Customer Satisfaction

Satisfaction is an overall effective response to a perceived discrepancy between a prior expectation and a perceived performance after consumption (Silaningsih et al, 2015), (Tse &Wilton, 1988). Satisfaction defined by Gures et al (2014) as the degree which one believes that an experience evokes positive feelings. Rust and Zahorik (1995) noted that satisfaction is a person feeling of pleasure or disappointment that results from comparing a products perceived performance to their expectation. Gures et al (2014) stated that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Lee (2013) found that customer satisfaction is the outcome of service quality that result appears to prove the links between

service quality, customer satisfaction and customer loyalty. Zeithaml et al (1996) defined satisfaction as the evaluation of customers on a service or product and does it fulfill their needs and expectations. However customer satisfaction is defined by Hu et al (2009) as a judgment made on the basis of a specific service encounter. Although customer satisfaction is a broader concept which depends on service quality and influenced by perception of service quality (Zeithaml, 1996). Moreover, customer satisfaction plays an important role between service quality attributes and customer behaviors in relation to retention and customers loyalty (Zeithaml et al, 2006). Satisfaction can also be describe as an evaluation of an emotion, that reflecting the degree to which a consumer believes that the possession or use a service evokes positive feeling (Rust and Zahorik, 1995). According to Lee (2013); Zeithaml et al (2009) the perceived service quality is a component of customer satisfaction, while both service quality and customer satisfaction have certain things in common, satisfaction is generally viewed as a broader concept than service quality assessment. According to Andaleeb and Conway (2006) customer satisfaction is an important factor for a relationship between firm and a customer.

Perceived service quality and value serve as drivers of satisfaction and loyalty (Cronin et al, 2000). Customer satisfaction represents the resulting overall affective response after consumption and can range from dissatisfied to satisfied (Chandrashekaran, 2007), (Silaningsih et al, 2015). Customer satisfaction maintaining a loyal customer base, Cochran (2003) noted that customer satisfaction may also positively affect customer loyalty. Zeithaml et al (1996) stated that service quality will result customer satisfaction and increases customer loyalty. Sureshchandar et al (2002) identified that there are high relationships between service quality and customer satisfaction. In this relation, overall satisfaction refers to "the passengers fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant" (Oliver, 1999).

3. METHODOLOGY

3.1. *Purpose and Research Questions*

This study explores the effect of royal Jordanian airline service quality toward passengers' satisfaction and identifies the factors that lead to passengers' satisfaction. Data collection on the effect of service quality toward passengers' satisfaction is obtained by collecting the information through a questionnaire survey. A self-structure questionnaire was developed to collect data from the passengers, whereby it has served as primary data to answer the research hypotheses.

The questionnaire consist of two sections, each one contains questions pertaining different parts of the study. Convenience sampling questionnaire was distributed. A convenience sampling method is used to collect data because of large population. A quantitative research design is used based on data collected via questionnaires from economy class passengers' travelers by Royal Jordanian at Queen Alia International Airport, Amman- Jordan, between September 2016 and December 2016. 500 questioners were distributed and collected. There are 475 valid questionnaire responses it about 92.3%.

The survey instrument developed in the study consisted of two major types of questions in the questionnaire. The first part of the questionnaire uses the nominal scale that obtains answers involving a range that can be calculated into percentage. In this first part consists two sections (A) that asked the passengers general characteristics such as the purpose of travel, travel destination, reservation and

payment technique, and frequent use of Royal Jordanian airline. In section (B) demographic characteristics of the passengers were asked, this include question related to gender, age, nationality, education level, occupation, monthly income. In the second part of the questionnaire Likert Scale with rating of 1 to 5 were used. The respondents were requested to indicated the extent to which they agree or disagree to the questionnaire survey using the five point Likert Scale anchored by 1 = strongly disagree, 5= strongly agree and 3= neutral (neither agree nor disagree) as a midpoint. In this part consist two sections. Section (A) comprises five constructs measuring of SERVQUAL as proposed by Parasuraman et al (1988), and section (B) comprises six items that measure passengers' satisfaction adapted from Karatepe and Ekiz (2004) scales. This part consists of 30 questions.

Table 1: The items of SERVQUAL and satisfaction instrument

SERVQUAL	Items
Tangible	New and modern aircraft and equipment
	Aircraft cleanness
	Comfort seats
	Seats and aisles roominess
	High quality catering service
	Toilets cleanness
	Interesting on-board entertainment
	Attractive crew appearance
Empathy	Employees giving passengers individual attention
	Convenient ticketing process
	Passengers complains handing
	Extended travel service
	Punctuality of the departures and arrivals
Assurance	Employees instill confidence in passengers
	Actively providing service
	Convenient departure and arrival time
	Crew language skills
Responsiveness	Employees provide prompt service to passengers
	Crew courtesy
	Crew responsiveness
Reliability	Handling passengers service problems
	Crew professional skills
	Timeliness
	Safety
Satisfaction	I satisfied with Royal Jordanian airline
	I have improved impression of Royal Jordanian airline
	I have a more positive attitude towards Royal Jordanian airline
	I say positive things about Royal Jordanian airline to other people
	I recommend Royal Jordanian airline to someone who seeks my advice
	I encourage my friends and relatives to fly with Royal Jordanian airline

Questionnaire was pilot studied through its convenient distribution to 50 passengers who were selected on a base of who travel by Royal Jordanian and just arrive in the airport. These respondents were asked to fill up the SERVQUAL items and passengers satisfaction items. This pilot study resulted in the deletion of 5 items. As a result the questionnaires contained 24 items including 8 items of tangibles, 4 items of reliability, 3 items of responsiveness, 4 items of assurance, and 6 items of empathy. The measure of customer satisfaction consists of 6 items. The items instrument (five

dimensions and satisfaction items) shown in the table 1. Responses to these items were made on a five point Likert scale ranged from strongly disagree to strongly agree.

4. VARIABLE MEASUREMENTS

The measurement of airline service quality has to be based on perceived quality. It is because service quality is intangible, heterogeneous and its consumption and production occur in tandem (Rhoades and Waguespack, 2008). This study develops an instrument of service quality, and examines the relationship between perceived service quality and passengers satisfaction. SERVQUAL model appears to be a consistent and reliable scale to measure airline service quality. Service quality (the independent variable) measure is based on adapted version of SERVQUAL as proposed by Parasuraman et al (1988) which involve five dimensions of service quality. The measurement scale for service quality was modified according to the characteristics of Royal Jordanian airline. As a result 24 items were developed in this study to measure the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Customer satisfaction (the dependent variable) was measured by 6 item adapted from Karatepe and Ekiz (2004). The questions of passengers satisfaction followed a five point Likert scale with anchors of strongly disagree to strongly agree. The items indicate that high scores reflected stronger satisfaction with royal Jordanian airline services. The consistent reliability of the component items for each of the five dimensions under different measurement approaches and variable for passengers satisfaction was measured with coefficient alpha Chronbach's α . The consistency coefficient measured with Chronbach's α for variable passenger satisfaction is 0.89.

5. HYPOTHESIS DEVELOPMENT

The hypothesis of this study summarized as:

H1: Royal Jordanian airline service quality has positive effect on passengers' satisfaction.
H1a: Tangible dimension of service quality has a positive effect on passengers' satisfaction
H1b: Reliability dimension of service quality has a positive effect on passengers' satisfaction
H1c: Responsiveness dimension of service quality has a positive effect on passengers' satisfaction
H1d: Assurance dimension of service quality has a positive effect on passengers' satisfaction
H1e: Empathy dimension of service quality has a positive effect on passengers' satisfaction

6. DESCRIPTIVE STATISTIC AND DATA ANALYSIS

Demographic characteristics of the respondents shown table (2), 68% of the respondent were male and 32% female. The great majority of the respondents were aged between 18 and 30 years old (43%). The education respondent was 68% had Bachelor. 29% of the respondents' occupation was as an employee in private and public sectors. 66% of the respondents are Jordanian nationality. The monthly income for the respondents mostly ranged between 501 JD to 1000JD (33%). Most of the respondents are traveling for work purposes (37%), visit purposes (22%). The mean destination of travel was the Middle East (39%). In this study and survey, the majority of the respondents are frequent flyer with Royal Jordanian (68%).

Table 2: Sample distribution according to the sample characteristic

		frequency	Percentage
Gender	Male	322	68%
	Female	153	32%
Age	18-30	205	43%
	31-45	143	30%
	46-60	72	15%
	61 or above	55	12%
occupation	student	95	20%
	Employee	137	29%
	Owner/Business	108	23%
	Retired	15	3%
	Other	57	12%
	Nonemployee	63	13%
Education	Primary and secondary school	14	3%
	Diploma	48	10%
	Bachelor	322	68%
	Master	64	13%
	PhD and Doctors	72	6%
Nationality	Jordanian	312	66%
	Non Jordanian	163	34
Monthly income	Below 500 JD	64	13%
	501-1000JD	157	33%
	1001-1500JD	102	21%
	1501-2000JD	89	19%
	2001JD or above	63	13%
Purpose of travel	Business	47	10%
	Immigrant	78	16%
	Tourism	66	14%
	Work	178	37%
	Visit	106	22%
Destination of travel	Jordan (Aqaba)	23	5%
	Middle East	184	39%
	Europa	101	21%
	Fareast	64	13%
	Australia	2	0%
	America	94	20%
	Africa	7	1%
Frequent flyer with RJ	Yes	324	68%
	No	151	32%

6.1. *Correlation Analysis: Relationship between the Variables*

Table 3 shows the mean, standard deviation, and correlation of service quality and satisfaction. The analysis indicates that passengers of Royal Jordanian airline perceived tangible (with the highest mean scores, i.e. M=3.97, SD=0.65) to be the most dominant service quality and evident to a considerable extent, followed by empathy (M=3.89, SD=0.63), responsiveness (M=3.87, SD=0.51), assurance (M=3.64, SD=0.63), and reliability (M=3.49, SD=0.45) which were all rated as high practices by Royal Jordanian. This means that the effects of service quality on passengers' satisfaction

are an approximation to a normal distribution. This also indicates that respondents were satisfy (M=4.11, SD1.02).

Table 3: Correlation analysis (the relationships between the variables)

Variables	Mean	Standard Deviation	*r* satisfaction	*r* empathy	*r* tangible	*r* reliability	*r* responsiveness	*r* assurance
Assurance	3.64	0.63	0.19**	0.69**	0.63**	0.57**	0.63**	
Responsiveness	3.87	0.51	0.20**	0.56**	0.40**	0.50**		
Reliability	3.49	0.45	0.18**	0.57**	0.50**			
Tangible	3.97	0.65	0.22**	0.52**				
Empathy	3.89	0.63	0.21**					
Satisfaction	4.11	1.02						

6.2. *Correlation Analysis: Relationships between the Variables*

A correlation matrix shown inn table 3 was constructed using the variables in the questionnaire to show the strength of the relationship among the variables considered in the questionnaire. The correlation matrix indicates that service quality was positively and moderately correlated with passengers' satisfaction. The highest coefficient of correlation in this study between service quality variables and customer satisfaction has shown. There was a significant positive relationship between tangible and passengers satisfaction (r =0.22, n=475, p≤0.01). The positively moderate correlation were for empathy and passengers satisfaction (r= 0.21, n=475, p≤0.01), responsiveness and passengers satisfaction (r=0.20, n=475, p≤0.01) and between assurance and passengers satisfaction (r=0.19, n=475, p≤0.01). The weakest correlation was for reliability and passengers satisfaction (r=0.18, n=475, p≤0.01). The results indicate that the most important service quality dimension on passengers' satisfaction was tangible, which goes to prove that tangible was perceived as a dominant service quality. The findings displayed that the respondents who perceived service quality exhibiting the more positive reactions in favor of passengers' satisfaction. Thus, H1 was supported.

6.3. *Multiple Regression Analysis*

Multiple regression analysis is a useful technique that can be used to analyze the relationship between a single dependent and several independent variables. The analysis was employed to test the impact of service quality towards passengers' satisfaction. Each of the variables had a tolerance value of more than 0.10 and variance inflation factor of less than ten. From these analyses, it can be concluded that multiple regression model of this study met the assumptions required to ensure validity of its significance test. This indicates that there was a statistically significant link between service quality

Table 4: Regression result between service quality and customer satisfaction

Model	β	Std. error	t	Sig.
Empathy	0.150	0.0367	4.148	0.00
Tangible	0.121	0.0374	3.318	0.00
Reliability	0.101	0.0324	3.332	0.00
Responsiveness	0.084	0.0361	2.543	0.00
Assurance	0.065	0.0318	2.308	0.00
$R^2 = 0.372$				
Adjusted $R^2 = 0.350$				
F value $= 20.325$				

Note: p≤0.05

and passenger satisfaction. The proposed model was adequate as the F-statistics (p-value=0.000) was significant at the 1 percent level (p≤0.01). This indicated that overall model was statistically significant relationship between service quality and passengers satisfaction. Table 4 shown that it can be observed that the coefficient of determination (R^2) was 0.372, representing that 27.2 percent of passengers satisfaction can be explained by the five independent variables of service quality. Thus, there is effect of the service quality on passengers' satisfaction.

7. PRACTICAL IMPLICATIONS

The findings of the research have significant implications for Royal Jordanian managers. This finding emphasizes the need for airline managers to place an emphasis on the five dimensions of service quality to motivate the passengers to stay with Royal Jordanian and then recommend it to others. The study highlight the necessity for evaluates the passenger's satisfaction to measure the level of satisfaction about the Royal Jordanian services that affect their passenger's satisfaction. This helps to enhance and develop the services to provide quality service in order to satisfy passengers. The airline sector needs to improve the services on the dimensions of service quality to provide passengers satisfaction, the service sector need to improve as reasons for satisfaction. This study contributes to adding value to the relationships that are involved in customer satisfaction, service quality and SERVQUAL dimensions that provides result that could be useful to RJ managers for strategic planning.

8. CONCLUSION

The main objective of this study was to examine the effect of Royal Jordanian airline service quality on passengers' satisfaction with the relevant of service quality dimensions. Each service dimension has different effect on passengers' satisfaction and makes them satisfied to Royal Jordanian services. The results of this study indicated that service quality is an important antecedent of passengers' satisfaction this result consistent with result drawn by Masarrat and Jha (2014). Five dimensions of service quality have significant influence on passengers' satisfaction. These dimensions include tangibles, reliability, responsiveness, assurance, and empathy. The result indicates that passengers of Royal Jordanian airline perceived all dimensions with the highest mean for tangible to be the most dominant service quality and evident to a considerable extent. This finding reinforces the need for airline managers to place an emphasis on the five dimensions of service quality to motivate the passengers to stay with Royal Jordanian and then recommend it to others, this result consistent with result drawn by An and Noh (2009) airline services encourages passengers to demand the highest possible quality to stay satisfied.

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