Research on the Impact of Airline Customer Service Expectation on Customer Satisfaction

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Abstract: Reviewing the existing literature, we find that customer expectation is a significant factor that influences customer satisfaction, and its influence direction changes with the change of industry. In order to explore the direction of customer satisfaction in the field of customer service, the article divides customer service expectation into three levels: basic service expectation, price correlation service expectation and value satisfaction service expectation, and designs the theory of customer service expectation and customer satisfaction with experience perception and service perception as adjusting variables. Model, and the research hypothesis is carried out. At the same time, based on the theoretical model, the paper designs a questionnaire for airline customer satisfaction and customer expectation. Questionnaires were distributed through online and offline channels, with 150 copies issued, and 102 valid questionnaires were identified. The analysis results from the SPSS related statistical software show that there is a negative correlation between customer service expectation and customer satisfaction in the aviation field, and the reasons for it need to be further studied by scholars. Finally, this paper puts forward some suggestions for the airline to manage customer service expectations, and hopes to provide a new method for improving the customer satisfaction and reducing the rate of customer loss.

1. Introduction

Scholars at home and abroad have carried out many explorations and studies on the influencing factors of customer satisfaction, and constructed a fruitful theoretical model of service satisfaction. Based on the past literature, this paper takes customer service expectation as the starting point, tests the influence of airline customer service expectation on customer satisfaction through empirical research, explores the relationship between customer expectation and customer satisfaction, and finally optimizes airlines. Customer Service Expectation Management provides effective advice to drive airline service levels and customer satisfaction. From a macro perspective, the management of airlines' optimization of customer service expectations will help improve the quality of aviation services enjoyed by Chinese people; enhance the competitiveness of domestic airlines, and ultimately promote the healthy and stable development of China's economy.

2. Research Status of Expectations on Customer Satisfaction

According to the existing literature, there are three different conclusions about the impact of customer expectations on customer satisfaction: significant positive impact [1]; significant negative impact [2]; no significant impact [3].

2.1. Research on "Remarkable Positive Impact on Customer Satisfaction"

Anderson and Sullivan (1993) argue that the higher the customer's expectations, the higher the customer's evaluation of the service. If the expectation is high and the perception is high, the customer will be satisfied with the service; the expectation is low, the perception is high, and the customer is not satisfied [4]. The American Customer Satisfaction Index model established by Fornell, Michael, and Anderson (1996) also pointed out that customer expectations positively affect customer satisfaction evaluation [5]. Sun Kai (2016) verified the positive impact of customer

expectations on customer satisfaction from the perspective of value relationship [6].

2.2.   Research on "Remarkable Negative Impact on Customer Satisfaction"

The expectation inconsistency model proposed by Oliver (1980) and Parasurama's (1988) gap model expect that expectations have a negative impact on customer satisfaction [7] [8]. Expectation inconsistency and gap theory believes that customers will first form their own expectations of services based on existing information before accepting services. After receiving services, they will compare actual perceptions with expectations, and expectation will play a standard role. The higher the expectations, the higher the standard. High, the harder the actual perception is, the harder it is to satisfy the customer. Domestic research by Jin Jinxiang and Wang Lisheng (2006) also found that there is a negative impact on customer satisfaction when researching online shopping [2].

2.3.   "Imagine the impact on customer satisfaction is not significant" study

Empirical studies by Burke, Kovar, and Prenshaw (2003) suggest that the impact of expectations on customer satisfaction is not significant [3]. Soderlund (2002) believes that the impact of customer expectations on customer satisfaction is related to the customer's familiarity with the service, the expectation inconsistency model is applied to services with high familiarity, and the perceived performance model is applied to services with low familiarity [9].

Xu Yuying and Ma Qinhai (2011) divided the customer expectations into three categories when studying the impact of customer expectations on customer satisfaction in the catering industry. Among them, the required attributes have a significant negative impact on customer satisfaction, one-dimensional attribute expectations, Charisma attributes have a significant positive impact on customer satisfaction [10]. Xu Yuying believes that the impact of expectations on customer satisfaction may vary from industry to industry. In summary, scholars have not yet reached an agreement on the impact of expectations on customer satisfaction.

2.4.   Summary of research status at home and abroad

The literature review found that relevant researches on customer expectations and customer satisfaction at home and abroad showed that the country started early and matured; the domestic start was late and the development was rapid. However, there are few studies on the impact of airline customer service expectations on customer satisfaction (only one case is found), but this study is only for Dubai Airlines, not necessarily for Chinese airlines, and the author did not refine the expectations, but only explored Expect the overall impact on customer satisfaction. Therefore, this research has certain innovation.

3.   Research model construction and assumptions

3.1.   Model Construction

In 1984, Japanese quality management expert Kano proposed three types of customer expectations: basic expectations, expectations and excitement expectations [11]. Tenner and Detoro (1992) were inspired by Masno's hierarchy of needs to develop the Carnot model into a hierarchy of customer expectations in their book Total Quality Management - Three Steps to Continuous Improvement [12]. Based on the research of Kano and Tenner, Yu Jun Ying and Xu Ming put forward the customer's expectation level theory of service. They think that the customer's service expectation can be divided into three levels: basic expectation, price-related expectation and value-satisfying expectation. [13]. The basic expectation refers to the expectation that the customer thinks the basic service that the airline should provide, and the service that the customer should enjoy. Price-related expectations are the expectations of services associated with customer spending. Value satisfaction expectation refers to the expectation that the customer cannot express or not expect the service.

Based on the theory of customer service expectation level, this paper designs a model for the impact of airline customer service expectations on customer satisfaction (Figure. 1).
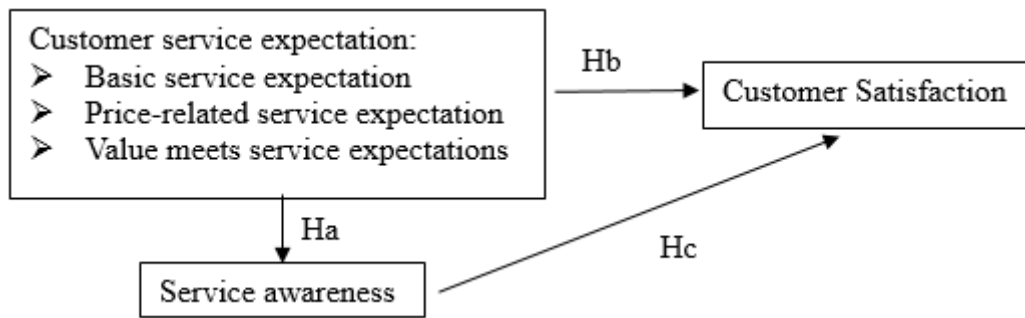
Figure 1. Model of airline customer service expectations for customer satisfaction

3.2. Research hypothesis

3.2.1. Relevant assumptions about the impact of customer service expectations on service perception and customer satisfaction

Airline customers judge the performance of airlines based on their expectations of service, which is the standard set by customers for airline services. Airlines need to determine what their customers expect and work hard to meet their expectations and even surpass them to maximize their satisfaction. At present, scholars generally recognize that service expectation and service perception are two components of customer satisfaction, such as Yao Yong (2013) [14]. Wang Fenghua (2017) believes that perceived minus expectation is equal to the customer's evaluation of the service, that is, if the expectation is higher and the perception is lower, then the customer will generate dissatisfaction [15]. Therefore, it is assumed that customer service expectations have a negative impact on service perception and customer satisfaction.

Ha customer service expectations have a negative impact on service perception;
Ha1 basic services are expected to have a negative impact on service perception;
Ha2 price-related services are expected to have a negative impact on service perception;
Ha3 value meets service expectations and has a negative impact on service perception;

Hb customer service expectations have a negative impact on customer satisfaction;
Hb1 basic services are expected to have a negative impact on customer satisfaction;
Hb2 price-related services are expected to have a negative impact on customer satisfaction;
Hb3 value meets service expectations and has a negative impact on customer satisfaction;

3.2.2. Relevant assumptions about the impact of service perception on customer satisfaction

Service perception refers to the actual feelings of customers on the services provided by airlines. Research by many scholars at home and abroad shows that service perception has a direct positive relationship with customer satisfaction, service perception, and higher customer satisfaction, such as Samaan (2014) [16]; Sun Kai (2016) [6].

Hc service perception has a positive impact on customer satisfaction;
Hc1 basic service service perception has a positive impact on customer satisfaction;
Hc2 price-related service perception has a positive impact on customer satisfaction;
Hc3 value satisfies service perception and has a positive impact on customer satisfaction;

4. Regression analysis and hypothesis testing

A total of 150 formal questionnaires were distributed and 122 questionnaires were collected. The recovery rate reached 81.33%, of which 102 were valid questionnaires, and the effective rate was 83.61%.

4.1. Customer Satisfaction Regression Analysis and Related Hypothesis Testing

Regression analysis was performed on each variable of the model using SPSS22.0. The results of customer satisfaction regression analysis are shown in Table.1. From the regression index, constant, significance and R-square, it can be found that customer service expectation and customer service

perception are significantly related to customer satisfaction (Sig=0.000<0.01), basic service expectation, price-related service expectation, and value satisfaction. Service expectations have a negative impact on customer satisfaction. Basic service perception, price-related service perception, and value satisfaction service perception have positive impact on customer satisfaction. Therefore, it is assumed that Hb, Hb1, Hb2, and Hb3 are established, and it is assumed that Hc, Hc1, Hc2, and Hc3 are established.

Table.1. Customer satisfaction regression analysis results

Independent variable	Regression coefficients	Constant	Significant Sig	R^2
Basic service expectation	-.684	3.483	.000	.468
Price-related service expectation	-.613	3.189	.000	.376
Value meets service expectations	-.782	4.042	.000	.612
Basic service awareness	.599	-3.440	.000	.359
Price-related service perception	.550	-1.998	.000	.302
Value satisfaction service perception	.742	-3.056	.000	.551

4.2. Service Perceptual Regression Analysis and Related Hypothesis Testing

The results of service-aware regression analysis are shown in Table 2. The significance of basic service expectation, price-related service expectation and value satisfaction of service expectation to service perception is greater than 0.05, indicating that there is no correlation between customer service expectation and service perception. Assume that Ha, Ha1, Ha2, and Ha3 do not hold.

Table.2. Service-aware regression analysis

Independent variable	Regression coefficients	Constant	Significant Sig	R^2
Basic service expectation	.174	3.483	.079	.030
Price-related service expectation	.189	1.998	.060	.151
Value meets service expectations	.163	4.042	.101	.027

4.3. Analysis conclusion

Customer service expectations have a negative impact on customer satisfaction, with the negative impact of value meeting service expectations. There is no correlation between customer service expectations and service perception, and service perception has a positive impact on customer satisfaction.

5. Airline Customer Service Expectation Management Suggestions

If you follow the "checklist" your paper will conform to the requirements of the publisher and facilitate a problem-free publication process.

First, maintain the basic service expectations of customers and improve the quality of basic services.

The basic service is one type of service that the airline has the most service projects and the longest time in the whole service process. The customer believes that the basic service is the service that the airline should provide, without any attachment conditions. Once the airline does not meet the customer's expectations, it will be considered the airline's dereliction of duty, resulting in customer dissatisfaction. Airlines should maintain the basic service expectations of customers, ensure that customers are favored by airlines, and attract customers to continue to choose this airline.

Second, to ensure that customers' prices are related to service expectations and provide

differentiated services.

The price-related service has been understood by customers as a service related to ticket prices and paid items. Economy class customers do not feel dissatisfied because they enjoy different services from business class customers, because both parties understand that the price difference between economy class and business class causes some services to be different. Airlines should continue to establish this concept of "different prices and different services" in the eyes of customers, so that customers believe that this is a fair and reasonable service.

Third, reduce the value of customers to meet service expectations, and provide targeted value to meet services.

The purpose of the airline to provide value to meet the service is to surprise customers and improve customer satisfaction. However, after accepting the value satisfaction service, the customer will increase the value to meet the service expectation next time and expect to enjoy the service again. The cost of satisfying the service is high and cannot be used repeatedly. Once the customer is dependent, it will have negative consequences. Try to meet the service with low cost to create high customer satisfaction.

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