

**SERVICE QUALITY, CUSTOMER INTERACTION,
BRAND EXPERIENCE AND SATISFACTION
OF INTERNATIONAL AIR TRAVELLERS IN KENYA**

SIMON PETER NJOROGE

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DECLARATION

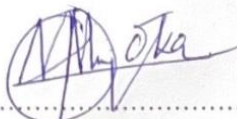
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Signature.....  Date..... 12 JULY, 2023

Simon Peter Njoroge

Registration Number D80/93917/2014

This thesis has been submitted for examination with my approval as university supervisor

Signature.....  Date..... 13/7/2023

Dr. Raymond Musyoka, PhD

Department of Business Administration

Faculty of Business and Management Sciences, University of Nairobi.

DEDICATION

This thesis is dedicated to my mother Juliana Njeri Njoroge for patiently walking the journey of life with me. To my dear wife Flora Samba for being a pillar of strength and encouragement throughout these arduous doctoral studies; and to our daughter Serena James Njeri Njoroge whose arrival into the world has provided me every inspiration to complete this project.

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ABBREVIATIONS AND ACRONYMS

AfCFTA:	African Continental Free Trade Area
AIPEX:	Airport Indicators of Passenger Experience
ALT:	Adaptation Level Theory
AMOS:	Analysis of Moment Structures
ASQ:	Airport Service Quality
BE:	Brand Experience
BET:	Brand Experience Theory
CCT:	Customer Contact Theory
CFA:	Confirmatory Factor Analysis
CI:	Customer Interaction
CS:	Customer Satisfaction
CST:	Customer Satisfaction Theory
CV:	Coefficient of Variation
EDP:	Expectancy Disconfirmation Paradigm
GDP:	Gross Domestic Product
IPA:	Interpretive Phenomenological Analysis
JKIA:	Jomo Kenyatta International Airport
KAA:	Kenya Airports Authority
KCAA:	Kenya Civil Aviation Authority
KMO:	Kaiser-Mayer-Olkin
KNBS:	Kenya National Bureau of Statistics
KTB:	Kenya Tourism Board

LISREL:	Linear Structural Relations
MIA:	Moi International Airport
MTP:	Medium Term Plan
OLS:	Ordinary Least Squares
PASQQ:	Perceived Airport Service Quality Questionnaire
PCA:	Principal Component Analysis
PLS-SEM:	Partial Least Squares-Structural Equation Modelling
SAATM:	Single African Air Transport Market
SDG:	Sustainable Development Goals
SEM:	Structural Equation Modelling
SERVQUAL:	Service Quality Measurement Scale
SERVPERF:	Service Performance Measurement Scale
SMT:	Services Marketing Theory
SPSS:	Statistical Package for Social Sciences
SQ:	Service Quality
SQT:	Service Quality Theory
UNWTO:	United Nations World Tourism Organisation
USA:	United States of America
VIF:	Variance Inflation Factor

ABSTRACT

The broad objective of the inquiry was to establish the connections amongst service quality, customer interaction, brand experience and customer satisfaction. The specific objectives were to establish the influence of service quality on customer satisfaction; to determine the extent to which brand experience affects the relationship between service quality and customer satisfaction; to assess the effect of customer interaction on the relationship between service quality and satisfaction and, to determine the combined impact of service quality, customer interaction and brand experience on satisfaction among international air travellers in Kenya. The investigation applied descriptive cross-sectional research design. Primary data was obtained using a self-administered structured questionnaire. 384 responses were obtained from departing international passengers at the two major international airports in Kenya. Testing reliability of the survey instrument revealed Cronbach's alpha of 0.924. The study revealed that service quality had moderate explanatory impact upon satisfaction ($R^2=0.296$; $p<0.05$). Brand experience had no statistically significant mediating effect at $p<0.05$. The moderating effect of customer interaction ($R^2=0.310$; $p<0.05$) upon the relationship between service quality and customer satisfaction was significant. Finally, the study established the combined impact of service quality, customer interaction and brand experience on customer satisfaction was significant ($R^2=0.306$; $p<0.05$). The study results support Services Marketing Theory (SMT) which contends that the goal of marketing is the deployment of customized systems, physical resources and employees to enhance co-creation of value in conjunction with the customer. By investigating the customer's role in the process of service provision and by accepting a broader and integrated thinking about services, the study contributes to research on the outcome of satisfaction. The implementation of airport security service quality improvement practices will assist airports meet regulatory, security, safety as well as economic goals. At the managerial level, combined improvement of airport security procedures and customer interactions improves satisfaction and the willingness to recommend which supports airports' performance. The study concluded that airports should improve security service quality while recognizing the influence of customer interaction which when combined positively improve satisfaction. The most significant limitation was its cross-sectional design. This meant that the study did permit an analysis of the dynamic nature of customer behaviour dynamics which extends over a period of time. Therefore, longitudinal research could be used to study the interrelationships amongst the variables over time. The study recommended scholarly inquiry of other related variables which could influence customer satisfaction including organizational structure, marketing capabilities, information communications technologies and corporate image.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Today, as enterprise costs and competition costs increase and as productivity and quality decrease, firms require to deploy more sophisticated and user directed service marketing techniques. Extant literature recognises service quality as the most decisive input to the persistence and success of any organization in an extremely competitive business landscape (Kotler, Armstrong & Opresnik, 2021; Dass, Popli, Sarkar, Sarkar & Vinay, 2021). All company functions including business development, human capital, production and research and innovation combine to deliver processes, experiences and intangible products to customers. Consequently, service industries can be regarded as being designed for and separated by their levels of service excellence. The best and most successful organizations focus on satisfying their customers' needs and gain loyal customers; this allows them to successfully differentiate themselves from competition. In this way such firms are able to position themselves highly in the marketplace and generate consistently higher returns (Iacobucci, Ostrom & Grayson, 1995; Zeithaml, Bitner & Gremler, 2018; Alam & Noor, 2020; Otto, Szymanski & Varadarajan, 2020).

Service quality is also a paramount problem facing firms today. Service providers need to identify what quality of products and services target customers require and demand. Due to intangibility and the inconstant nature of services, consumers depend on external signals like service provider personnel, physical appearance of the facility, branding and ambience to evaluate the superiority of service encounters. An important consideration in the nature of physical and non-physical interaction in the service environment which could influence

evaluations of satisfaction and future intentions (Wiredja, 2017; Truong, Dang-Pham, McClelland & Nkhoma, 2020; Antwi, Fan, Ihnatushenko, Aboagye & Xu, 2020).

Nevertheless, service quality remains a complex, mysterious and abstract concept that is challenging to measure and define. Similarly achieving an acceptable level of service quality is difficult and it can easily be lost. At the same time all services are not applied a homogenously to all customers. Thus suggesting that improvements in service quality alone may not be sufficient to retain a firm's relative competitiveness (Chao, Fu & Lu, 2007). Hence, managers of service providers require full awareness of how to sufficiently measure quality of service, to better understand which components best demarcate quality. Managers also need to distinguish whether or not patrons buy from firms offering higher echelons of services quality or firms at which their needs are best met (Brady, Cronin & Brand, 2002; Roy, Lassar, Ganguli, Nguyen & Yu, 2015; Medberg & Gronroos, 2020).

Several pertinent studies imply a positive connection amidst quality of service as well as satisfaction. Such evidence is provided by studies conducted in services segment among them the insurance sector (Gichuru, 2018), higher education services (Owino, 2013) and in the mobile phone services (Ngahu, 2016) in Kenya. Moreover, for the air transport sub-sector there is a suggestion of an adjacent connection between quality of service and the passenger experience. Of particular significance to the current inquiry is that this relationship has been empirically revealed in studies examining quality of airline service (Bogicevic, Yang, Bujisic & Bilgihan, 2017; El Haddad, 2019; Akkapin, 2022) as well as in tourism (Jaziri & Rather, 2022). This situation catalyses service productivity in the tourism, hospitality and travel sector which is imperative for inclusive economic

development as well as relative service industry competitiveness (Brady & Cronin, 2001; Roy et al., 2015; Zeithaml et al., 2018). Significant research efforts have been made to develop clear ways of assessing customer satisfaction at national and organizational levels (Kabare & Kibera, 2014). Several studies suggest association between quality of service and satisfaction that is direct (Namukasa, 2013; Rahim, 2016; Park & Nicolau, 2020). Other studies have examined and revealed a moderating influence of service quality (Fodness & Murray, 2007), and complaint handling (Iqbal, Hassan, Sharif & Habibah, 2017).

Brand experience is the residual value that a service or brand provides over and above its functional attributes. Direct associations among brand experience as well as loyalty (Brakus, Schmitt & Zarantonello, 2009) and mediating and moderator impact concerning brand experience upon service quality combined with satisfaction has been revealed in empirical literature (Khan, Rahman & Fatma, 2016; Saeed & Anjum, 2023). While among other scholars the mediating effect of brand love on customer word of mouth has been examined (Rodrigues & Brandao, 2021); and among others the relationship between difference components of brand equity, authenticity and experience and their relationship to satisfaction has been examined (Tran & Nguyen, 2022). Moreover, service quality and brand experience have been found to be precursors of customer satisfaction (Kumar & Kaushik, 2018). Customer interaction is explained as the various forms of engagement in which brand information is evaluated in the exchange between a customer and a service organisation (Chase, 1981; Sampson & Money, 2015; Godovykh, 2022). In the literature, customer interactions have been revealed as indispensable inputs in the co-creation of value while at the same time supplying a source of customer satisfaction. As such customer

interaction has a multi-directional influence on the combination of service quality as well as satisfaction of customers (Sampson & Chase, 2020; Sampson & Chase, 2022).

Extant literature supplies evidence of a link between each of the components namely; customer interaction, brand experience and service quality and satisfaction. What appears to emerge is that brand experience and customer satisfaction assessments arise in response to brand contact. Other studies have examined singular and combined influences of service quality, brand experience and customer interaction; however, there is only partial evidence of efforts to connect the variables that measure the quality-of-service, the level of interaction by customers and the experience of brands and the outcome of customer satisfaction yet they are of central importance to the enhancement of the overall customer experience and subsequent business success of firms.

The anchoring theory for the current inquiry was Services Marketing Theory (SMT) advanced by Gronroos (1982). SMT incorporates microeconomic theory of substitution and assumes individuals make decisions that supply the highest level of utility. SMT challenges traditional consumer goods marketing theory. This is because marketing activities relating to consumer goods can only be partially applied to a services marketing firm. Services are characterised by simultaneous production and consumption. As service offerings are heterogeneous, substitution of service providers is likely to be imperfect. Services marketing theory contends that the goal of marketing is the deployment of customized systems, physical resources and employees to support co-creation of value with the customer (Vargo & Lusch, 2017; Waqas, Hamzah & Salleh, 2021; Oklevik, Nysveen & Pedersen, 2022).

Four supporting pillars of SMT are related to the current study. Service Quality Theory (SQT) which holds superiority of service be assessed according to variances among expectations as well as perceptions (Parasuraman, Zeithaml & Berry, 1985; 1988). Customer Contact Theory (CCT) Chase (1981); which explains the intensity of presence of a customer in the service encounter. Further, Brand Experience Theory (BET) explains the experiential aspects of consumption on the basis of sensorial, behavioural, affective and intellectual reactions to impetuses when customers shop for and consume goods and services. Customer Satisfaction Theory (CST) that expresses satisfaction as the disparity among prior to acquisition anticipation when contrasted with after consumption evaluations.

At a strategic level air transport is an important economic driver of regions or countries with facilitation appertaining to moving people and goods with ease. Of particular importance is the related sub-sector of tourism which contributes ten percent Gross Domestic Product (GDP) of Kenya. Tourism sub-sector retains approximately 410,000 people and is an enabler to the achievement of Kenya Vision 2030, realization with respect to United Nations Sustainable Development Goals (SDG, 2021) one and aspiration one and five of the Africa Agenda 2063 aimed at poverty reduction. The economic pillar of Kenya's Medium Term Plan Three (MTP III) from 2018 up to 2022 identifies the development of tourism as a driver of economic development for the country. The aim is to raise arrivals from 1.3 million (2016) to 2.5 million tourists (2022). With augmented contributions of the sector amounting to 175 billion Kenya Shillings (Ministry of East African Affairs, Commerce and Tourism, 2013).

Similarly, the Kenya Kwanza manifesto based on the bottom-up economic transformation agenda (BETA, 2022-2027) under the banner of the services economy recognizes that the aviation is a strategic industry that is vital for tourism sub-sector success. Aviation is recognized as a crucial enabler for fresh produce exports as well as reassurance aimed at Kenya's role as a continental air route hub. Moreover, Kenya Kwanza manifesto identifies the potential for the industry itself as an economic sector is also enormous given that Africa has 15 per cent of the world's population but only 2 per cent of air passenger traffic (The Kenya Kwanza Plan, 2022). Enablers to achieving these targets include air transportation actors namely airlines and airports and related service providers. Bearing these factors in mind it becomes apparent that ground related air travel services superiority is crucially vital because it enables the combined relative competitiveness of airlines, leisure as well as hospitality sub-sectors (Booranakittipinyo, 2020; Antwi et al., 2020).

Simultaneously, air transport can contribute to expanding and facilitating the scope of human social and economic connections globally (Spasojevic, Lohmann, & Scott, 2018). For Africa to take advantage of its huge potential in aviation there have been significant efforts liberalize the air space through a variety of initiatives. Liberalization is a means to enhance the acceptance of air travel and enhance the availability of affordable air ticket prices (Njoya, 2013; Njoya & Nikitas 2020). Towards achieving this goal, the African Union (AU) launched three key flagship initiatives under the AU Agenda 2063 aimed at poverty reduction and inequality. These include The Single African Air Transport Market (SAATM, 2018) premised on creating a unified air transport marketplace in Africa. Furthermore, African Continental Free Trade Area (AfCFTA) as well as visa simplification

programme are planned to provide greater than predicted economic progress. Evidence from developed countries has shown that the liberalization of air transportation creates intense competition among airports and airlines (Lohmann & Duval, 2014; Njoroge, 2020; Samunderu, 2023).

Evolution in air transport technologies, gradual improvement in comparative disposable incomes, and the liberalization and deregulation of air transport are some of the prominent dynamics pivotal to greater requirements for air travel (Graham, 2005; Bellizzi, Eboli & Mazzulla, 2020; Graham, 2023). Consequently, larger and more sophisticated airports have been developed in many countries. For airports the key business success factors are efficient facility usage and service quality (Bezerra & Gomes, 2016) which constantly diverge. Usually when airfields wish to raise efficiency, they accept more frequent flights as well as reduce turn around. Resulting in frequent quality of service plunges. Added to this that unlike other public means of transport like road and rail, the processes at airports force passengers to pass more time in their facilities as they wait to board the flight (Pandey, 2016; Tseng & Wu, 2019).

Airports are the first and last physical impressions a tourist has with a region or destination; they act as cultural and representational entryways (Spasojevic, Lohmann & Scott, 2018). Airports also provide income to a region, city or country (Kirk, Popovic, Kraal & Livingstone, 2012; Kirk, 2013; Wiltshire, 2018; Kiliç & Çadirci, 2022). At airdromes efficiency and superiority of service constantly diverge which makes the study of service quality at these facilities important. In addition, just like airlines airports are complex service organisations operated in a commercial manner. Consequently, it is desirable that airports provide a positive experience throughout the ground related services associated

with air travel (Florida, Mellander & Holgersson, 2015; Graham et al., 2021).. Relatedly, satisfaction is linked to buying behaviour and a readiness to recommend (Ndung'u, 2013; Ngahu, 2016) which directly impacts financial achievements inside enterprises. In the context of the current study the air travel experience is of paramount concern, that is because air travellers are subject to rigorous security screening before, during and sometimes after the air travel component of their trip. These security related mitigation measures are necessary to support the safety of global air travel. However, they consume considerable resources from national and facility security services providers, passengers themselves and other related service providers such as retail concessionaires, taxi operators, and travel and tourism actors. At the same time heightened traveller anxiety and concerns about the welfare of passengers during the entire air travel experience has become of paramount concern (Gkritza, Niemeier & Mannering, 2006; Bogicevic, Yang, Cobanoglu, Bilgihan & Bujisic, 2017; Tanriverdi, Bakir & Merkert, 2020; Hasisi et al., 2021).

Extant literature demonstrates that the subject of airline service quality has generated more academic and professional attention (Jarach, 2001, Bellizzi et al., 2020; Shah, Syed, Imam & Raza, 2020) which could be ascribed to the relatively higher level of commercialization and competition and scope of marketing practice in the airline sub-sector. While there are overlapping components of service between airlines and airports, extant literature supports the independent evaluation of service quality at airports (George, Henthorne & Panko, 2013; Tseng & Wu, 2019; Chonsalasin, Jomnonkwao & Ratanavaraha, 2021). Both sets of actors are distinct service providers yet they work in concert for the benefit of air travellers and cargo movement. Airlines deliver services on board the flight and airports manage the

services on the ground in the airport infrastructure complex in conjunction with numerous other entities among them government bodies, regulatory agencies and private concessionaires. Moreover, it is by appraising service quality based on opinions of air travellers that an understanding of the needs of the end user can be taken into consideration while improving service quality provided at airports. The current study was dedicated to assessing service quality provided by airports to the most involved end user which is the international departing air traveller. The reason for this is that the ground-based components of international air travel experience presents one of the most complex, structured and highly regulated service journeys. This scenario presents a rich area of scholarly enquiry from a wide variety of service providers and perspectives, yet remains largely underexplored.

The preceding discussion outlined the importance of quality services to the success of businesses in a competitive landscape. Service quality and satisfaction constructs present difficulties in decryption because they are readily substituted in industry and academia contexts. This approach assumes that the two constructs are essentially one yet they are greatly dissimilar. At a strategic level the importance of the aviation sector to economic development has been outlined. Furthermore, service quality and satisfaction represent central components within the air travel experience for both airlines and airports. Preliminarily there has been relatively more focus on airline service quality in extant literature. However, the services provided by the ground-based actors situated at airports provide an equally complex service landscape which supplies a fertile area for scholarly inquiry. There is relatively limited evidence of rigorous scientific inquiry of service quality and customer satisfaction with standpoints focused on end users of ground-based aspects

of the complex international air transport service journey in Kenya. For that reason, it was timely to subject the relationship to further scientific inquiry to scrutinize their effect on the primary consumer of air transport services which is the international air traveller.

A preliminary review of literature exposed the paucity of scholarly inquiry examining the connection amongst quality of service upon satisfaction for international air travellers. At the same time vital connections that that primary relationship shares with brand experience and customer interactions warrant further inquiry. Such an inquiry's outcomes could augment the relative competitiveness within Kenya's aviation sub-sector and ultimately the economic development for the country. Extant literature suggests that a greater effort has been expended in examining quality of service in the airline sector. As a result, there is urgent need to independently assess the related component of airport service quality. The current study was deemed of import to the overall performance of the air transport industry which has important linkages travel and hospitality, trade and economic and social development of the country. Such an inquiry is needed to provide input to creating a differentiated and well positioned airport service provider in the leading-edge tourism and air travel industry.

1.1.1 Service Quality

Quality of service is important and highly debated in marketing practice and scholarly inquiry. Nevertheless, the concept has retained strong interest by researchers and practitioners. The commonly applied characterization refers to differences or comparisons between expectations and actual performance (Gronroos, 1984, 1990; Parasuraman et al., 1985, 1988; Zeithaml, Parasuraman & Berry, 1993; Torres, 2014). Most service quality

definitions and subsequent gaps model (Parasuraman et al., 1985; 1988) are anchored upon paradigm of disconfirmation. However, service superiority is also perceived as an unspecifiable, abstract concept subjective to customers' understanding as well as knowledge (Lehtinen & Lehtinen, 1991; De Leon, Atienza & Susilo, 2020). It could be surmised that most definitions of the concept focus on the customer (Gronroos, 2001; Medberg & Gronroos, 2020).

However, not all service elements are equally vital for all components of the air travel experience and service providers. Extant literature suggests that the most common operationalization of service quality in empirical studies as well as among practitioners is the SERVQUAL schema (Parasuraman et al., 1988). The schema has been widely employed to empirically examine service quality in among others; post-graduate student service quality (Barnes, 2007; Hwang & Choi, 2019); information communications and technology systems service quality within sanatoriums (Jebraeily, Rahimi, Fazlollahi & Afshar, 2019); low cost airline services (El Haddad, 2019), tourism service quality (Akkapin, 2022) and mobile applications quality (De Leon et al., 2020; Kwon, Yu & Ahn, 2023). The SERVQUAL model was an extension of an earlier model which comprised ten items which were subsequently reduced to five. These were explicated as tangibility, reliability, assurance, responsiveness, and empathy with ninety-seven items in the first model and twenty-two in the latter.

Given the importance of services in an economy, there is lack of consensus on how to explain the consequences of service quality on key marketing variables. This includes

satisfaction. In line with that search for a definition, debate continues over the comparative superiority of SERVQUAL scale and the perception only Service Performance (SERVPERF) scale (Cronin & Taylor, 1992; Taylor & Baker, 1994). Some authors such as Carrillat, Jaramillo and Mulki (2007) and Ladhari (2009) posit that SERVPERF and SERVQUAL have similar predictive power in predicting overall service quality. Recent empirical analyses assessing the perceptions of hospital service quality in Turkey (Akdere, Top & Tekingündüz, 2020) and in oncological public healthcare in Vietnam (Duc Thanh, Quynh Anh, Thi Huyen Chang, & Minh Nguyet, 2023) suggest that the SERVPERF tool remains a well validated scale with a significantly strong level of reliability and validity. Therefore, the current study embraces SERVPERF as it demonstrates higher convergent validity and predictive power in measuring customer satisfaction (Brady & Cronin, 2001).

In summary service quality is an evaluation of the incomparability of an encounter by a purchaser of user. Among others, Mittal, Ross and Baldasare (1998); Brady et al. (2002) and Pakdil and Aydin (2007) contend that quality is a subjective and circumstantial construct. Bellizzi, Eboli, Forciniti & Mazzulla (2018) and Zeithaml et al. (2018) observe superiority of service as a significant ingredient in service marketing. On the other hand, service quality has also been extensively examined as exhibiting a direct, mediating and moderating effect in the relationship between satisfaction and behavioural intentions (De Ona, 2021) In spite of this, scholars are yet to reach consensus on the general boundaries of and specific attributes service quality at airports and how to bridge the divide relating to the level of customer satisfaction and dissatisfaction for each individual quality attribute (Bogicevic, Yang, Bilgihan & Bujisic, 2013; Bogicevic, Yang, Bujisic & Bilgihan, 2017).

Despite advances in the study of quality in services what is emergent is that quality in services products is under researched (Parasuraman et al., 1985). This investigation concluded service quality was composed primarily of the incomparability and superiority of goods or services delivered by business entities (Zeithaml, 1988). Implying services superiority could result in good or bad outcomes and is connected to activities, interactions and resolutions of customer problems. Service quality was the recognised independent variable in the study.

1.1.2 Customer Interaction

Customer interaction, service encounters, moments of truth or critical incident can be defined as the various forms of engagement in which brand information is evaluated in the exchange between a customer and a service organisation. Customer interaction is the intensity of bodily manifestation demanded by systems of service delivery (Chase, 1981; Dabholkar & Abston, 2008). Schultz (1998) posits that it involves all the ways in which a customer engages with a firm. Spengler and Wirth (2009) posit that touch points are all the different moments where brands come into contact with customers, suppliers and stakeholders, thereby expanding Schulz (1998).

Literature and marketing practice suggest that customers play a vital role in determining the level of service outcomes which in turn contributes to their satisfaction (Lovelock & Yip, 1996; Bitner, Faranda, Hubbert & Zeithaml, 1997; Bergamaschi, Bettinelli, Lissana & Picone, 2020). It emerges that the end users engage with service podia through physical presentation, whilst providing data (Sampson & Money, 2015). Moreover, in the

international air travel journey, the end user; which is the air traveller, is a key catalyst and a required co-creator. In this sphere deep interaction with technology, people and physical infrastructure found in the moment of land-based access to the facility to the time of aircraft boarding in the airport terminal building is unavoidable. This service journey involves elevated degrees of corporeal and inanimate exchange amongst end users with a multiplicity of suppliers of service (Sampson & Chase, 2022; Antwi et al., 2020). A client's place in production is indispensable for consumption process. Therefore, unless the customer is a willing co-producer of value, evaluations of superiority of the result could be distorted. This is especially so because of recent advances in digital technologies that compel the revision of the conceptualization of customer contact. What that means is that there is now an obscured link amidst front and back of office activities. For example emergent machineries and the internet allow consumers enjoy elevated experiences with minimal contact (Sampson & Chase, 2020; Inyo & Githii, 2022; Xu, Niu & Zhao, 2023).

The limits of customer experience are defined by the interface obtaining during the exchange between the user and service provider. Customer interaction could be viewed as the dynamic amalgamation of an organisation's physical and non-physical artefacts, exchanges and performance; and experiences triggered in the customer during the encounter. Each component of the interaction blend is measured against customer expectations. The physical experience of many firms is composed of prices charged, product stock and accessibility, efficiency of delivery, and variety. Relatedly, consumer's emotional experience is related to dependability, trust and personification of the brand (Shaw & Ivens, 2005). Pertinent to the current study Popovic, Kraal, and Kirk (2010) and Kiliç and Çadirci (2022) observed that the airport experience and all activities therein are

symbiotic in nature. This is especially so because air travellers constantly engage with processes, technological appliances, services and service providers, and artefacts within the airport environment.

Moreover Kirk, Popovic, Kraal, and Livingstone (2012), Wiredja (2017); Wiredja, Popovic and Blackler (2019) inspected airport passenger activities and described passenger experiences in two broad categories. First was processing activities or mandatory and served as the legal and air travel related activities that passengers were required to undergo. Second was non-processing domains or optional activities that passengers could elect not to engage in while accessing and using the airport facilities. In line with Kirk et al. (2012) the current study applies these distinctions to evidence customer interactions for passengers. These indicants exist on their own hence customer interaction acted as the moderating variable in the current study.

1.1.3 Brand Experience

Marketing literature has a plethora of debates over the differences between products and services with scanty evidence of a revelation of the brand factor in customer experiences (Zha, Melewar, Foroudi & Jin, 2020; Tran & Nguyen, 2022). Among others Mosley (2007), observes that a higher intensity of interaction and quality of relationship is required for service as compared to product brands. Brand experience has been succinctly stated: “sensations, feelings, cognitions and behavioural responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications and environments” (Brakus et al., 2009, p.59). An extension of this definition holds that brand experience includes patron and non-patron experiences (Nysveen, Pederson & Skard,

2013; Oklevik et al., 2022).) while searching for, purchasing and receiving the products or services (Schmitt & Rogers, 2008). Alloza (2008) posits that brand experience occurs at every moment of contact patrons amid imagery related to brands such advertising, personal contact, perceptions of the overall quality with regards to personal dealings.

Chase and Dasu (2014) posit brand experiences provide an impression in the consumer's memory which is viewed as longer-lasting especially when compared to product benefits or features. Importantly, brand experience is also obtained in both online and offline settings (Brakus et al., 2009; Khan & Rahman, 2015; Khan & Rahman, 2016). Theory of brand experience addresses the perceptions of consumer's behavioural responses to stimuli .Brand experience can be demarcated as the sum of the customer's impressions with the brand encounter. It is the residual value that a service or brand provides over and above its functional attributes. Oliver, Rust and Varki (1997) define brand experience as an individual's experience as they interact with a product is extended by Lee and Jeong (2014) suggestion that each brand experiences provides support for the formation of a holistic experience of brand. Brakus et al. (2009) explain the subjective behavioural reactions induced by brand-associated impetuses as brand experience. On the other hand, Zha et al. (2020) express the concept as experiential responses related to transmission of brand connotations.

These definitions suggest that the study of brand experience relates to activities and symbols that demonstrate the functional and emotional value that brands confer to consumers. Brand experience is about creating long-lasting brand experiences that affect loyalty and customer satisfaction by gaining the individual consumer's interest, trust and

loyalty to the brand. Based on the preceding discussion, brand experience pronounces the way consumers engage with brands holistically. Nonetheless, brand experience stands severely criticized as suffering from a deficit in conceptual works (Zha et al. 2020). Moreover, some scholars among them Palmer (2010) and Pina and Dias (2021) posit that definitions of brand experience are circular and differ among research contributions.

1.1.4 Customer Satisfaction

Satisfaction is the paramount marketing outcome and is the subject of significant attention in extant literature. Most definitions of the concept are consistent with the expectancy disconfirmation paradigm. Pertinently, Oliver (1993), and Tse and Wilton (1988) define satisfaction as the difference between the expected and received value of a transaction, and his or her subsequent evaluations of quality related to that particular service. Satisfaction stands described by adequacy or inadequacy rewarded to a buyer following sacrifices she or he has undergone (Howard & Sheth, 1969; Woodruff, Cadotte & Jenkins, 1983). Satisfaction is level performance expectations are affirmed by actual implementation (Zeithaml, 2000; Kotler & Keller, 2022).

In examining the overall service experience Cronin and Taylor (1992) demarcate satisfaction as the post-purchase appraisal of the whole service involvement as well as a key factor affecting loyalty. Parasuraman et al., (1988) explain satisfaction as transaction specific measure and delimit it from service quality explicating service quality as an attitude. The outcome of repurchase or rebuy provides a defining distinction both constructs. Satisfaction is reported to have a stronger effect on the decision to rebuy (Cronin & Taylor, 1992; Parasuraman et al., 1985, 1988). Moreover, recent literature

suggests that satisfaction is largely related to pleasant or unpleasant experiences in online settings and hence firms need to establish means to ensure service recovery online (Kotler et al., 2021). This is especially because an unsatisfied customer is likely to communicate to approximately nine other people about their awful experience (Hoffman & Bateson, 2010). Word-of-mouth is powerful and can severely negatively blunt the firm's competitive standing and revenue generation ability. However, with successful resolution of customer problems, previously displeased customers tend to share positive outcomes with approximately five others. Such patrons are more likely repeat their purchases with the firm (Hussain, Nasser & Hussain, 2015; Munoz, Laniado & Cordoba, 2019).

Pertinent to the current study Giese and Cote (2000) propose a holistic definition for satisfaction comprising three general components. Firstly, that satisfaction can be described as a condensed response of varying intensity. Secondly that the satisfaction response is directly related to a particular product choice, purchase experience or eventual use. Thirdly the duration of the satisfaction response is limited, happens at a specific time and varies given different situations. This definition provides sufficient structure for a contextual definition of the construct. The current study defined satisfaction for the air travellers as follows: satisfaction involves the overall post purchase summary response, of different intensities, occurring when customers of air travel services consume services offered by airports and their competitors.

1.1.5 International Air Travel in Kenya

Kenya's favourable geographic location makes it one of the most accessible countries in the region which affords it significant advantages in air transport connectivity.

International air travel is the primary means of facilitating tourism and trade in Kenya. It can be surmised that air transport is an important national strategic component of Kenya's economic development. Airlines and airports form the primary service providers that facilitate air travel. Specifically, for airports they can shift from being a passive industry that is an extension of the civil service towards business-driven entrepreneurship models which can become self-sustainable contributors to the economic growth of their communities and countries (Irandu, 1995; Irandu & Rhoades, 2006).

Air travel in Kenya involves documentation, administrative formalities and relevant security checks that facilitate the movement of passengers to a foreign environment. The current study examines the air travel experience while on the ground which is composed of activities and interactions from the moment the air traveller accesses the airport by road to the time they board the aircraft at the departure lounge. The Kenya Tourism Board (KTB, 2020) identifies Europe as the key source market for tourists. Kenyan citizens have embraced air travel and international air travel is no longer the preserve of foreigners and government officials. The current study examined the departing air travel experience which is composed of activities and interaction from the moment the traveller accesses the airport to the time they board the aircraft.

Airport operators ensure safe as well as secure operations; together with funding and marketing of those facilities in a commercial manner. Public aerodromes are built, operated and maintained by the Kenya Airports Authority (KAA). The Kenya Civil Aviation Authority (KCAA) provides oversight of safety, security, economic regulation related to civil aviation. KCAA is guided by the provisions of the International Civil Aviation

Organization (ICAO) Standards and Recommended Practices in conjunction with legal frameworks contained in the Kenya Civil Aviation Act, 2013. As regards international air travel there are two airports in Kenya that have the requisite certification and license to facilitate international arrivals and departures from the country. These are the Mombasa International Airport (MIA) and the Jomo Kenyatta International Airport (JKIA). Both airdromes were used by more than eight million passengers in 2018 (KNBS, 2019). This is an indicator of the role air transport plays in facilitating the movement of people.

The traditional view of airports was as terminal buildings combined with public spaces where travellers converge to board aircraft has been challenged in recent decades (Fodness & Murray, 2007). Progressive and more complex airdromes have been constructed all over the world to facilitate the needs of airlines and more knowledgeable and demanding users. Airports provide a facilitative environment for air travel. Aside from acting as providers of efficient and safe transportation, the aviation industry enables the success and viability of numerous other service sectors including humanitarian and emergency response, trade, hospitality and tourism.

There is a need to develop a clear comprehension of the main factors that influence the development of air transport. Such an investigation would involve assessing the perspectives of the end user of the service namely the passenger. The outcome of such a study would have suggestions for infrastructure designed to fulfil of current and future air travellers' expectations. In addition, such a study would provide direction for the deployment of scarce economic resources in maintaining and sustaining Kenya's strategic competitive advantage in the air transport industry an in tandem with that the country's

travel and tourism industry. Added to this prior research has assessed the quality of service from airlines in Uganda (Namukasa, 2013), Nigeria (Rahim, 2016), and Dubai (Hussain et al., 2015). At the same time satisfaction with airport services has been examined in Nigeria (Adeniran & Fadare, 2018); South Africa (De Meyer & Mostert, 2011) and Australia (Wiredja, 2017; Prentice & Kadan, 2019) among others. A study of such nature has so far not been conducted in Kenya which is a significant motivation for the current study.

1.2 Research Problem

Links between service quality and customer satisfaction remain extensively examined within literature. Both these variables have been examined under the framework of Service Marketing Theory (SMT). SMT assumes that individuals will make the most rational decisions that will proffer them the highest utility. Previous research has addressed several aspects of service quality in the gaps model (Parasuraman et al. 1985; 1988), the technical and functional quality model (Gronroos, 1984; 1990) and the performance-only quality model (Cronin & Taylor, 1992; Brady & Cronin, 2001). In general, service quality theory is anchored on the theory of expectancy disconfirmation. While other theoretical models have enriched current knowledge, the gaps model has become the dominant approach and has received broad acceptance by researchers, professionals and academicians.

Nevertheless, for the theoretical development of service quality theory further investigation of the gaps model is necessary. This is because despite various efforts to grasp the concept, research into the boundaries of the service quality construct have yet to be successfully apprehended. The gaps theory focuses primarily on closing the fissure between client expectations and perceptions of what was actually delivered. Nonetheless, closing the

customer gap does not encompass new paradigm streams in the arena namely service performance, brand experience and customer contact theory. As such the current inquiry recognizes an apparent gap in service quality theory. The need for further inquiry is apparent because of the need to constantly update service marketing theory for academicians and practitioners.

Secondly, there appears to be a contextual gap in examining the growing transport sub-sector of services offered at airports. Airports provide services through extensive interactions between independent service providers and users in an interlinked chain. In this regard, airport service attributes, which include different features, functions and actors, which do not provoke satisfaction in an unbroken manner, have received only limited attention in research (Prentice & Kadan, 2019; Bellizzi et al., 2020). Adjacent to this scenario, air transport is recognized as a key facilitator of the tourism sector which in the case of Kenya contributes 10 percent of GDP, employs approximately 410,000 people and is an enabler to the achievement of Kenya Vision 2030, achievement of the United Nations SDGs, number one and aspiration one and five of the Africa Agenda 2063 aimed at poverty reduction. As such, given the centrality of the role of air transport towards the competitiveness of the tourism and hospitality industry there is urgent need for research that examines the airport service context independently. A preliminary review of literature reveals a scarcity of independent exploration in the strategic and complex airport sub-sector as a gap for research.

Global studies on service quality, brand experience, customer interaction and satisfaction have examined different variables. The link amid airport security procedures with overall

satisfaction has been conducted in the USA (Sindhav et al., 2006) Israel, (Hasisi & Weisburd, 2011). Service quality and its impact on decisions to select airports by air travellers (Fodness & Murray, 2007) in the USA. Another study scrutinized the nature and character of customer interactions and airport activities and performance in Australia (Wiredja, 2017; Prentice & Kadan, 2019). An inquiry into brand experience and its relationship to brand loyalty in a variety of goods and services sectors was conducted in the USA (Brakus et al., 2009) as well as telecommunications sub-sector in Norway (Nysveen et al., 2013). A study investigating airport service quality and performance was conducted in Italy (Armenti, Bobbio & Cottone, 2018); and satisfiers and dissatisfiers related to passenger satisfaction at airports and with airline service quality on a worldwide context (Bogicevic et al., 2017).

Regional studies have examined key success factors for managing the airport experience in South Africa (Du Plessis, Saayman & Potgieter, 2011). Further, airport service quality and satisfaction in Thailand (Pandey, 2016) has been scrutinized. Other studies have investigated the outcome of airline service satisfaction in Nigeria (Rahim, 2016), Dubai (Hussain et al., 2015) and in Uganda (Namukasa, 2013). More recently Adeniran and Fadare (2018) examined the satisfaction of domestic air travellers in Nigeria. Further Figueiredo and Castro (2019) scrutinized the relationship between airport branding strategies and the passenger experience in Brazil. Other regional studies have examined the impact of brand related experience in banking (Khan, Rahman & Fatma, 2016) and satisfaction with telephony services (Kamar & Kaushik, 2018) in India.

In the local context an investigation of quality drivers on satisfaction for flour milling firm customers has been conducted by Ndung'u (2013). As well as service quality and satisfaction among university students (Owino, 2013). Moreover, Gichuru (2018), scrutinized associations amidst quality management practices and performance of insurance companies. As evidenced within existent literature, several sub-populations in the local context remain unexplored. Given the significance of the airport service sub-sector to facilitating tourism, as well as support to economic progression within the local economies; evidence of substantiation related to scholarly inquiry in the sub-sector locally is scanty. An investigation of this group is important because of the dearth of knowledge in this crucial enabler of the economy. Furthermore, previous research has focused primarily on populations in developed countries. In summation, there is limited evidence of research assessing the relationship of the variables under the current study among international departing passengers locally. This dearth of local research presents a gap requiring further investigation.

The current study identified three gaps. First, a theoretical gap concerning the paradigm of disconfirmation. It is of import to note that a kaleidoscope of service quality variants have been addressed through the gaps model proposed by Parasuraman et al. (1985; 1988), the technical and functional quality model by Gronroos (1984; 1990) and the performance-only quality model (Cronin & Taylor, 1992; Brady & Cronin, 2001). This theoretical asymmetry could be enriched by incorporating several unexplored dimensions that have recently attracted research attention including brand experience (Ortmeyer & Huber, 1991; Brakus et al. 2009) and customer interaction theories (Kirk, 2013; Wiredja et al., 2019).

Second, there is a contextual gap. There is limited evidence of studies examining the ground-based component of the air travel experience that is provided at airports. Overall, this sub-segment has been under-researched and under-explored in the regional and local contexts. Third, the current study identified an apparent empirical gap in the prior research. Literature evidences that most studies in the realm of airport service have been conducted in western contexts. Here a presentation of an apparent a conflict and contradiction arises because prior studies did not address the subject of service quality under the paradigm of expectancy disconfirmation. Some of these unexplored areas supply contradictions in the prior research which appear to be important and in urgent need of investigation within developing country contexts. Accordingly, an exploration of these issues is important because there is need to test concepts in a variety of contexts to establish generalizable knowledge.

Lastly, there was an empirical gap. Evidence of rigorous inquiry in the prior literature is limited. For instance, literature generally suggests a direct, positive connection betwixt service quality and satisfaction. However, the evidence appears to be contradictory when examined from study to study. It is therefore more meaningful to obtain further insights by assessing mediating, moderating and joint effects of those relationships in different contexts (Roy et al. 2015; Otto et al., 2020). Further, previous empirical research has focused primarily on case study methodology executed at individual airports or individual airlines; combined with varying sampling techniques. Moreover, few experiments examined experience at airports in a countrywide scale and developing country context. Such a study would properly derive insights into the continuing need to find answers to the service quality problem. The current study seeks to provide a novel inquiry into service

quality at for the ground related components of the air travel experience at airports to narrow the gaps outlined.

An investigation regarding the bearing of service quality, brand experience, customer interaction upon satisfaction is appropriate. Taken together, literature has exposed essential issues in the sphere service marketing. It was then established that there was need to integrate a comprehensive set of variables within a testable conceptual framework to explain customer satisfaction. Literature has also exposed the scarcity in research connected with assessing service quality and satisfaction within ground related services and experiences provided by airports. There was scanty evidence of a study that apprehended the four variables under review comprehensively particularly in the environmental and geographical context of inquiry. Consequently, the primary task remains narrowing gaps in prior research. The current investigation was directed by one broad research query: ‘What is the influence of service quality, customer interaction and brand experience on customer satisfaction of international air travellers in Kenya?’

1.3 Research Objectives

The current investigation advanced a conceptual framework focused on explaining mediator of brand experience, customer interaction the moderator and customer satisfaction the responding variable. Service quality served as the independent variable. While advancing knowledge on satisfaction previous authors had adopted the construct of service quality differently. The foremost objective of the current investigation was to determine the connections among service quality, customer interaction, brand experience and customer satisfaction on international air travellers. The explicit objectives were to:

- (i) Establish the influence of service quality on customer satisfaction of international air travellers in Kenya.
- (ii) Determine the extent to which brand experience affects the relationship between service quality and customer satisfaction of international air travellers.
- (iii) Assess the effect of customer interaction on the relationship between service quality and customer satisfaction of international air travellers.
- (iv) Determine the joint effect of service quality, customer interaction and brand experience on customer satisfaction among international air travellers in Kenya.

1.4 Value of the Study

Inspections of direct and indirect links amongst service quality and satisfaction have transpired substantially. Yet limited attention has been expended to rigorously examine influences of brand experience as well as customer interactions in the association among service quality and satisfaction with a service marketing theory anchor. The results the current scrutiny provide new pragmatic support and exposition of the nature of relationship among service quality, customer interaction, brand experience and satisfaction connected with international air travellers. The research contribution of the current study was a conceptual framework that was tested and demonstrated empirically. As a result, this investigation is positioned at the cutting edge of knowledge within service marketing theory while narrowing the gaps of knowledge.

Policy makers will directly profit from conclusions supplied to mounting strategies aimed at enhancing sustainable growth within tourism, travel and security industries. Sector policy formulation will be supported by informed decisions about ground related

components of the air travel user primarily found in airports to guide aviation related infrastructure development. The conclusion that the quality of security services is the main factor influencing satisfaction for air travellers and that customer interactions have a significant influence on that relationship will guide resource allocation. Apportioning larger proportions of budgetary resources to the implementation of service quality practices as well as customer interaction related physical and non-physical systems, and well-trained employees will enhance overall satisfaction with the air travel journey at airports through co-creation of that experience. This would in turn enhance revenue generation activities. Industry regulation bodies will deploy outcomes provided by the current inquiry to strengthen national strategy formulation in the aviation industry to enhance penetration of air travel by the public.

The study findings will inform service quality practices in a wide range of service organizations. In particular it assists airport management derive a means of comparing overall satisfaction at airports and helps those facilities achieve competitiveness based on a service quality approach. Additionally, the findings will help managers of airport commercial activities, service providers and airlines to prioritize the implementation of service quality practices that positively influence overall satisfaction while giving the strong attention to customer interactions and moderate attention to brand experience. The continued training and development of staff, their involvement in decision making and designing services that are driven by co-creation of value will enhance the performance of airports and encourage the development of tourism, and air travel. Finally, the study provides a basis for knowledge transfer to organisations operating in similar contexts, such as railways, hospitality establishments, retail and healthcare service providers.

1.5 Chapter Summary

In this first chapter the setting of the current investigation was charted. It has also described the main study variables before discussing international air travel in Kenya. In addition, the chapter has elaborated the substance relating to service quality, customer interaction, brand experience as well as customer satisfaction. The research problem, question together with goals were expounded.

The ensuing second chapter addresses the theoretic anchor and footing under the current inquiry. That aspect incorporates service marketing theory, service quality theory, customer contact theory, brand experience theory and customer satisfaction theory. Subsequently, relevant empirical studies and the relationship among criteria are expounded on. It concludes with a summarization of knowledge gaps, a conceptual simulation and the study postulations to be scrutinized.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Debate regarding co-creation of value by customers has led to significant efforts dedicated to interrogating the association among service quality as well as satisfaction. While extant literature suggests a positive linkage, the mediating and moderating consequences of brand experience and customer interaction respectively remains largely underexplored. This chapter critically reviews the pertinent literature. Theoretical underpinnings, knowledge gaps exposed by empirical studies, and the conceptual framework are detailed. The chapter concludes by presenting four hypotheses for testing.

2.2 Theoretical Foundations

The anchoring theory of the current inquiry was Service Marketing Theory (SMT). Under SMT are supporting theories namely Service Quality Theory (SQT) which holds service quality as the discrepancy between expected and received performance (Parasuraman et al., 1985; 1988). Customer Contact Theory (CCT) which explains the intensity or relative presence of a customer in the service encounter. Brand Experience Theory (BET) which explains the experiential aspects of consumption when customers shop for and consume goods and services while Customer Satisfaction Theory (CST) explains the disparity among prior to purchase anticipation as well as the elapsed purchase performance as satisfaction.

2.2.1 Service Marketing Theory

An anchor theory for the present study is Service Marketing Theory (SMT) which helps to explain the distinction between services and goods marketing. SMT incorporates microeconomic theory of substitution and assumes individuals will make the most practical and logical choices that will provide the highest level of personal utility (Gronroos, 1982; Zeithaml et al., 2020). SMT challenges traditional consumer goods marketing theory. This is because marketing activities relating to consumer goods can only be partially applied to a services marketing firm. Unlike physical goods services are characterised by simultaneous production and consumption. As service offerings are heterogeneous and substitution of service providers is likely to be imperfect. Nevertheless, SMT does not explain differences in strategies employed by product and service retailers (Reardon, Miller, Hasty & Waguespack, 1996). The SMT provides a foundation in which the joint effect of the variables under the study in estimating and providing meaningful and statistically determined explanation of service goods experiences.

Four related theoretical constructs supported the study. These were Service Quality Theory (SQT). Brand Experience Theory (BET) that addresses the perceptions of behavioural responses to stimuli; and Customer Contact Theory (CCT) which examines the intensity of and relative customer interaction with service providers. Customer Satisfaction Theory (CST) under the Expectancy Disconfirmation Paradigm (EDP) examines the degree of satisfaction as the apparent discrepancies between expectations and actual performance.

2.2.2 Service Quality Theory

The gaps archetype (Parasuraman et al., 1985, 1988) stands as a structured, integrated approach to assessing the quality of service. The gaps model was derived from logical thinking, theoretical approaches and strategies witnessed in business production, human capital, marketing, and information communication systems (Zeithaml et al., 2018). The resultant SERVQUAL model illustrates the five categories of discrepancies that hinder service firms from delivering high-quality services to consumers.

A further development of the SERVQUAL scale by Berry and Parasuraman (1991) and Zeithaml et al. (1993) theorised that expectations existed on two levels; desired and adequate. It was conceptualized that there existed a tolerance zone between the two levels and it was imagined as a reflection of the level of heterogeneity between and among individual customers. The discrepancy between expectations and perceptions was split into two. Consequently, a new gap (5A) referred to as the measure of service superiority represented the difference between perceived and desired service. Gap 5B which was conceived as the measure of service adequacy demarcated the contrast between perceived and adequate service. As such firms providing services at a higher level compared to the adequate are theorised to generate sustainable competitive advantages (Berry & Parasuraman, 1991; Zeithaml et al., 1993; Reichheld, 1996) through creating steadfast customer loyalty.

Several other relevant models designed to assess quality comprise the characteristic quality model (Haywood-Farmer, 1988) which theorised that service attributes be separated and then focused on simultaneously. The model encompassed physical amenities and

processes, consumer behaviour, and expert judgment. Another notable model was the mechanical and practical quality construct proposed by Gronroos (1984) that suggested that the two unique aspects of quality form the image of an organization. The model was derived from an empirical study that included 219 responses from nine service sectors including banking and insurance, shipping and travel, and public sector institutions among others. These models are important in deriving a theory of service quality, however, none of them has gained as much importance from researchers and practitioners as the gaps model operationalized by the SERVQUAL instrument. Nevertheless, there is consensus that the items in the SERVQUAL instrument are reliable explainers of service quality (Ladhari, 2009; Shafiq, Naeem, Munawar & Fatima; 2017).

With continued replication of the SERVQUAL scale, empirical testing and validation a number of areas of concern have arisen. Firstly, the conceptualization and value of the expectations in instrument has been called into question (Tse & Wilton, 1988). Second, there are practical analytical challenges related with difference scores. Moreover, Cronin and Taylor (1992) observed the performance related components in the SERVQUAL scale better explained variance in service quality scoring. Third, the quantity of factors in the scale are not stable with empirical evidence in some cases indicating that the delineation of the five components is inconsistent under cross-sectional study empirical analysis. For example, Carman (1990) and Marimon, Llach, Alonso-Almeida and Mas-Machuca (2019) aver SERVQUAL offers relative constancy, however all factors do not fully serve different service sectors. Further, that the scale is not universally applicable because several SERVQUAL dimensions fail to load whenever applied to the same component during comparisons among different service providers. Pertinently Carman (1990) empirical

analysis conducted in three different sectors suggested that researchers employ the earlier ten measurements from Parasuraman et al. (1985).

Following severe critique advanced against SERVQUAL and particularly due to the tediousness of its application, Cronin and Taylor (1992) proposed an alternative model SERVPERF; that gauged performance only. SERVPERF revealed a superior fit four service industries compared to SERVQUAL which only demonstrated a good fit in two sectors. Moreover, Cronin and Taylor (1992) posit performance scores service quality better than performance minus expectations score of the SERVQUAL model. Moreover, Cronin & Taylor (1992) and Cronin, Brady and Hult (2000) observed that SERVQUAL was based on a disconfirmation paradigm whereas SERVPERF was performance or outcome based.

The current study adopted the Cronin and Taylor (1992) approach and held that measuring perceptions of service quality is sufficient. Additionally, by applying the SERVPERF approach the conceptualization of service quality was preserved while offering a statistically reliable scale as has been demonstrated in a variety of empirical studies in high interaction service industries such as hospital care in both Thailand (Duc Thanh et al., 2023) and Turkey (Akdere, Top & Tekingündüz, 2020) as well as superstores in Bangladesh (Alam & Noor, 2020)The SERVPERF scale also condensed the length of the survey instrument by fifty percent from forty-four items to twenty-two. Consequently, the current study applied the 22 performance-only items under SERVPERF scale.

2.2.3 Customer Contact Theory

CCT advanced by Chase (1981), applies the principles of planning, scheduling and control to the production of services in a similar way to the production of goods. The CCT views operating efficiency as the proportion of a purchaser's direct contact with the service provider in relation to total service time. Lovelock and Yip (1996) extended the theory by arguing that the removal of the customer's body from the service interaction does not eliminate customer interaction.

CCT also applies where the virtual self is engaged in technology facilitated service provision (Froehle & Roth, 2004). The CCT has been criticised as failing to provide clarity as to what level of coordination is required when segmenting pure, mixed and quasi-services. The CCT was relevant to the study because customer inputs vary with every service encounter and provided a theoretical grounding for the quantitative evaluation of the moderating effect of customer interactions.

2.2.4 Brand Experience Theory

Brand experience theory (BET) explains the perceptions of consumer's behavioural responses to stimuli when they shop for and consume goods and services. Brand experience theory (Hirschman & Holbrook, 1982; Ortmeyer & Huber, 1991) is based on the concept that experiences arise at various information gathering, decision making, consumption periods and experiential aspects of consumption. Brand experience covers a variety of different circumstances including brand loyalty (Zarantonello & Schmitt, 2010), satisfaction and brand equity (Iglesias, Singh & Batista-Foguet, 2011). The anchoring support for BET is found in a number of related theories. The five components of senses,

feelings, thinking, acting, and relating constitute the Holistic Brands Experiences Theory (Schmitt, 1999) which are in turn mirrored by Dub e and LeBel (2003) pleasure dimensions; social, intellectual, emotional, physical, as well as social respectively.

Anchored on a review of literature in experience marketing, Gentile, Spiller and Noci (2007), proposed a theory of customer experience. The theory conceptualized experiences as deriving from exchanges between patrons and a firm subsequently inciting a response. These experiences are evaluated as being intensely personal and categorised as rational, emotional, sensorial, physical and spiritual. These components are constantly updated based on contact or with reference to touch-points with the firm. On the other hand, Pine and Gilmore (1999) hold that happenings engaging entities subjectively make up experiences. Their Staged Experiences Theory was supported by an analysis of the interactions in retail environments and events. The theory categorises experiences as aesthetic, educational, entertaining, and escapist components and is restricted to retail settings and events.

Brakus et al. (2009) applied empirical means to support their theory of brand experience that was partly based on the holistic brand experience paradigm of Schmitt (1999) and the staged experience theory (Pine & Gilmore, 1999). Similar to prior theory Brakus et al. (2009) posit brand experiences stand as internal and behavioural outcomes. The subsequent twelve item brand experience scale suggested a measure for experiences and was proposed as a reliable and valid scale that required further validation in qualitative and quantitative research. On the other hand, Khan and Rahman (2016) empirically tested and validated a seven dimension, twenty-two item retail brand experience scale. An extension of the theory

of brand experience for services conceptualises brand experiences as varying in valence; meaning specific ones are positive while others are largely negative. Likewise, selectively brand experiences are spontaneous and transitory; others are longer lasting and purposeful. Oliver (1997); Reicheld (1996); Brakus et al. (2009) and Khan and Rahman(2016), theorise that longer-lasting brand experiences as having a direct effect on loyalty and satisfaction.

Nevertheless, BET has been challenged in the literature. Among others Schmitt (2009; 2011), Kamar and Kaushik (2018) and Zha et al. (2020) speculate that the field of brand experience is at a nascent stage of theoretical development and remains underexplored. Further brand experience has been criticized as lacking a comprehensive theoretical framework to tackle the problem of firms failing to adopt a deliberate customer viewpoint especially from a sensory context (Gentile et al., 2007). There appears to be little consensus as to the causal factors of the construct of brand experience yet brand can be regarded as socially constructed phenomena. As a result of these conceptual uncertainties, efforts to comprehend the antecedents and outcomes of brand experience have been limited (Palmer, 2010; Jain, Aagja & Bagdare, 2017). Moreover, as regards the digital environment, it is also argued that the theorization of brand experience on human-to-human interface as well as technologies remains scanty (Zha et al., 2020). The current study viewed brand experiences as meaningful in so long as they communicated the intended brand meaning.

2.2.5 Customer Satisfaction Theory

Customer Satisfaction Theory (CST) expresses customer satisfaction as the disparity involving prior to purchase anticipation along with after purchase performance. Extant literature shows that a wide variety of theories of customer satisfaction apply to a

multiplicity of contexts. Following on from Helson (1964), Adaptation Level Theory (ALT) proposed by Oliver (1977, 1980), and subsequently conceived Expectancy Disconfirmation Paradigm (EDP) to explain satisfaction. Within EDP disconfirmation arises wherever there a mismatch amongst expectancies and performance (Bolton & Drew, 1991; Ekinci, Dawes & Massey, 2008; Yuksel & Yuksel, 2008). EDP views satisfaction prevails where performance exceeds preceding expectations; dissatisfaction results where performance falls below that standard.

EDP remains an established and applied theory satisfaction. Despite its wide acceptance EDP has received criticism on a number of its assumptions. Firstly, LaTour and Peat (1979) argue that the logic of EDP fails to explain satisfaction when consumers are forced to buy an inferior good or service when their preferred brand is not available. Secondly, EDP fails to offer a justification when the expectation effect will be greater than, equal to or lesser than the disconfirmation effect in generating satisfaction. Thirdly, Dorfman (1979) and James (2011) find that that expectations are mostly rated very highly and people with high expectations tend to be less satisfied. Yuksel and Rimmington (1998) and Otto et al. (2020) aver that this is especially because expectations will seldom be met or exceeded.

Hence, it could be argued that EDP fails to explain when the expectations effect will be greater than, equal to or less than the disconfirmation effect. The timing of expectations measures has also been debated by Boulding, Karla, Staelin and Zeithaml (1993) because customers update expectations through word-of-mouth, a firm's communications and encounters with delivery mechanisms. Further that a consumer's expectations immediately

prior to a service contact can differ when compared to just after the service contact. This is because of the information that the consumer in the course of service performance. This situation harmonises with the assertion that learning from prior service experiences may result in more precise expectations (Day, 1977; Palací, Salcedo & Topa, 2019; Waqas et al. 2021). Westbrook and Reilly (1983) in proposing the Value-Percept Disparity model as an alternate to EDP argued that consumers report satisfaction or dissatisfaction based on aspects of the product which may not have emerged until after the act of purchase and consumption. That may also mean that the expectation never existed.

Extant literature in the realm of psychology suggests that human thinking is not deliberate or thoughtful; it is instinctive and fast (Tversky & Kahneman, 1974; Madison, Way, Beauchaine & Kiecolt-Glaser, 2021). Based on this argument, Van Ryzin (2013) conducted an inquiry among public sector organisations to test EDP and found insufficient evidence of the effect of expectations on satisfaction. Their experiment found that the mediating effect of disconfirmation was statistically insignificant. In sum, the direct influence of expectations on satisfaction has been questioned. Despite these criticisms, EDP remains the dominant paradigm among researchers in the field of customer satisfaction.

2.3 Empirical Review

This review section considers relevant empirical studies examining key associations among the variables that encompass the foci in the current investigation. An empirical and literary appraisal was aimed at identifying gaps that needed to be narrowed through the inquiry and also provide the clarity to the objectives.

2.3.1 Service Quality and Customer Satisfaction

The field of service quality and customer satisfaction research has received considerable investigative efforts at consumer and firm levels. Similarly, extant literature suggests that service quality investigations have been conducted in the aviation sector applying differing objectives, while at the same time accepting a variety of operationalizations of the variables and employing different methodologies. The case study approach is largely deployed in prior research with descriptive cross-sectional survey design being the most common. Data has been obtained through the deployment of surveys from passengers located at the departure areas of the airport facility (Sindhav et al., 2006; Hasisi & Weisburd, 2011, Namukasa, 2013). More recent approaches have used online reviews (Bogicevic et al., 2013; Bogicevic et al., 2017) to assess satisfiers together with dissatisfiers with airport and airline passenger service quality. The most common limitation of past studies was the lack of generalizability of findings as the studies were conducted at single locations or with single service providers.

Namukasa (2013) case scrutinized the association among service quality and satisfaction of air travellers in Uganda. 303 responses were obtained using random sampling of departing international passengers at the Entebbe International Airport. Quality was assessed in pre and in-flight services as well as post flight facilitation. Fulfilment was operationalized by three statements including a comparison between the current and other airlines, satisfaction with the airline personnel, and the extent to which the airline valued customer feedback. The population of interest was air travellers who had travelled at least once in previous one year using airlines registered in East Africa and who were commencing their journey from Entebbe International Airport. Fieldwork was conducted

continuously over a duration of one month at different times of the day from passengers waiting to board flights. Perceptions of services quality appraised with a five item Likert-style gauge ranging 1 = strongly disagree up to 5 = strongly agree. Data analyses deployed Statistical Package for the Social Sciences software (SPSS). Cronbach's alpha reported a range of 0.645 to 0.850. Chi square tests at $p < 0.05$ was employed. Pre-flight quality ($X^2=26.296$, $DF=16$, $p < 0.05$), in-flight quality and especially comfort and cleanliness ($r=0.460$) was reported to have the most significant impact on airline satisfaction.

The investigation revealed particular improvements in quality of service amongst airlines in Uganda could lead to better satisfaction and uptake of air transport services. The study findings were comparable to Rahim (2016) observation that satisfaction mediates the association among quality and loyalty within domestic air travel sub-sector of Nigeria. A finding further supported by Slack and Singh (2020) in their study examining supermarket service quality in Fiji. Moreover, these findings were supported by a study in Pakistan by Shah et al. (2020) conclusion of air travellers' satisfaction mediates links between airline service quality and behavioural intentions. Nevertheless, these findings suggest further inquiry is required to enhance the knowledge and testing of service quality theory locally and regionally. Critically, Namukasa (2013) study had significant limitation which included the lack of generalizability of results as the sample frame was restricted to a single airport and to airlines registered in East Africa. The airline industry is heavily regulated and strict measures are in place to secure both the service providers and users these include security and safety measures which would impact satisfaction of passengers. Snapshot design further limited the generalizability of findings; a limitation also attributable to the case study approach.

In a related case study De Meyer & Mostert (2011) at the main international airport in Johannesburg, South Africa inspected the influence of passenger satisfaction on relationship formation with airlines. The cross sectional study focused on the South African domestic air service provider sector. The sample frame consisted all passengers departing from domestic destinations in South Africa. Respondents were selected via convenience sampling and were intercepted after they had checked in for their flight. Only passengers who had used air transport twice in the preceding year participated in the survey.

The study examined 26 service elements that had previously been applied in a similar survey in Hong Kong. A five item Likert-style gauge ranging; 1 = not satisfied at all up to 5 = not applicable was used. Piloting applied to randomly selected respondents to clarify ambiguities. Over a period of two weeks fieldwork was conducted during normal travel times and excluded peak times and holidays. A total of 405 questionnaires were distributed with 324 responses realized.

Descriptive analysis revealed that 49.7 percent of satisfied respondents had formed a relationship with the domestic airline. Whereas 62.6 percent of dissatisfied respondents had not formed a relationship with the airlines. The study tested a single hypothesis using a Chi-square test. A statistically significant relationship between respondent's satisfaction with the with the airlines' overall service ($p = 0.035$) was reported. This result was subjected to further testing which revealed a phi-coefficient = 0.124, implying that the initial result was not practically significant.

The study reported challenges in receiving permission to access respondents as the airlines were not willing to provide access to their passengers, similarly the airport security requirements restricted the time and location where the questionnaires could be distributed. The main methodological limitation was the use of convenience sampling methods. Another limitation was that of scope the inquiry took place in one airport in a single country. The current study is aimed at deploying rigorous statistical means to interrogate the realm of international air travel which is highly dynamic, interactive and more complicated than domestic air travel.

Adeniran and Fadare (2018) case study was conducted at the Murtala Muhammed International Airport located in Lagos State, Nigeria. The investigation focused on the connection between airport service quality and satisfaction. A cross sectional research design prevailed with primary data obtained from domestic air travellers. The study applied thirty-nine components of the airline and airport industry benchmarking scale SKYTRAX and blended them into the five components of the SERVQUAL scale.

Purposive sampling was employed and data collection was conducted over a duration of ten days (18 to 29 August, 2017). The sample frame was all departing domestic passengers at the terminal. A total of one hundred twenty questionnaires were issued and one hundred fourteen responses were received. Data was analysed using the Analytic Hierarchy Process (AHP) model. The study reported that the most prioritized airport services component was reliability. Reliability was summarized as efficiency of public transport, availability of taxis, and queuing duration. The study revealed airport users were not satisfied with any of the other airport services. The main limitation was the narrow scope meaning that the study

examined only domestic passengers' as the sampling frame at a single airport terminal. Thus, the findings may not be generalizable to a wider pool of airport users.

The relationship between perceived fairness with security screening procedures and overall satisfaction with airport services was conducted through a case study by Sindhav et al. (2006) at an airport in Midwestern United States of America. Justice theory was the anchor for the study. The theory posits that the fairness of dealings is defined by society and culture and that those dealings play an important role in the way people think, perceive and act.

Distributive justice assessed if the passengers believed that the level of inconvenience with security measures yielded commensurate levels of safety. Interpersonal justice was passengers' perceptions that they are being treated courteously and respectfully and whether airport security officials acted in a professional manner. Informational justice included the perceptions about communications from the airport to passengers regarding security processes. Procedural justice was an assessment of whether security procedures were implemented dependably and without bias. A Likert-style measure in the range 1 = strongly up to 5 = strongly agree applied. Overall satisfaction with the airport experience was operationalized by a single statement against a five item Likert-style gauge ranging from 1 = very dissatisfied up to 5 = very satisfied.

The investigation embraced descriptive cross-sectional design. A pilot survey was conducted with 150 respondents from the sample of interest. Respondents of the final survey were airline passengers above the age of eighteen and who were located in the boarding gate areas of the airport. The sample consisted of respondents who has passed all security checks and were waiting to board aircraft, it excluded airport and airline

employees. Participation was voluntary. Field work was conducted between Thursday and Saturday in order to cover weekdays and weekends. The sample covered flights to sixty destinations within the USA and Caribbean islands. 775 viable scripts were received.

Data analysis was accomplished using LISREL statistical software. Computed Cronbach's alpha ranged from 0.69 up to 0.80. Structural Equation Modelling (SEM) results indicated a good fit with Chi-square $X^2(65) = 104.2$ ($p < 0.001$). Standardized coefficients reported informational justice (0.28, $t=3.68$), interpersonal justice (0.19, $t=3.01$), procedural justice (0.50, $t=4.97$) and distributive justice (0.41, $t=4.70$). The study revealed that improvements with all components of justice would result in higher satisfaction with the airport security experience.

An important finding of the study was that airport security process were fair and demonstrated meaningful associations to satisfaction with airport experience. The perceptions courtesy and respect had the lowest effect on satisfaction. The study limitations included the cross-sectional design which meant that the dynamic effect of the relationships tested was not examined. The study scope was limited to one airport and as a result the findings were of limited generalizability.

Relatedly, Hasisi and Weisburd (2011) examined the perceptions of airport security procedures at the Ben Gurion International Airport located in Tel Aviv, Israel. The case study deployed a quantitative descriptive cross-sectional design of research. The respondents of interest were passengers who had just completed security screening procedures at the airport. Respondents were selected randomly over a duration of four weeks during August 2008.

Because the study objective was to assess ethnic differences as factors in the perception of airport security, Israeli Arabs were oversampled. The study was conducted in Hebrew, Arabic, Russian and English language. Stratified random sampling was applied for the incentivized study. 614 responses were received with Israeli Jews comprising 308 responses and 306 responses from Israeli Arabs. The reported refusal rate was sixty percent. The study assumed that security personnel could readily identify and differentiate ethnic differences between travellers. As such the assumption was supported by drawing on indicators such as passenger name, residential address, and mode of dress.

The dependent variable was trust in security inspectors and that was operationalized by one statement. Five independent variables included ethnic identity, socio-demographic features of age, gender, income level, education and marital status. Other variables included reason for travel, frequency of air travel, and passenger's overall evaluations of the security process. A five item Likert-style gauge in the range 1 = strongly disagree up to 5=strongly agree prevailed. Cronbach's alpha was calculated at 0.71.

Descriptive analysis revealed that perceptions of the contribution of security checks to feelings of overall safety of the flight was positive with a rating of 83.7 percent. There were appreciable differences in positive perceptions between Israeli Jews (87.6 percent) and Israeli Arabs (79.6 percent). Further perceptions of biased security screening differed where all passengers averaged at 23.1 percent. Notable differences between Israeli Jews (13.4 percent) rated less bias compared to Israeli Arabs (33.0 percent) were demonstrated from the data analysis.

Multivariate analysis employing a step-by-step approach was used to test the study hypotheses. Ethnic identity had an effect in determining the level of trust toward airport security personnel ($\beta=-0.253$) with Israeli Arabs inclining to trust security personnel somewhat less than Israeli Jews ($\beta=-0.611$). Performance of airport security measures ($\beta=0.304$) was found to be significant in predicting trust in security personnel. Bias in security checks ($\beta=-0.227$) and performance ($\beta=-0.217$) was stronger for those who felt that they had been specially identified to undergo further inspection. In the full model the most significant factor was the perception of biased security checks ($\beta=-0.23$) on passengers' opinions of legitimacy of airport security checks at significance $p<0.001$.

The study provided important findings as regards the relationship between the perception of airport security performance and the legitimacy evaluations. The findings suggest that there are differences in perception for airport security performance between ethnic groups in a single country. The study was cross sectional meaning that a longitudinal approach could provide more decisive explanation to the relationships tested. A key limitation of the study narrow scope as it was conducted in a single airport within one country.

Bogcevic et al. (2013) scrutinized all dimensions of airport service to detect which service aspects were dissatisfiers and which serve as satisfiers within airport related ground services. The study was anchored upon content theory of motivation supported by among others Herzberg, Mausner and Snyderman (1959). Data mining techniques through a customized web spider was employed. Secondary data was obtained from air travellers that were available on an airport service review website (www.AirlineQuality.com). The

website accepts reviews by users of airlines and airports from all over the world. The website collects an electronic record of user visits to an airport or airline.

Overall satisfaction is rated on a scale where 1=most negative to 10= most favourable valence. A scale of 1 to 5 was used to rate airport queuing, terminal cleanliness, overall perception of facilities. The likelihood to recommend is in a two-item scale of no or yes. The data analysed comprised of thirty-three popular travel destinations globally. The data pool contained reviews posted in the three-year period between 2010 and 2013. 1,095 usable responses were obtained. The study revealed dissatisfying factors as dining options, poor signage, and long queues. The data was further analysed and reported a fourth factor namely security and staff. Satisfiers included cleanliness of the airport facilities, retail shopping availability, wireless internet (Wi-Fi) and the adequacy and availability of seating areas. A unique finding from the study was a third category of factors which satisfy passengers when well performed and dissatisfy passengers when poorly performed. These were named performance factors and included airport staff, baggage collection and airport retail shopping selections.

The study supplied important insights into the airport attributes that affect satisfaction and dissatisfaction under Herzberg et al (1959) motivation theory. The study did not pay special attention to a particular type of airport on any criteria such as location, size, number of passengers per year or other metric. Responses used for the study were word of mouth and it was difficult to distinguish interpretive meanings to the comments posted online. Another limitation was the use of most frequently used of words, phrases or commented topics. As such the analysis neglected some components of the content; hence limiting

generalizability. Without further qualitative analysis it is difficult to compare these findings. There was scanty evidence investigating the connection among dissatisfiers and satisfiers identified with behavioural intentions such as word of mouth comments, loyalty and satisfaction. This gap in research created an opportunity for further exploration of the subject of airport service quality in different contexts.

Armenti et al. (2018) probed perceived airport service quality through a case study in Italy. The study was conducted in Marco Polo Venice International Airport, which is the country's third largest airport. In order to develop the preliminary items for the instrument the study examined secondary data sources that included documents from internal airport sources, and researcher observations. Semi-structured interviews were conducted with ten key informants who included airport personnel. The third level of analysis applied ethnographic approaches while observing 889 passengers at the airport. The reported findings of the pilot study revealed that individual characteristics, interaction with the environment, knowledge characteristics, and perceived security influenced passengers' airport service quality perceptions.

The pilot study allowed for the conceptualization of the Perceived Airport Service Quality Questionnaire (PASQQ). To test PASQQ a cross-sectional research design was used. 1,000 passengers located in the boarding areas of the airport terminal were approached to participate in the study. Convenience sampling produced 434 responses in Italian, 205 in English and 235 in German. A six measure Likert-style measure where 1=strongly disagree up to 6=strongly agree; together with a five item Likert-style measurement scale in the range 0 = absence up to 5 = presence applied. Data was analysed using SPSS. Cronbach's

alpha returned ranges from 0.61 up to 0.93. An important finding was that positive interaction and knowledge ($\beta=0.30$, $p<0.05$) significantly influenced perceptions of airport service quality. This meant that frequency of positive exchanges especially with airport security personnel led to higher points of perceived airport security service quality.

The study supplied evidence that improvement in airport security service quality could contribute positively to the overall service quality perceptions. This is in accord with related researches among them Hasisi and Weisburd (2011), Sindhav et al. (2006), Gkritza et al. (2006) and Yeh and Kuo (2003). The main shortcoming was the cross sectional design preventing drawing of definitive inferences from an examination of causal relationships. Another limitation was the methodological approaches employed. The use of convenience sampling allowed a less than representative sample to be collected. Moreover, the study was conducted at one airport in a single terminal.

In a related study Ceccato and Masci (2017) employed the case study method to scrutinize satisfaction with safety at an airport in Europe. The sample consisted 1,218 randomly selected respondents who included both arriving and departing passengers. The study modelled the data based on two criteria. The first criteria included all the respondents and the second included only departing passengers. Chi-square tests and binary logistical regression analysis techniques was employed for data analysis. The most significant revelations from the study were of a high magnitude of association between feelings of being safe and access to information for air travellers. Overall cleanliness and maintenance conditions of the airport facility were simultaneously associated with higher levels of perceived safety. Departing passengers viewed their perceptions of safety in relation to

airport security checks both positively and negatively. Air travellers' experiences prior to reaching the airport was also found to be significant ($X^2 = 32.209$, $DF = 1$) at $p < 0.05$.

The study operationalized the study variables entirely based on a single airport's experience. This presents challenges for replication of the study and the establishment of reliability via external means such as Cronbach's alpha. Finally, the study findings were specific to the same airport which means that it was limited in its ability to generalizing the findings to a wider sphere of research. The current study overcomes these limitations by operationalizing the variables under inquiry from established research. Further the current study operationalized the variables from extant research. Moreover, the level of validity and reliability of the survey appliance and analytical tool were rigorously tested scientifically in order to enhance replicability and generalizability.

In summary, extant literature suggests that improvements in service quality leads to improvements in overall airport satisfaction. Varying characterisations of the concept of service quality prevail to-date. The current inquiry hypothesized that security service quality had an influence on the overall satisfaction for international air travellers.

2.3.2 Service Quality, Brand Experience and Satisfaction

Literature evidences that the predominant frame under which the examination of the brand experience is conducted is with use of the twelve-item brand experience gauge (Brakus et al., 2009) encompassing affective, sensory, behavioural and intellectual aspects. Further, descriptive cross-sectional research design has been the most common. The findings from several studies also shown differences in perceptions of brand experience between services and goods (Kumar & Kaushik, 2018; Pina & Dias, 2020). Research examining impacts of

experience upon brand perceptions within the ground related airport services sub-sector is scanty. Extant literature also suggests ambiguity in the direction and magnitude of the impact onto satisfaction (Nysveen et al., 2013).

Nysveen et al. (2013) scrutinized brand experience's impact on personality, satisfaction as well as loyalty in Norway. The sample frame consisted brands in the telecommunication services namely mobile services, television service and broadband services. Data was obtained from a random sample of Norwegian online consumers of the age of fifteen years and above. An incentivized online investigation was organized through approximately one month with help from a large data service provider. Out of a total of 4,556 respondents approached 1,090 completed responses were received with the eventual responses reduced to one thousand after data cleaning.

The study tested the four brand experience components namely; sensory, intellectual, behavioural and affective (Brakus et al., 2009) and added a fifth component namely relational experience. Relational experience was measured with three items supported by literature and self-assessment by the researchers. Brand personality was measured through five dimensions outlined by Aaker (1997). Brand satisfaction was measured by assessing the extent that it was a suitable option, the extent it met expectations and satisfaction with the brand. Brand loyalty was assessed using three items: loyalty; intention to remain, concluding with recommendation of the brand.

Structural Equation Modelling (SEM) techniques were employed to assess statistical significance of the hypothesized relationships. Ranges of Cronbach's alpha were between 0.859 up to 0.965. The research concluded all the original four brand experience

dimensions meaningfully and positively induced satisfaction. The combined effect of all original brand experience dimensions and including the relational component were also found to be statistically significant in their consequence upon loyalty. Also, the weight of brand experience upon personality reported significant results.

A stimulating conclusion was that brand experience reported insignificant impact upon satisfaction. This finding stands in contrast to those of Yasin, Liébana-Cabanillas, Porcu and Kayed (2020), who exposed a significant association among online brand experience as well as intention to recommend within Islamic banking in Palestine. Nevertheless, the study was important as it demonstrated the inclusion of a new component of brand experience namely relational which consisted of the brand's weight on consumers' feelings of belonging to a community, feelings of being part of a family and feelings of not being left alone. Overall, Nysveen et al. (2013) study revealed that influences of brand experience on customer satisfaction require further empirical inquiry. Nevertheless, the study was valuable in exposing the adopted relational brand experience component as having a statistically significant effect on the outcome of satisfaction as well as loyalty. The investigation was limited in generalizability because of its cross-sectional design and narrow scope in the examination of a single sector in one country.

In a seminal study on the concept of brand experience, Brakus et al. (2009) investigated hypothesized associations among brand experience, satisfaction and customer loyalty. The experiment was executed in USA. Experience of brand was operationalized as behavioural, sensory, intellectual and affective originated from five prior empirical studies. Brand personality was operationalized with five brand personality components items namely

ruggedness, sophistication, competence, excitement and sincerity (Aaker, 1997, Yang, Isa, Ramayah, Blanes & Kiumarsi, 2020). The brand personality variable comprised fifteen items and was measured using a seven item Likert-style meter ranging 1=not at all descriptive up to 7=extremely descriptive. Satisfaction was operationalized using five items suggested by Oliver (1980) and loyalty with five items modelled after You and Donthu (2001). Both loyalty and satisfaction were gauged using a seven step Likert-style measure; ranging from 1 = strongly disagree up to 7 = strongly agree.

Primary data was obtained from 209 university students using an incentivized survey. The study examined respondents' evaluation of a total of twelve brands in six classes of products and services namely clothing, computers, water sports, shoes, cars, and newspapers. The experiment reported Cronbach's alpha in the range 0.71 up to 0.88 which indicated acceptable reliability. Structural equation modelling techniques were applied and reported an acceptable fit for the model. Further, every single path coefficient in the model was meaningful ($p < 0.05$).

In conclusion the study revealed that experience of brand was a stronger forecaster of actual buying behaviour than personality of the brand. Subsequently brand experience was evaluated as a better forecaster of satisfaction. Finally, the hypothesised mediator, brand experience was tested. Consequently, brand experience exhibited an effect on consumer satisfaction and loyalty directly as well as indirectly via brand personality; findings which were supported by related studies most notably of which was Morgan-Thomas and Valestou (2013) which found similar outcomes in an investigation conducted in the online search engine context. The study was cross-sectional and the relationships between

variables were not assessed dynamically through time. Subsequently, it was limited in its generalizability. A principal limitation of the study was the finding that the brand experience scale was not suitable for determining the directionality of the effect; meaning that the scale did not permit an assessment of whether an experience was bad or good.

Pertinently, Figueiredo and Castro (2019) case study assessed how branding stratagems within the airport influenced the airport and passenger experience in Brazil. A pilot study consisting twenty responses was conducted among teachers and students of a university to validate the survey instrument. Data was collected over the course of three days from May 9 to 11, 2017 at one terminal of the airport. Respondents were approached randomly at the departure areas of the Tom Jobim International airport terminal. The survey responses were obtained using a seven item Likert-style measure with the range 1 = strongly disagree up to 7 = strongly agree. All passengers within the airport terminal made up the sample frame. Based on the average 46,417 daily users of the airport the sample size was calculated as 382. A total of 92 valid responses were obtained from passengers proceeding on domestic and international travel. This response rate was computed at 23.4 percent. The study reported a positive perception with the food and beverage outlets (60.9 percent) and the selection of retail shops (70.7 percent). In addition, 80.4 percent accepted the airport brand embraces the city's attributes. As regards prices charged at the airports 35 percent diverged as regards more inclination to shop as a result of the airport branding. The study was useful in understanding the components of branding at a major gateway airport in Brazil. The limited amount of data collected did not permit detailed data analysis. In addition, the data was obtained at a snapshot from respondents located at one terminal in one airport. As such the findings were of limited generalizability.

Within the context of online services, Khan, Rahman & Fatma (2016) investigated the extent to which customer-brand engagement affects satisfaction within online banking. Fieldwork was undertaken among residents of the city of New Delhi, India. The survey instrument was in the English language only. In order to ensure clarity, it was pretested among forty-two university students and service marketing experts. A seven item Likert-type measurement rating 1= strongly disagree up to 7=strongly agree was included in the final survey instrument.

An incentivized self-administered survey was used. Primary data was obtained from 580 conveniently sampled bank customers via electronic mail. Screening criteria checked that respondents had a registered account, with four months of experience of using online banking services and a minimum of two such transactions every month. Data collection was conducted a duration of one month in February to March 2015. 348 complete responses were received. CFA together with SEM analysis was deployed to facilitate analysis. Cronbach's alpha ranged 0.69 up to 0.92. Significantly findings included that online brand experience had a moderate influence satisfaction ($\beta=0.39$) and weak one with loyalty ($\beta=0.22$). The study also reported that satisfaction positively influenced loyalty moderately ($\beta=0.47$) $p<0.05$.

The focus of the inquiry by Khan et al. (2016) was online banking experience, which means that the results are only generalizable to a limited extent to that segment of service providers and consumers and within a limited context of a city in India. This observation suggested the need to study the constructs in a wider variety of cultural and business

contexts. Finally, the study adopted a modified brand experience scale making it difficult to compare these findings between it and those from other similar studies.

Moreover, Kamar and Kaushik (2018) inspected connections amongst brand experience, consumer–brand relationship as well as identification. Primary data was obtained in fieldwork conducted within malls located in the city of Dehradun, Uttarakhand in India. The study required respondents to assess their experience of brand in a single product and a single service category. The product brand was a type of mobile phone and the service brand was a mobile telephony services provider. 321 responses were received for analysis. The four-component brand experience, and the brand identification scale (Stokburger-Sauer, Ratneshwar & Sen, 2012) and consumer brand relationships (Valestou, 2007) scales were used. A 7 item Likert-style gauge ranging 1 = strongly disagree up to 7 = strongly agree was applied.

Cronbach's alpha ranged within 0.704 up to 0.874. Data analysis proceeded with the use of SEM techniques. Significantly and relevant to the current study, the results indicated that for the product the exception was intellectual brand experience (0.064, $t=0.984$) which was not statistically significant. For the service brand the results were mixed. In the testing connections amongst brand experiences, customer brand relationships; behavioural (0.056, $t=0.688$) and intellectual aspects (0.072, $t=0.823$) of product brand experience were not statistically significant. Further, the relationship between intellectual brand experience (0.067, $t=0.965$) and brand identification was not significant for service brands ($p<0.01$).

The four step Baron and Kenny (1986) approach applied to the testing for mediation. Brand experience was a partial mediator of the link among identification as well as consumer

relationship. In addition, sensory and affective components of brand experience fully mediated the relationship. For the service brands sensory brand experience was the most statistically significant predictor. These results supported in part the results of Nysveen et al. (2013) study in Norway.

The study was valuable as it revealed sensory brand experience having statistically significant potency up on brand satisfaction under services as well as physical goods. As for the product category, affective brand experience had the most significant influence. At the same time the intellectual component was reported to be insignificant for both categories. Contrasted to that finding was an online study of lifestyle coffee product brand experience by Pina and Dias (2020) which observed that the intellectual component of brand experience was significant in stimulating positive brand behaviour. Nevertheless, Kumar and Kaushik (2018) findings were unique as there was limited evidence that prior studies had examined and compared the influence of individual dimensions the brand experience scale amongst two categories of goods and services simultaneously. The study by Kamar and Kaushik (2018) had several notable limitations. Firstly, that data was collected through non-probabilistic means via a cross-sectional design through the use of convenience sampling technique at malls in one city. This type of sampling technique is likely to produce sample with very similar characteristics that are not a reflection of the variability in the population. Secondly, that only two categories of products were tested; namely mobile phone and telephony services provider. As a result of this limited scope, the findings were not generalizable to other populations or contexts.

A preliminary review of prior literature suggests that the field of brand experience is largely underexplored (Khan et al., 2016) with significant gaps in the conceptualization of the construct (Zha et al., 2020). As such there is an urgent need to empirically highlight the significance of the proposed antecedents in the creation of brand experience to establish the direction of research (Khan & Rahman, 2015). Evidence from literature suggests that brand experience related studies have used different research designs and reported different findings from testing the brand experience scale in different service and goods categories in dissimilar cultural contexts as evidenced by among others Nysveen et al. (2013), Kumar and Kaushik (2018) and more recently Oklevik et al. (2022). As such there is a need to further evaluate the consequences of brand experience alongside its allied concepts. Relevant to the current study these include service quality and satisfaction. Specific to the air transport services arena the study by Figueiredo and Castro (2019) was valuable in identifying the gap in knowledge. Former analyses concentrated on probing experience of brands within airlines. This is probably because of a longer history of intense competition and commercialization in the industry sub-sector that pressurises airlines to deliver high-quality services (Jarach, 2001; Pakdil & Aydin, 2007; Lin, 2015; Belizzi et al., 2020).

Currently, efforts to dissect the consequences of brand experience within the ground related air service sub-sector are limited. Of primary concern to the current study is that the ground-based services provided within the airport sub-sector has received scant attention in the examination of brand experience. The current probe narrowed the cavity in research through an interrogation of the association amongst service quality, brand experience and satisfaction of airport relevant international air travel experience independently. From a preliminary review of prior research this area is equally relatively underexplored. As such

an empirical inquiry would be relevant for the continuing development of the realm of brand experience theory. The current study hypothesized that brand experience mediates the correlation within service quality as well as customer satisfaction.

2.3.3 Service Quality, Customer Interaction and Satisfaction

The association among service, quality, customer interaction and customer satisfaction have co-occurred and received scrutiny individually and conjoined with other related concepts by several authors in different geographical regions namely the United States of America (Fodness & Murray, 2007) , Australia (Wiredja, 2017, Kirk et al., 2012) and New Zealand (Losekoot, 2015). Extant Literature reveals a novel perspective gaining momentum in the assessment of the range and nature of activities that air travellers undergo while in the airport which are defined broadly as mandatory or processing domains and as discretionary or non-processing domains. The review suggests that there is an incomplete understanding of the passenger experience in the realm airports and further that the arena is particularly underexplored in research regionally and locally. A principal limitation of the reviewed investigations was the lack of generalizability of results due to differences in methodological approaches.

A notable study by Fodness and Murray (2007) considered the problem of explaining service quality in airports in the USA. Quantitative and qualitative research designs were applied. A preliminary list of passenger expectations of airport service quality was generated using three different methodological tools. These included in-depth interviews with one hundred passengers at terminal waiting areas. Second, focus group discussions in six groups comprising of a total of seventy-two frequent fliers at three airports namely Los Angeles, Dallas and Miami. And third content analysis of 1,500 verbatim comments on the

website of a major airport located in Southwestern United States of America. Sixty-five service quality themes were derived. Following empirical testing of the data and the assessment under motivational psychology theory lens and marketing literature the study identified three primary service quality themes. These were servicescape, interaction and services.

To test the three themes a quantitative cross-sectional research took place. The instrument included of sixty five service quality themes which were rated through seven item Likert-style scale ranging within: 1 = strongly disagree up to 7 = strongly agree. Within the sampling frame were the entirety of frequent fliers in the USA. A list of 1,765 frequent fliers that was purchased was employed to approach respondents. Frequent fliers were defined as people who had taken three or more trips per year using air travel. 733 responses were received, data cleaning provided 700 usable scripts.

Analysis of Moment Structures (AMOS) facilitated SEM statistical analysis. Cronbach's alpha of 0.61 up to 0.81 was revealed. Spectrum of discriminant validity values lay between 0.75 and 0.98. The study revealed important findings relating to the servicescape, interaction and services for air travellers while at airport terminals. Of major import to the current study was that all identified components were significant in the assessment of the expectations relating to The analysis demonstrated an acceptable model fit at $p < 0.05$. superiority of airport ground related services. Notably the experiment took place within a single country limited its scope to domestic air travel. Moreover, the survey asked respondents to state their expectations in general without reference to a particular airport. The study failed to consider respondent, air travel related or airport specific characteristics.

This is especially important because there is a large amount of variability in airports across the world (Graham, 2005; 2023). Hence, the generalizability of the findings was limited.

Regionally, Du Plessis et al. (2014) scrutinized the key success factors for managing travellers' experiences using a case study of an airport in South Africa. Primary data was acquired through administration of a structured self-administered survey. Content validity was checked through a pilot study. A Likert-style scale in the ranges 1=not important at all; to 5= extremely important was deployed. Fieldwork took place over 5 days between 10 and 14 June 2013 using non-probability sampling techniques. Data was obtained from three groups of respondents. These were; respondents located at the international departure and domestic departure hall, and meters and greeters located at the international arrivals area. 490 usable responses were obtained out of 560 issued scripts.

SPSS software was employed for data analysis. Ranges of 0.92 up to 0.98 were reported for Cronbach's alpha. Spearman's rank order correlation test was assessed whether the socio-demographic characteristics were significantly related to the seven airport key success factors. The most relevant finding was that psychological experience, travel experience and amenities showed no correlations. On the other hand, physical comfort, visitor facilities, passenger services and accessibility were significant. Another important finding was that female respondents rated physical comfort and accessibility higher than males. Ratings for passenger services showed a significant correlation with education (0.127). Consequently, suggesting a linear association between level of education leading to expectations of the quality of passenger services at an airport with $p < 0.01$. Mean scores categorized airport success factors. The study also found that air traveller's airport

experiences were largely influenced by tangibles. The study provided useful managerial insights for the measurement of key success factors at airports. The lack of a rigorous statistical analysis was exposed as a weakness. Further the study was conducted at a single airport in a single country limiting the study outcomes generalizable to that environment.

In contrast Wiredja (2017), investigated the relationship between airport performance, passenger experience, and service quality using a mixed methods approach. A quantitative study was conducted online and the qualitative studies were conducted in three different cities namely Jakarta, Indonesia; Brisbane and Melbourne in Australia. The study applied a quantitative and qualitative research. Primary data acquisition was through an online poll. Ten processing and eight non-processing domains activities by deploying Likert-style scale ranging from 1=very unimportant to 5=very important. One hundred and two scripts came from Indonesia, 60 from Australia, 16 from Singapore, 9 each from the United States and Europe and 19 from the respondents in other countries. Linear regression analysis revealed that among processing domains, prime services ($\beta = 0.489$) demonstrated a moderately strong effect on overall satisfaction. Among non-processing domains airport facilities ($\beta = 0.623$) had a strong positive effect ($p < 0.05$).

A further qualitative investigation was conducted to validate the results from the initial study. Data was obtained from 30 respondents in six focus groups located in Jakarta, Indonesia, Melbourne, Brisbane International Airport, and Queensland University of technology in Brisbane. The focus group participants evaluated experience of thirty-one airports. The Airport Indicator model of Passenger Experience (AIPEX) was proposed following an analysis of the qualitative and quantitative study results.

Validation of the AIPEX model was conducted by testing it against the original quantitative data collected in the online survey. While the findings of the study were significant the AIPEX model requires testing in other environments outside of the sampled population. As a consequence, the study's generalizability was limited. Further the AIPEX model was insufficient because it examined an overall airport level of service while neglecting the influence of other elements of the airport experience, namely security service quality, which impacts satisfaction (Hasisi & Weisburd, 2011; Armenti et al., 2018).

In New Zealand Losekoot (2015) investigated the factors that stimulate experiences of customers at the international airport of Auckland. A qualitative research design was employed within a case study. Random sampling techniques were used to identify one hundred and thirty respondents located at land-side food court area of the airport. 120 respondents who were either departing or arriving passengers, or meters and greeters were included in the survey. Qualitative research methods included the use of semi-structured interviews and supported by participant and non-participant observation. The study used guided interviews to obtain views of the perceptions of the airport experience process from respondents in the English language only. Quantitative data analysis included a review of the annual financial accounts of the airport, the airport growth strategy document and the airport master plan and airport electronic newsletters. Other sources of quantitative data included a review of customer produced content on the airport found in internet-based review websites.

The study applied Interpretive Phenomenological Analysis (IPA) to scrutinize the recordings of interviews and observations obtained from the respondents. The data was

further analysed through a review of the literature, re-examination of the data and additional interviews with respondents. Through a combination of researcher reflection, as well as frequency analysis the study outlined five key themes from the data collected. These were physical environment, processing, people, placeness and personal travel philosophy. Physical environment referred to artefacts available in the airport including the car parking, restrooms, availability of electrical sockets, internet connectivity, seating availability and the sense of space and openness of the airport that enhance the movement of air travellers through a continuum of airport processes.

Processes referred to among others components such as self-service check-in, signage, border control, airline procedures and customs processes. Processes referred to the reasonableness of fairness of airport management procedures. People referred to the impact of the interactions people had with airport staff and its contribution to the airport experience. This included the sense of feeling at home, and the level of welcome and reception by airport staff. Placeness included the uniqueness and identity of the airport, the sense represented by imagery, photographs and culturally significant symbols displayed at the airport. It was reported as a combination of the physical environment, processes of the airport and people interactions in the airport. The final component was personal travel philosophy which referred to the mental state or attitude that permitted airport customers to survive within the airport environment.

The investigation proposed an airport immersion model that included processing, passing time and sense of place and reason for visit that are augmented by the two extremes of the airport lived experience namely boredom or automation or lethargy. The other extreme was

reported to be excitement or anticipation. The study was cross sectional, qualitative and took an interpretivist approach. Respondents described their perceptions of events at the airport and these were then transcribed and interpreted. Several levels of interpretation meant that replication of the study could come to different conclusions. The study respondents were found in general areas meaning they had in actual fact not experienced the full complement of airport departure or arrival processes. As the study did not specifically distinguish between arriving and departing passengers; or meeters and greeters. The inquiry took place in at one terminal of a single airport while not taking into consideration the role of other service providers for example food and beverage providers, taxi operators and tour operators Therefore, the generalizability of the study findings was limited.

Kirk et al. (2012) scrutinized the range of activities in an ethnographic study conducted in three airports in Australia: Brisbane, Melbourne and Gold Coast International Airports. The research design was longitudinal and qualitative. Fieldwork was conducted over a period of about one year between June 2010 and May 2011. Data was collected via video-taping of 71 willing respondents while at the three airports. The data analysis was conducted through recording and interpreting interviews with respondents viewing footage of themselves in the airport environment. Responses were recorded and analysed using observer software. The study findings delineated passenger activities in the airport terminal. These were then categorised as processing or mandatory activities; and discretionary or non-processing activities. Processing activities were described as mandatory and served as the legal and air travel related activities that passengers were required to undergo. Non-processing domains were described as optional activities that

passengers could elect not to engage in while accessing and using the airport facilities. Owing to the use of a small sample, cultural differences and restrictive methodology in an ethnographic study, replication is difficult. As such the findings lack generalizability.

In line with Kirk et al. (2012), Kirk (2013) and Wiredja (2017) the current study applies the distinctions between discretionary and mandatory activities to evidence customer interactions for air travellers. Prior literature suggests that there appears to be scanty evidence of studies regionally and locally investigating the associated link among service quality, customer interaction and satisfaction with airports. Under the present inquiry the aim is to narrow the gap in research by quantitatively assessing the air traveller experience at two international airports in a developing country context. The study hypothesizes that customer interaction moderates the link among satisfaction of customers and quality of service.

2.3.4 Service Quality, Customer Interaction, Brand Experience and Satisfaction

Empirical studies assessing the joint effect of variables have largely been conducted locally. Several different conceptualizations and adoptions of the service quality construct have been deployed among the studies reviewed. For instance, a modified SERVQUAL scale was applied by Owino (2013) in Kenya and Hussain et al. (2015) in Dubai. On the other hand, the outcome variable, satisfaction, has been operationalized singly or combined as overall satisfaction and intention to recommend (Ndung'u, 2013; Ngahu, 2016; Macharia, 2017). The joint effect of variables as conceptualized by the current study appears to have received insufficient attention and inquiry.

Owino (2013) examined the adjunction of service quality, corporate image and satisfaction with university students. A descriptive cross-sectional research was availed to obtain primary data. Systematic random sampling of university students from six public and private universities in Kenya yielded 750 responses. Secondary data sources included published sources namely peer reviewed academic journals, and publicly available information sources among others economic reviews, and sessional papers and reports from the National Treasury. A five item Likert-style in the range 1 = not at all to 5 = to a very large extent was deployed. Cronbach's alpha output was located in the range 0.820 to 0.902. Relevant results from Ordinary Least Squares (OLS) regression revealed that human element's reliability and responsiveness (R square = 0.532) and corporate image (R square = 0.494) had moderate influence upon satisfaction. Applying the Baron and Kenny (1986) procedure revealed a moderating effect related to corporate image. Combined influence of variables was strongly significant (R square = 0.624). The findings of the study were important in among others revealing the impact of public perceptions, employees and corporate social responsibility on satisfaction. The study sample comprised a small set of universities. The study findings were not generalizable to all other institutions of higher learning or other service industries.

In a related study Ndungu (2013) scrutinized the extent of association among managerial focus and customers perception as related to the link between quality drivers and satisfaction. A descriptive cross-sectional research design was used. The study was focused on maize millers and their customers. A census of maize flour millers and a random sample of their direct business customers was conducted to obtain primary data. 81 responses were received. SPSS was deployed for data analysis. Linear regression revealed that a moderate

weight of service quality upon satisfaction ($\beta = 0.441$). Above all, one important finding was the moderately positive influence of quality drivers and customer perception ($\beta = 0.418$). Customer perception was made up four constructs namely; wish for critical quality features, imagery of brand as well as for the firm, together with substitutes for competitor products. All the four constructs had positive influence on customer satisfaction. Only brand imagery and desire for features critical to quality had statistically significant effects. Brand imagery had a moderately strong effect ($\beta= 0.513$), and wish for critical quality features; $\beta= 0.259$ showing a low effect, on satisfaction. Another important finding was the moderately strong customer satisfaction influence on intention to recommend with $\beta= 0.481$; $p < 0.05$.

Four-step mediation method under the Baron and Kenny (1986), Fairchild and Mackinnon (2009) approach was executed. The mediating effect of customer perception was recorded as being significant. The moderator impact of managerial focus as well as the combined power of variables onto satisfaction was not significant. An important contribution of the study was in providing an elaboration of the dynamics of satisfaction in the manufacturing sector. A key limitation was in the research design and the narrow scope of the study as it focused on flour milling firms and their customers operating in one county of Kenya. As such the findings were limited in their generalizability.

An inspection of the link among service quality management practices, organizational characteristics and industry performance of insurance companies in Kenya has been conducted by Gichuru (2018) using a cross-sectional design. A census of all fifty insurance companies in Kenya was conducted. Semi-structured interviews among senior managers of insurance companies were conducted to obtain primary data. A five step Likert-type scale with a span of 1 = not at all to 5 = to a very large extent gauged responses. SPSS

software was used for data analysis. Linear regression analysis revealed that service quality management practices ($R^2=0.575$) moderately explained insurance companies' performance. Testing the combined effect of service quality management practices, organizational characteristics and industry competition on the performance of insurance companies in Kenya revealed strongly significant link ($R^2 = 0.650$). Applying the four step Baron and Kenny (1986) procedure revealed the moderator impact of organizational characteristics and industry competition being less than significant at $p < 0.05$.

The study focused on insurance companies and the respondents only included senior managers of those firms; thereby limited in scope. This approach focused on the supply side of the service delivery in the insurance companies to the exclusion of other key players in the segment such as complementary service providers and middlemen and ultimately the final and direct consumer of insurance products. Hence, the study findings lacked generalizability. The current study attempts to narrow research gap through rigorously scrutinizing quality of service and overall satisfaction in highly complex and commercialized environments such as airports. The current study provides a holistic examination of service quality judgements by the end-users in air travel within a variety of transitions and interactions.

Hussain et al. (2015) interrogated the link amongst customer expectation, corporate image, service quality, perceived value, customer satisfaction, complaints and brand loyalty in the airline industry. The case study was conducted in Dubai, United Arab Emirates with a cross sectional research. A survey instrument consisting forty questions was used to obtain

primary data. A five item Likert-type scale was employed with the range 1 = strongly disagree to 5 = strongly agree. A modified SERVQUAL scale with twenty-five items measuring the five components of the scale and one additional item of security and safety communications was included. The survey instrument was an anonymous self-administered questionnaire. Sampling technique was non-probabilistic and data was obtained at the airport departure area. Two criteria were used to screening of respondents. First was that they were passengers of Emirates airline, and secondly that the respondents had dealt with airline staff a minimum of one time in the duration of the flight. Fieldwork was conducted over a period of seven days in the first seven days of July 2012. 300 responses were received and 253 usable scripts derived after data cleaning revealing a response rate of 84.33 percent.

Data analysis proceeded with CFA together with Principal Components Analysis (PCA). Examining Cronbach's alpha returned scores of between 0.797 and 0.946. . Service quality revealed a low statistical impression onto satisfaction ($\beta = 0.236$) and loyalty ($\beta = 0.287$). Associations among perceived value as well as service expectations on brand image and brand loyalty did not meet the threshold for statistical significance. Contrastively, a link between brand image was found to have a moderately strong positive effect ($\beta= 0.513$) on satisfaction (Ndung'u, 2013). This finding suggested that there could be differences between service brands and goods brand image perceptions as exposed by among others Kumar and Kaushik (2018).

Hussain et al. (2015) was a significant regional study that demonstrated support for the SERVQUAL scale in the airline sector. One limitation was methodological because data

was obtained using judgemental sampling techniques from passengers of a single airline in a single country and airport. The study also included a sixth component; complaints, to the SERVQUAL which reported a result for reliability of 0.552; and was later removed. Moreover, the study failed to interrogate neither the mediating nor the moderating effects. In a similar to previously reviewed literature the study findings were of limited generalizability.

Prior research suggests that service quality research has been conducted in various sectors of industry locally and regionally. The preliminary review of literature also suggests that service quality precedes satisfaction. Separately, literature reveals brand experience has been found to have mixed influence; and customer interaction has shown a positive relationship to customer satisfaction. As such literature demonstrated an apparent gap requiring further scholarly inquiry. The current study postulated the combined impact amongst service quality, brand experience and customer interaction on satisfaction was significant.

2.4 Summary of Knowledge Gaps

In this chapter, prior studies examining the relationship between service quality, customer interaction, brand experience and customer satisfaction were reviewed. The direct impact of service quality touching customer satisfaction has been demonstrated; among others by Adeniran and Fadare (2018) and Bogicevic et al. (2017). However, testing the impact of brand experience on satisfaction has shown mixed mediating and moderating effects from study to study. The brand experience construct has been investigated largely in the product brand sector with limited explorations in the air transport service sub-sector. Further, prior

literature suggests that brand experience is a nascent construct and has been under-researched in various contexts. This is especially so in regional and local studies.

Customer interaction has been studied by among others Wiredja (2017) and is broadly exposed as activities relating to procedural and optional activities. Interaction has also been referred to as engagements between service providers and customers and consisted of attitude, behaviours and expertise of service providers (Fodness & Murray, 2007). Other studies have assessed the hierarchy of interaction and categorized them as key success factors for visitor experience that are tangible or intangible psychological experiences (Du Plessis, 2011). Pertinently, Popovic et al. (2010), Kirk et al. (2012) and Kiliç and Çadirci (2022) observe that all airport activities are symbiotic and highly interdependent. This is because air travellers interact with processes designed for safety and security which rely on technology, terminal services, service delivery personnel, and other airport related physical and non-physical artefacts.

Prior literature points to ambiguity in the effect and intensity of brand experience on satisfaction (Kumar & Kaushik, 2018, Nysveen et al. 2013; Oklevik et al. 2022) and that it varies between services and tangible goods categories. Moreover, a pertinent perspective arises that suggests that more meaningful insights could emerge with the explication of mediating and moderating relationships. A further review of literature suggests that studies which integrate quality of services, brand experience and satisfaction are scanty. Similarly, inquiry over the combined weight of quality of service, customer interaction and brand experience on satisfaction is relatively absent. For this reason, the current study concluded that there was sufficient need for a more rigorous study to expose the make-up of the

association amongst variables. The current scrutiny addresses these issues by empirically examining relationships between the four constructs simultaneously.

A synopsis detailing several key researches as well as the apparent imparities is derived in support of the preceding review. Contained in the detailed summary, author(s), outline of objectives, methodology that was used to conduct research, the key findings and knowledge chasms as well as foci of the present inquiry are elucidated. The summary is mounted within Table 2.1.

Table 2.1: Summary of Knowledge Gaps

Author(s)	Topic	Objectives	Methodology	Findings	Knowledge Gaps	Focus of Current Study
Irandu (1995)	Exploration of domestic and international airline networks in Kenya.	Discuss the relationship between air transport and economic development.	Quantitative survey of international and domestic air travellers in the major Kenyan airports	Significant relationship between air transport indicators and the spatial pattern of economic development	Focus only on airline activities. Ignores the role played by airports in economic development.	Examines airports' role as facilitators of travel and tourism.
Rowley & Slack (1999)	Investigating the role of retailers in the airport experience.	Investigate airport departure lounges as places where timelessness and placelessness is exhibited.	Quantitative survey of international and domestic transit passengers at ten different lounges.	Airport ambience, services cape, physical environment, variety of retail outlets, marketing messages and communication impact consumer experience.	Retail experience at departure lounges is but one component of the airport experience. Hence the study cannot be generalized.	Analysis of the complete experience of the departing international passenger.
Sindhav et al. (2006)	Perceived fairness and customer satisfaction in airport security.	Investigate the impact of fairness on air traveller satisfaction.	Quantitative survey of domestic, international passengers at an airport in the USA	The procedural justice and fairness had a strong relationship to the overall customer satisfaction with the airport experience.	Narrow range of variables. The study was undertaken at a single airport.	The study will collect data from two major airports facilitating international air travel.
Fodness & Murray (2007)	Service quality expectations by passengers in reference to of airports' service.	Determine factors that would influence passengers to choose one airport over another.	Mixed methods study of airport users using a modified SERVQUAL technique.	Advanced ASQ model. Passengers' expectations of airport service quality categorised into three; function, interaction and diversion dimensions.	Passenger expectations alone are not sufficient to provide a comprehensive conceptualisation of passenger customer satisfaction at	Focuses on a conceptual framework that is researchable. Is focussed on four theoretical constructs related to services marketing theory.

					airports. Ignores the service quality, brand experience and interaction.	
Bogicevic et al. (2013)	Service drivers of passenger customer satisfaction at airports.	Investigate air travel factors that are distractors and enhancers applying Herzberg's Motivation Theory.	Term frequency analysis of 1095 reviews randomly selected from www.skytrax.com using data mining software	Cleanliness, shopping and pleasant environment are enhancers. Security-check, poor dining, confusing signage are dissatisfiers.	Data received from a single website. Does not distinguish between location, size and number of airport passengers in the sample.	Uses direct responses from the passengers using airports in the same country. Allows for a deeper understanding of traveller satisfaction.
Ndung'u (2013)	Drivers of quality and satisfaction of customers of flour mills.	Investigating impacts of quality drivers over satisfaction.	Quantitative study of randomly selected maize millers and business customers.	Joint effect of variables satisfaction was not significant $p < 0.05$	Respondents were businesses to business firms. Not direct consumers of the product.	Examines the joint effect of variables on direct customers namely international air travellers' satisfaction.
Losekoot (2015)	Case study of Auckland Airport	Investigated factors that influenced customer experience at an airport.	Qualitative study utilising personal interviews as data gathering technique.	Proposes a model that contains placeless, processing, people, physical environment and personal travel philosophy	Interviewed groups of airport workers. Did not survey departing passengers	Research design that enables reliable data collection, analysis and hypotheses testing.
Wiredja (2017)	A model centred on passengers in explaining airport service performance	Investigate passengers' activities in evaluating airport service performance	Mixed methods used to collect data from focus groups in three cities	Conceptual model that identifies elements of design, operations, staff and facilities as the main aspects of services at airports	Processing and non-processing domains. Fails to incorporate service quality and brand	Incorporates study variables in the conceptual model and test hypotheses related to experiences by passengers at airports.

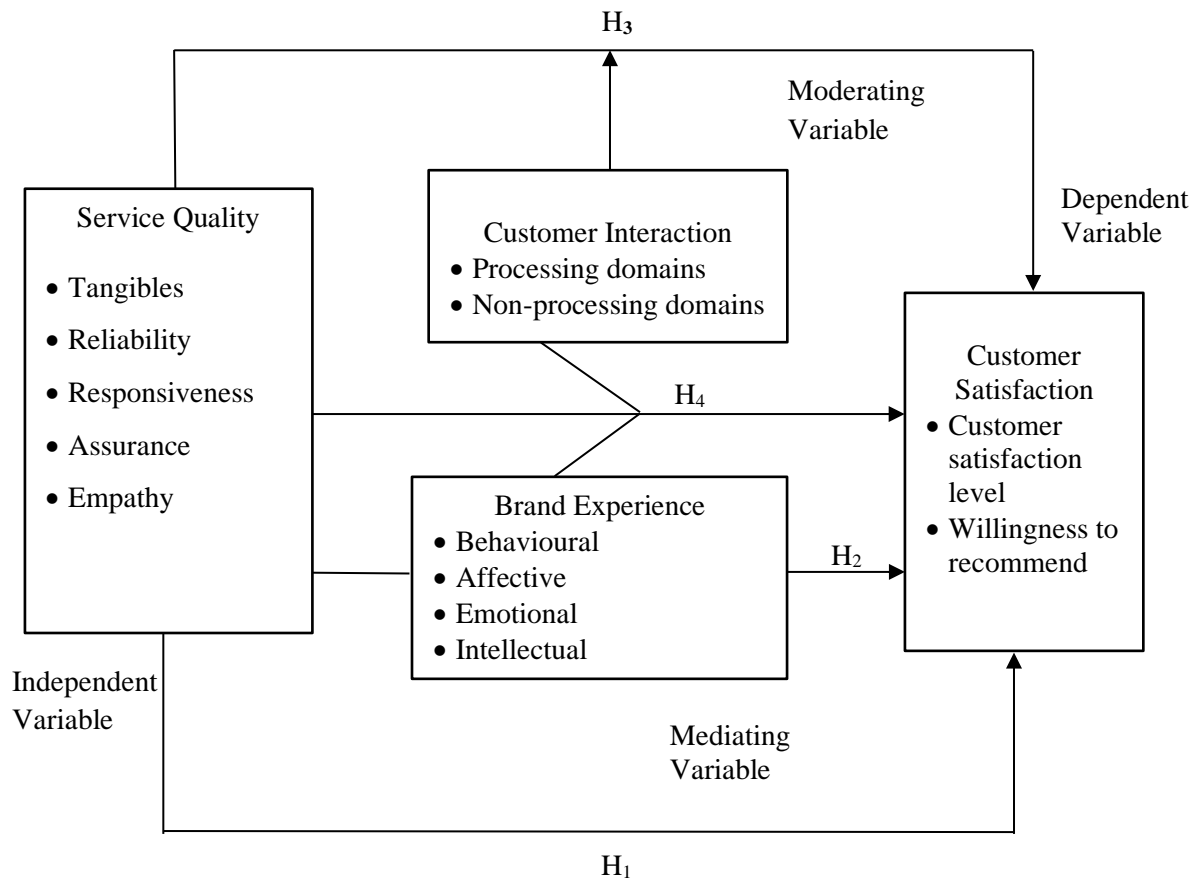
					experience variables.	
Ceccato & Masci (2017)	Case study of passengers' airport safety satisfaction	Investigate safety and forms of satisfaction from passengers at an airport in Europe	Quantitative of seven survey sets of passengers both departing and arriving at an airport	Quality of physical, social, internal and external, and transit environments affects satisfaction and stated safety.	Focus on safety satisfaction and interventions that improve the safety of the air traveller while in the airport environment.	Assessment of overall satisfaction of departing air traveller experience in the airport environment
Figueiredo & Castro (2019)	Case study of passenger assessments of airport branding strategies at International Airport in Brazil	Establish the impact of branding approaches on passenger experience	Quantitative study of domestic and international passengers at airport boarding areas	Architectural layout, service staff, artwork strategies, food and beverage, and selection of retail have a high impact on passenger experience	Did not include components of brand experience to measure customer satisfaction	Examination of service quality, brand experience, customer interaction of departing passengers at two international airports
Park, Lee & Nicolau (2020)	Assessing quality of airline services	Anchored on Herzberg et al. (1959) two factor theory to explain satisfaction	Quantitative analysis of 157, 035 online passenger reviews.	Satisfiers of airline service include cleanliness, food and beverages and inflight entertainment. Dissatisfiers are customer service, check-in and aircraft boarding procedures	Suggests implications for customer-centric marketing in the air transport marketplace	Applies service quality theory, customer satisfaction theory, brand experience theory to explain satisfaction with ground-based service experienced by departing international air travellers

Source: Researcher, 2023

2.5 Conceptual Model

Following a review of prior research the current study conceptualized a positive link amongst service quality, and customer satisfaction. Further, that the moderator was customer interactions and the mediator was brand experience. A schema of these modelled relationships is presented in further detail under Figure 2.1.

Figure 2.1 Conceptual Model



Source: Current Researcher, 2023

Figure 2.1 elucidating the conceptual model; the independent variable is service quality is and customer satisfaction the variable of response. The primary link is demonstrated by the directional arrow under hypothesis H₁. The hypothesized relationships indicated that customer interaction moderated and brand experience mediated the relationship H₁ through

hypotheses H₃ and H₂ respectively. In the model the combined influence of the variables on the predicted variable is exposed by the directional arrow under H₄.

2.6 Study Hypotheses

The study was guided by four null hypotheses derived from the extant literature and as presented in Figure 2.1 containing a diagrammatic representation of the conceptual model.

Four hypotheses were presented for testing under the following statements:

H₁: Service quality does not have a significant influence on customer satisfaction of international air travellers in Kenya

H₂: Brand experience does not have a significant mediating effect on the relationship between service quality and customer satisfaction of international air travellers.

H₃: Customer interaction does not have a significant moderating effect on the relationship between service quality and customer satisfaction of international air travellers

H₄: There is no significant joint effect of service quality, customer interaction and brand experience on customer satisfaction of international air travellers in Kenya

2.7 Chapter Summary

A succinct appraisal of the underpinning conceptualization related to the inquiry was presented through outlining theories in support. In addition, this chapter has explored the pertinent empirical literature from prior studies to demonstrate the nature of associations between and amongst variables. In conclusion, the chapter delineated gaps in knowledge; after that was a presentation of the relationships in a conceptual model that presented four hypotheses for testing.

The next chapter discusses methodology adopted by the current study. The philosophical foundation is advanced as a foundation for the research design. In addition, it mounts the populace of interest, sampling design and acquisition of data technique as well as the operationalization of study variables and details reliability and validity assessments. In conclusion data analysis schemas and diagnostic tests are elaborated prior to outlining a detailed summary of objectives of the current inquiry, testing hypotheses, models of analyses and interpretation.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter expounds on the very philosophy espoused by the inquiry. Subsequent parts discuss research design, data collection procedures and measurement variables. An explication relating to the operationalization of study variables; reliability and validity testing of the survey instrument is provided. The conclusion of the chapter summaries data analysis techniques including analytical model interpretation.

3.2 Philosophy of the Study

Research philosophy composes lens that an understanding of fundamental truths about phenomena in the world is obtained. It is a mechanism for creating general views of the world, which shape beliefs that direct action (Moon & Blackman, 2014). Research philosophy represents the unification in shared convictions and principles among researchers and impacts the execution of scholarly inquiry (Creswell & Plano Clark, 2018; Creswell, 2022). Philosophy is the most elementary level at which research methods ought to be considered. Philosophy drives the process of inquiry that generates the research questions and informs the investigation (Crossan, 2003; Kankam, 2019; Bowling, 2023).

The principal philosophical approaches include interpretivist, pragmatism, positivism and realism (Saunders, Lewis & Thornhill, 2021). Interpretivist or qualitative philosophy believes that factual knowledge is only generated through profound understanding of the subject matter. This philosophy involves the exploration and acceptance of the world in which the subjects of investigation inhabit. Interpretivist also encompasses

phenomenology, symbolic interactionism, hermeneutics and naturalistic enquiry or grounded theory (Crotty, 2021).

The pragmatists' philosophical locus is practical in nature and holds a logical approach in the conduct of research (Dewey, 1922). Pragmatism has been criticized as relegating philosophical debate between epistemology and ontology to the background (Hirschheim, 1985). Realism (Aristotle; 384 -322 BC) is the idea that the world exists materially, separate from the world of ideas and independent of it. Modern realism finds support from Locke who conjectured that everything that is known by humans comes from practice and from reflecting on that practice. Realism argues knowledge in the world not unbiased or firm, therefore accepting possibilities related to alternate interpretations for phenomena (Saunders et al., 2021; Groff, 2004). Critical realism holds that reality is assumed to exist but can only be imperfectly understood because of flawed human intellect. Critical realism is commonly applied in the social sciences, because it adopts the preservation of an empiricist ontological view and constructivist epistemological relativism (Frederiksen & Kringelum, 2021). Critical realism identifies that different and valid perceptions and understandings of phenomena is tolerable.

A phenomenological orientation is mainly concerned with theory building. Phenomenology is used to study conscious experiences from the subjective first-person perspective. The attention of this view is on inferences as well as involvements of locations with the expressive unearthing of things on their exact terms (Manzo, 2003; Di Masso et al., 2019). In summary a phenomenological investigation is the enquiry into meaning (Van Manen, 2012). A phenomenological and interpretivist approach has been applied to

investigations conducted in New Zealand (Losekoot, 2015) and Australia (Popovic et al., 2010; Kirk et al., 2012; Wiredja, 2017).

Positivism or scientific method is mainly concerned with hypotheses testing and assumes that there is no absolute truth and that usable knowledge can only be produced from objective empirical observations experienced through the senses and conducted by scientific means (Crotty, 2021). Should multiple philosophical approaches be applied in an investigation then they need to be clearly explained within the research (Creswell & Plano Clark, 2018). The current study developed hypotheses derived from extant research and sought to empirically test them with the aim of directing response to the research question. Therefore, it embraced a positivistic philosophical viewpoint.

3.3 Research Design

Research designs encompass processes deployed to obtain, analyse, interpret and report data in research (Creswell & Plano Clark, 2018; Creswell, 2022). Every design of research outlines the masterplan, specifying the structural, strategies and explorations to be executed in order to acquire then analyse the needed information to answer the questions and control variance (Borg, Gall & Gall, 2007; Quinlan, Babin, Zikmund, Carr & Zikmund, 2019). Research design is also a cogent undertaking for the gathering of evidentiary material which facilitates the answering of research questions or the testing of theory unambiguously (Yin, 2014; Easterby-Smith, Thorpe Jaspersen & Valizade, 2021). Research designs are the procedures and methods for obtaining, measuring and analysis of data that allows the study to answer the research question.

Supported by a positivistic philosophy the current study outlined the research question aimed at determining the influence of service quality, customer interaction, and brand experience on customer satisfaction of international air travellers. As such the current study pursued an examination of the simultaneous associations between variables in order to realize its research objectives. In order to accomplish that goal the use of detailed procedures and exact specification of data and subsequent analysis to aid hypotheses testing. This required the systematic gathering of data from a considerable population. The current inquiry implemented a quantitative descriptive cross-sectional design of research. The research design was structured to help discover associations among different variables within a particular interval of time (Cooper & Schindler, 2014).

3.4 Population of the Study

For the current study the populace of interest were departing international passengers using air travel mode to international destinations from Kenya. Two airports in Kenya have the requisite safety and security certifications allowing them to facilitate international passenger air travel. These are JKIA and MIA. In total 8, 106,000 people used air transport to arrive and depart from Kenya through those two airports in the year 2019. Of those 4,791,000 were arriving passengers and 3,315,000 were departing passengers. JKIA handled 2,604,000 international departing passengers and MIA handled 711,000 (KNBS, 2019).

The primary purpose in the current inquiry was to scrutinize perceptions of quality of service among international air travellers. As such the population of interest is all passengers commencing their air travel from Kenya. The reason for this is the way security

checks are conducted at airports. In Kenya security checks are conducted on passengers departing. Arriving passengers are assumed to have been checked in the last departure points overseas. The international air departure process is highly structured and orderly and is a rich area for in-depth research inquiry (Martin-Cejas, 2006; Kirk et al. 2012; Armenti et al. 2018). The sample frame identified by the current study was all the travellers who departed to an international destination from Kenya through an airport. Similar sample frame has been employed to assess opinions of service quality by prior studies including Hasisi and Weisburd (2011) in Israel, Namukasa (2013) in Uganda and Figueiredo and Castro (2019) in Brazil.

3.5 Sample Design

Design of inquiry determines the nature of the population where the sample will be collected. This allows for the drawing of references from a sample that is a representative of the population (Kardes, Herr, & Schwarz, 2019). Therefore, the optimal sample size is one that enables the researcher to adequately predict and test statistical significance. The Kenya National Bureau of Statistics (KNBS, 2019) statistical abstract. Data on all international departures from Kenya for the year 2018 was the basis for establishing population of interest and subsequently calculating sample size. The total population of international departing air travellers in Kenya in the year 2018 was 3, 315,000. With a population exceeding one million the appropriate sample size is $N=384$. This is obtained by applying a confidence interval of 0.05 using the Krejcie and Morgan (1970) Table outlined in Annex XI. The proportional structure of the sample is depicted under Table 3.1

Table 3.1: Sample Structure

Location	Departing Passengers	Population proportion (%)	Sample Size (<i>N</i>)
JKIA	2,604,000	78.65	302
MIA	711,000	21.35	82
Total	3,315,000	100	384

Source: Kenya National Statistical Abstract (KNBS, 2019).

As exhibited in Table 3.1 applying Krejcie and Morgan (1970) formula computes a random sample size totalling 384. Proportional sampling was applied resulting in a random sample of 302 in JKIA and 82 in MIA. Prior studies reported non-response rates between 30 percent (Owino, 2013) to 76 percent (Figueiredo & Castro, 2019) and a refusal rate of 60 percent in a study in Israel (Hasisi & Weisburd, 2011). Israel (2003) suggests that the sample size is increased by 10 to 30 percent to compensate for non-response and respondents the researcher is unable to contact. On the other hand, Bartlett, Kotrlik and Higgins (2001) suggest an upward adjustment of 50 percent of the calculated sample. The pilot study revealed a non-response of approximately 20 percent. Therefore, the current study adjusted the sample size with an assumption of non-response of 0.20. As a consequence, the final sample was determined to be 362 at JKIA and 99 at MIA making a total sample size of 461.

3.6 Data Collection

Self-administered questionnaires were applied for the obtaining of primary data. Fieldwork was conducted at JKIA in Nairobi County and MIA in Mombasa County. Respondents were departing international air travellers. The questionnaire is presented in Annex I.

The semi-structured survey instrument was partitioned for five key segments. Section A gathered facts relating to respondents' characteristics namely; reason for travel, age, marital status, country of origin and the destination. Section B collected data on quality of service. Section C collected data on customer interaction subsequently section D obtained data on brand experience. Finally, section E elicited information on the level of customer satisfaction.

In line with Nassiuma (2000), a pre-test was conducted to inspect levels of unexpected variability, and to unearth any sources of errors and eliminate redundancy of questions. The pilot was used to identify problems in studying the units of the sample and possible response and measurement challenges (Muendo, 2015). An initial pool of 77 items and 12 indicants were tested. In order to obtain clarity and adequacy, Aaker, Kumar and Day (2004), recommend that the pilot respondent pool comprise a minimum of 10 percent of the sample. Therefore, the pilot study sampled 69 respondents obtained via convenience sampling of frequent fliers who were using Kenya Airways to fly to international destinations from JKIA. Primary data for the pilot study was obtained from air travellers located in the premium class lounge of the national airline. Out of the 69 respondents approached, 50 accepted to join in, this rate of response was computed at 84.75 percent.

Pilot data was subjected to further scrutiny and further excluded 11 of the returned responses and used 39 completed responses for reliability analysis. The results of testing indicated a sufficient measurement of reliability with the returned result Cronbach's alpha of 0.974. One item was considered redundant and the final number of items relevant to the study was determined to be 76 items with 12 indicants. The responses from the piloting

also provided insights into kinds of variations of responses to be expected from the sample. Reliability testing results for the pilot survey are presented in Appendix IV.

The final instrument consisted of 69 close ended questions which were applied particularly because respondents can complete them relatively faster, the responses are easier to code and the respondents are less likely to drop out of the study midway (Desai & Reimers, 2019). A five item Likert type scale presented within the range: 1 = not at all to 5 = to a very large extent.

At each boarding area seats were mapped and marked using the random number table (Rand, 1955) outlined in Annex XII. This was done prior to commencing the data collection exercise. Passengers who were seated at the marked seats were requested to participate in the survey. Screening questions were deployed to ensure that respondents were literate in English, were above the age of 18 years and had used the airport services at least once within the previous 12 months. Screening of respondents allowed the researcher to sample respondents who had previous repeated exposure to international air travel and had better composite perception of airport services (Fodness & Murray, 2007; Wiredja, 2017; Figueiredo & Castro, 2019; Munoz et al., 2019). Having adopted a service performance paradigm (Cronin & Taylor, 1992), respondents only rated their perceptions of service quality.

The questionnaire was distributed to international air travellers situated at the boarding areas of the airport terminal building; no other persons in the airport environment were approached. Participation was voluntary. Some respondents refused to respond to the survey citing lack of time or interest. Those respondents were not issued with the survey

and the next randomly selected respondent in the boarding area was approached. This system of data collection generated increased willingness to participate in the survey and allowed explanation of unclear items. This approach has been applied in other pertinent studies among them Namukasa (2013) in Uganda and Hasisi and Weisburd (2011) in Israel. Considering that there is a longer waiting time for international departing passengers, there was sufficient time to complete the survey (Prentice & Kadan, 2019; Tseng & Wu, 2019). Permission to collect data was given through the University of Nairobi as depicted in Appendix III.

3.7 Operationalization of Study Variables

In this segment is a presentation reducing four variables under investigation into measurable operational traits. The criterion variable anchored on the SERVQUAL scale (Parasuraman et al., 1988) and measured under the perception only scale SERVPERF (Cronin & Taylor, 1992, 1994; Akdere et al., 2020; Duc Thanh et al., 2023). These were perceptions of service provider reliability, responsiveness, empathy, assurance and tangibility. Reliability transpired as capacity to accomplish pledged service dependably and precisely. Responsiveness explained willingness from airport personnel in assisting passengers together with delivery of swift service. Empathy was the delivery of considerate, personalised care. Assurance was the expertise and courteousness of workers and their capacity to deliver trust. Tangibles referred to the look of physical facilities at the security check points and apparatus; appearance of security personnel and ease of comprehension of communication materials provided at those screening points such as posters and animations.

With regard to brand experience, the study captured four indicants from the scale adopted from Brakus et al. (2009). There were sensorial, affective, behavioural and intellectual. The sensory aspect referred to visual and physical senses. Affective facet referred to positive perceptions about the service. Behavioural factor referred to the frequency of use of the services. Intellectual dimension referred to the service provider's basic message to consumers. Brand experience is an internal and unobservable psychological process that accounts for a consumer's behaviour.

Indicators of customer interaction were adopted from Popovic et al. (2010); Kirk et al. (2012) and Wiredja (2017). Customer interaction captured physical and non-physical exchange between customers and human or non-human actors. The indicants of customer interaction in the study were delimited as processing and non-processing domains. Processing domains meant mandatory activities that passengers should undergo in the airport environment. These included primary vehicle screening, check-in, immigration, customs, transit security screening and aircraft boarding procedures. Non-processing domains meant areas and activities that air travellers could choose not to participate in, these included airport accessibility, facilities and retail areas. Airport accessibility was physical infrastructure enabling air travellers to connect between ground transportation and air transportation modes. Airport terminal facilities included the availability of automated teller machines, currency exchange services, lavatories, passenger executive lounges, baggage trolleys, merchandising outlets, and wireless internet such as Wi-Fi. Retail areas included the variety available for passengers to purchase such as duty-free shops, an evaluation of the value for money for food and beverage services, and the overall perceptions of the shopping experience at the departure areas.

The current inquiry applied two indicants as measures of overall customer satisfaction. First was satisfaction level which quantitatively measured overall feelings relating to delight or displeasure with the experience; which has been applied in studies of the soft drink industry (Macharia, 2017) and the performance of the insurance industry (Gichuru, 2018). The second indicant was willingness to recommend to others which has been applied to studies of maize flour mill service providers (Ndung'u, 2013) and mobile money transaction services (Ngahu, 2016). The current study assessed the satisfaction of air travellers while departing from international airports and was the dependent variable in the study. An interval rating scale in ascending order was used with the rating in the range 1= not at all and 5 = to a very large extent for all the entries within the measurement gauge. Except for customer satisfaction which deployed a ten item Likert-type measure in the range 1=not at all to 10=to a very large extent. A summarized table containing operationalization regarding study variables is presented within Table 3.2.

Table 3.2: Summary of Operationalization of Study Variables

Variable	Type of Variable	Indicator	Specific Measures	Supporting Literature	Rating Scale	Question Number
Service Quality	Independent	Security service quality	Perception of security service provider reliability, assurance, empathy, tangibles, and responsiveness	Parasuraman et al. (1985, 1988); Cronin and Taylor (1992)	5-point Likert type scale	Section B. Items 1 to 22 in the questionnaire
Customer Interaction	Moderating	Processing domains Non-processing domains	Entrance vehicle security screening, check-in, transit security screening, aircraft boarding Airport accessibility, airport facilities, retail area	Popovic et al. (2010); Kirk et al. (2012); Fodness & Murray, (2007); Wiredja et al. (2019)	5-point Likert type scale	Section C. Item 1 to 33 in the questionnaire
Brand Experience	Mediating	Sensorial Affective Behavioural Intellectual	Airport brand makes strongly impresses the senses. Strength of emotion towards the airport brand. Induces physical actions and behaviour. Engages one with thinking	Brakus et al. (2009); Lin (2015); Lee & Jeong (2014); Oklevik et al. (2022)	5-point Likert type scale	Section D. Item 1 to 12 in the questionnaire
Customer Satisfaction	Dependent	Satisfaction level	<ul style="list-style-type: none"> • Overall satisfaction • Willingness to recommend 	Ndung'u (2013); Macharia (2017).	10-point Likert type scale 5-point Likert type scale	Section E. Item 1 Item 2 in the questionnaire

3.8 Reliability and Validity Tests

Reliability measures consider the degree which the means used to obtain data or analytical procedures yield stable results. Validity is the correctness of inferences reached using data collected using a survey instrument (Ary, Jacobs, Sorenson, & Walker, 2019; Kenny, 2019).

3.8.1 Reliability Test

Reliability considers the constancy of any instrument over time. The current inquiry applied Cronbach's alpha coefficient (Cronbach, 1951, Gardner, 1995; Taber, 2018; Barbera, Naibert, Komperda & Pentecost, 2020) which is the most common computation of internal consistency and specifies the extent to which a given arrangement of entries measures a single underlying variable. Cronbach's alpha coefficient specifies ranges between zero to one.

Diverse authors recommend dissimilar cut-offs for Cronbach's alpha metric. Among the most notable, Nunnally (1978), Fornell and Larcker (1981); Kardes et al.(2019) and Duc Thanh et al. (2023) concur with an alpha threshold of 0.7 to indicate reliability of a survey instrument. Other researchers namely, Gliem and Gliem (2003) and Bagozzi and Yi (1998) recommend a threshold of 0.60. Several empirical studies relevant to this inquiry have applied cut-off Cronbach's alpha value of 0.60 (Fodness & Murray, 2007; Ndung'u, 2013; Nysveen et al. 2013; Saeed & Anjum, 2023). The current study adopted a threshold of 0.6 for Cronbach's alpha.

3.8.2 Validity Test

Validity considers the extent which scales actually measure what they are required to assess (Taber, 2018). In addition, validity is viewed as the extent to which research outcomes truthfully reflect the substance of the study (Mugenda & Mugenda, 2003). In line with the current investigation, content and face validity were evaluated.

Content validity checks the degree to which a survey instrument is appropriate for a demonstrative sample related to the target construct (Rossiter, 2008). The current study content validity assessments included checking the clarity of instructions and appropriateness of the content and grammar. Content validity was assessed through subject matter experts in academia and in marketing practice who evaluated whether the items in the instrument were properly defined. Three experienced marketing professionals in the airline business and three airport marketing experts assessed the validity of the survey instrument. A total of ten senior members of airport management were also included in the assessment. None of the contributors in testing face and content validity were part of the final study sampling frame.

Validity was tested via the sampling adequacy minimum recommended threshold for the Kaiser-Meyers-Olkin test of 0.5 (Kaiser, 1974). In order to assess whether the population correlation matrix was not an identity, Bartlett's test of sphericity with a threshold of Chi-square significant at $p < 0.05$ was applied.

3.9 Data Analysis

Analysis of data constitutes a procedure deployed to inspect, clean, and arrange data to form a coherent whole that is suitable for investigation and that supports decision making.

Quantitative research applies data analysis to identify statistical relationships between variables and then draw inferences. Broadly, there were two types of data inquiry that were applied to the current study namely descriptive and regression analysis. Descriptive analysis summarized and described the data. Linear regression analysis verified the statistical significance of relationships between variables. Data analysis and diagnostic tests are useful in aiding the drawing of conclusions about a particular sample in order to draw conclusions about the population.

3.10 Diagnostic Tests

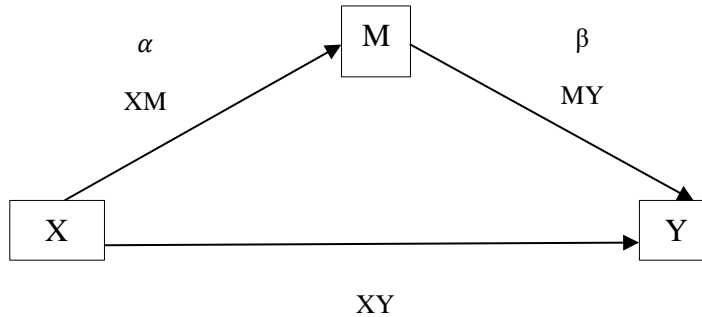
Assumption testing including linearity of data, normality of distribution, homogeneity of variance and multicollinearity among independent variables were executed. Linearity tests were conducted to assess whether means of the criterion variable for each and every increase in the predictor lies on a straight line. Correlation analysis was performed to determine degree of the linearity in the connection among service quality, customer interaction, brand experience and customer satisfaction. Tests designed for normality assisted to establish that data was normally distributed. General linear model assumes errors within the model display distribution normally (Hair, Black, Babin & Anderson, 2019; Field, 2020), this assumption was checked using the Shapiro-Wilk test.

To assess multicollinearity, Variance Inflation Factor (VIF) as well as tolerance were processed in order to identify as well as remove redundant factors in the predictor variable. The study adopted Sheather (2009), suggestion for VIF interpretation - if it is greater than 10 then multicollinearity is high. In addition, if tolerance is greater than 1.00, then there

was multicollinearity. Breusch–Pagan test for heteroskedasticity was applied and if the test statistic $p < 0.05$, then heteroskedasticity was present.

Gauging the mediating effect followed the four step procedure adopted from Baron and Kenny (1986). A mediator variable communicates the force of a predictor variable on a criterion variable. The mediator then characterizes the addition of a third variable to the $X \rightarrow Y$ association. Where now X impacts the mediator, M , and M triggers Y ($X \rightarrow M \rightarrow Y$). In order to determine whether there was full or partial mediating, Sobel tests were conducted. If the z is greater than or equal to 1.96 at $p < 0.05$ the mediating effect is significant. A diagrammatical representation of the analysis schema in testing the mediating after-effect is detailed within Figure 3.1.

Figure 3.1 General Model for Testing Mediation Effects

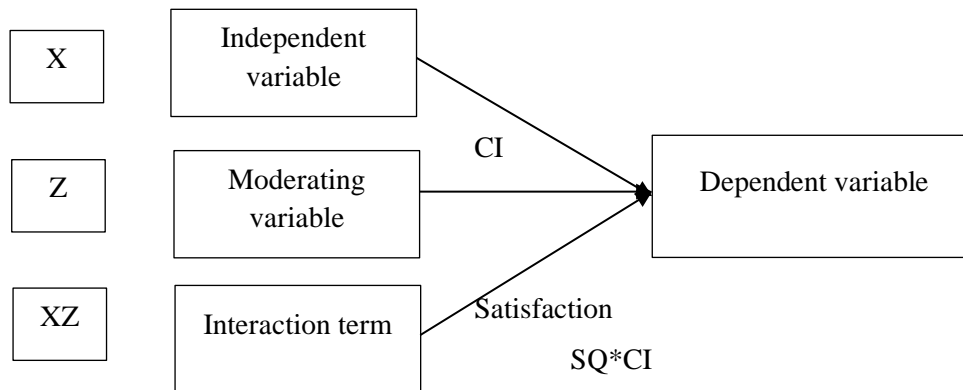


Source: Baron and Kenny (1986); MacKinnon, Fairchild and Fritz (2007).

Where X is Service Quality; M is Brand Experience; XM is the product of X (Service Quality) and the mediating variable M (Brand Experience); MY output of the product M (Brand Experience) as well as criterion variable Y (Customer Satisfaction). Alpha (α) is effect of Service Quality (X) on Brand Experience (M), beta (β) is weight pertaining to M (Brand Experience) upon Y (Satisfaction).

Deployment of hierarchical linear regression tested for moderation effect. Firstly, was to gauge effect of customer interaction upon customer satisfaction. The second phase was to introduce the term of interaction into the original equation testing its significance whilst holding Service Quality (SQ) and Customer Interaction (CI) constant. To check for moderation, the influence of interaction term would be significant at $p < 0.05$. As such the term of interaction (XZ) ensues as a calculation of the multiplication of the standardized values of quality of service (X) and customer interaction (CI). The moderation path is presented in a diagrammatical schema under Figure 3.2.

Figure 3.2 General Model for Testing Moderation Effects



Source: MacKinnon (2013)

Simple linear regression considered the weight of influence of service quality upon satisfaction. Hierarchical multiple linear regression assessed the degree of mediation influence of brand experience upon the link among service quality and satisfaction. Furthermore, multiple linear regression analysis examined the moderation impact of customer interaction upon the link among service quality and satisfaction. Finally, multiple linear regression analysis assessed the significance of combined effect of service quality, customer interaction, and brand experience on satisfaction.

The current study adopted a 95 percent significance level; that is alpha (α) equal to 0.05. The p-values were used to check for both overall and individual statistical significances. Wherever the value of p was less than 0.05, then the null hypotheses were rejected and where $p > 0.05$, then the null hypotheses were not rejected. When assessing the explanatory power (goodness-of-fit) of independent variable, coefficient of determination (R^2) was

used. The summarization related to four objectives of the exploration, hypotheses testing, analytical modelling as well as interpretation is elucidated in detail within Table 3.3.

Table 3.3: Research Objectives, Hypotheses testing, Analytical Models and Interpretation

Objectives	Hypotheses	Analytical Model	Hypotheses Testing	Interpretation
Establish the influence of service quality on customer satisfaction of international air travellers in Kenya	H ₁ : Service quality does not have a significant influence on customer satisfaction of international air travellers in Kenya	$CS = \alpha + \beta_1 QSS + \varepsilon$ where CS is customer satisfaction, and QSS is service quality	Simple linear regression analysis	<ul style="list-style-type: none"> • R² – explanatory power (low, moderate or high) <p>If p-value associated with $\beta_1 \leq 0.05$ reject H₁. The correlation between service quality and satisfaction is significant</p>
Determine the extent to which brand experience affects the relationship between service quality and customer satisfaction of international air travellers in Kenya	H ₂ : Brand experience does not have a significant mediating effect on the relationship between service quality and customer satisfaction	<p>Testing mediation effect:</p> <p>Step 1: Testing the direct relationship between CS and BE, where BE is brand experience $CS = \alpha + \beta_1 BE + \varepsilon$</p> <p>Step 2: Regression analysis to test path α for the mediating variable $BE = \alpha + \beta_1 CS + \varepsilon$</p> <p>Step 3: Test if the mediating variable predicts CS, path β $CS = \alpha + \beta_2 BE + \varepsilon$</p> <p>Step 4: Conduct a multiple regression with QSS and BE predicting CS $CS = \alpha + \beta_1 QSS + \beta_2 BE + \varepsilon$</p>	Hierarchical linear regression analysis	<ul style="list-style-type: none"> • R² – explanatory power (low, moderate, or high) <p>Should coefficients for path <i>a</i> and <i>b</i> be significant, subsequently BE intervenes the link amongst QSS and CS. Therefore $\beta_2 BE$ is gauged to examine the strength of the connection.</p> <p>Wherever QSS has no effect on CS following controlling for BE and path <i>b</i> = zero thenceforth complete mediation is accepted.</p> <p>Should the path from QSS to CS be reduced in absolute size but is still</p>

		<p>Baron & Kenny (1986) Test</p> <p>Sobel Test: $z \geq \pm 1.96$ level of significance $p < 0.05$ to assess degree of mediation</p>		<p>different from zero when the mediator is introduced then readily there is evidence of partial mediation. Provided p value associated with $\beta_2 \leq 0.05$ reject H_2 and the intervening effect is significant.</p> <p>The path directly from antecedents to the outcome variable is nought once the mediator variable is incorporated in the path model; therefore, full mediation is present.</p>
<p>Establish the influence of customer interaction on the relationship between service quality and customer satisfaction of international air travellers in Kenya</p>	<p>H_3: Customer Interaction does not have a significant moderating effect on the relationship between service quality and customer satisfaction of air travellers in Kenya</p>	<p>Testing for moderator influence: $CS = \alpha + \beta_1 QSS + \beta_2 CI + \beta_3 QSSCI + \varepsilon$, where CI is customer interaction</p>	<p>Multiple linear regression analysis</p>	<ul style="list-style-type: none"> • R^2 - explanatory power (low, moderate, or high) <p>If p-value associated with $\beta_3 \leq 0.05$ reject H_3 and the moderating consequence of brand experience within the association amongst service quality and satisfaction is significant.</p>

<p>Determine the joint influence of service quality, customer interaction and brand experience on customer satisfaction among international air travellers of international air travellers in Kenya</p>	<p>H4: There is no significant joint effect of service quality, customer interaction and brand experience on customer satisfaction of international air travellers in Kenya</p>	<p>Testing for joint effect $CS = \alpha + \beta_1 QSS + \beta_2 CI + \beta_3 BE + \varepsilon$</p>	<p>Simple linear regression analysis</p>	<ul style="list-style-type: none"> • R^2 – explanatory power (low, moderate, or high) <p>If p-value associated with β_1, β_2, and β_3, is less than or equal to 0.05 reject H4 and the joint mediator consequence of customer interaction as well as the intervening influence of brand experience upon the link between service quality and satisfaction is significant.</p>
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Source: Researcher, 2023

3.11 Chapter Summary

This chapter offered a succinct summary of the methodology of inquiry deployed in the current inquiry. An outline together with justification of the anchoring philosophy for research was presented. In addition, an elucidation of the operationalization of the variables within the inquiry as well as methods for data analysis. Details of screening testing for the data such as reliability and validity testing were also established. It outlined the diagnostic tests for the assumptions of linear regression analysis. The chapter concluded by outlining analytical models, moderation and mediating testing methods that were used to support testing of the four hypotheses in the current study.

The ensuing chapter outlines analysis of data, findings, furthermore discusses outcomes. Included in the findings are results from diagnostic testing, descriptive indicators, regression analysis as well as outcomes from testing hypotheses. A discussion of pertinent results which is supported by an updated empirical model concludes the chapter.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1 Introduction

This chapter puts forward the appropriate outcomes from analysis of data and elucidates detailed statistical assessments related to four hypotheses developed under the current inquiry. Following the positivistic research philosophy adopted by the study the analysis was aimed at explaining causal contributions among the variables of the study as pertained to international air travellers. The analysis proceeded in three parts, first was the data management, second statistical analysis and third reporting. Analytical software including Microsoft Excel and the Statistical Package for Social Sciences (SPSS) were employed to accomplish and present inferential and descriptive assessments.

Four types of analyses were undertaken namely descriptive analysis, factor analysis, one-way Analysis of Variance (ANOVA) tests together with linear regression. Diagnostic tests were applied to assess assumptions regarding fitness of data to allow regression analysis. Test results were found to be within the limits required for regression analysis. Descriptive statistics were employed to examine and outline the sample profile. These included computing means, standard deviations, and coefficients of variation, percentages, and frequencies. Factor analysis allowed the segmentation of the variables into a principal arrangement outlining the significant causal variables. Linear regression analysis tested the existence of statistically significant relationships amongst the four variables under examination. One-way ANOVA tests were conducted at $p < 0.05$ to check the meaningfulness of study hypotheses and determine statistical significance of the effect of

the independent, mediating, moderating variables. This together with assessing the combined influence of the independent, mediating and moderating variables on the criterion variable.

4.2 Response Rate

Primary data was obtained via three hundred and eighty four (384) valid scripts from the fieldwork. Three hundred and two (302) were from JKIA and eighty two (82) were from MIA. This outcome computed to a rate of response rate equal to 83.3 percent. This rate of response was considered appropriate and was attributed to the availability of significant amounts of free time by respondents who were waiting to board their international flights at both airports. These circumstances enabled the respondents to participate in the study.

Previous studies have suggested that respondents in airport departure areas have sufficient time and opportunity and are more willing to respond to questionnaires (Wiredja et al., 2019; Figueiredo & Castro, 2019). Similar studies in Kenya had response rates of 70 percent (Owino, 2013), 63 percent (Macharia, 2017), and 66 percent (Gichuru, 2018). Other important regional studies include those from Nigeria where Adeniran and Fadare (2018) reported a 95 percent response rate and in Uganda where Namukasa (2013) reported rate of response 80 percent. Concordant to Mugenda and Mugenda (2003) rates of response equal to 50 percent is sufficient; above seventy percent is considered appropriately suitable for analysing and presenting data.

4.3 Reliability and Validity Tests

The current study assessed reliability through computing Cronbach's alpha. Validity testing checked if the results of the inquiry authentic (Saunders et al., 2021). Testing for validity included checking the sampling adequacy under Kaiser-Meyers-Olkin test. This in order to assess whether the population correlation matrix is not an identity. Included in the tests for validity was Bartlett's test of sphericity.

4.3.1 Reliability Tests

The current study applied Cronbach's alpha coefficient in order to establish level of internal consistency with the data. The product from testing for reliability illustrated within Table 4.1.

Table 4.1: Reliability Tests

Variable	Number of	Sample	Cronbach's Alpha Coefficient
Service Quality	22	384	0.939
Customer Interaction	33	384	0.920
Brand Experience	12	384	0.947
Customer	2	384	0.658
Overall	69	384	0.924

Source: Primary Data, 2021

From the reliability test Service Quality reported Cronbach's alpha of 0.939, Customer Interaction 0.920, Brand Experience 0.947 and Customer Satisfaction 0.658. The overall instrument Cronbach's alpha was 0.924 and therefore met the threshold of 0.6 established for the current study.

4.5.2 Validity Tests

Implementation of factor analysis tested validity of the construct. An instrument demonstrates construct validity once it shows association between actual scores when related to the predicted theoretical trait. Kaiser-Meyers-Olkin (KMO) and Bartlett's test was conducted in order for testing for construct validity. Sampling adequacy minimum recommended by Kaiser (1974) is 0.5 and this allowed the KMO's factor analysis to proceed. Bartlett's test of sphericity indicates that the population correlation matrix is not an identity as Chi-square value for each of the variables are statistically meaningful where $p < 0.05$. The PCA was deployed for extraction combined with Varimax rotation and Kaiser Normalization. A detailed output for factor analysis is contained in Annex IV. Results from KMO and Bartlett's test for all variables namely service quality, customer interaction, brand experience and customer satisfaction is summarized under Table 4.2.

Table 4.1: Kaiser-Meyers-Olkin and Bartlett's Test

Service Quality		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.92
Bartlett's Test of Sphericity	Approx. Chi-Square	5767.207
	df	231
	Sig.	.000
Customer Interaction		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.884
Bartlett's Test of Sphericity	Approx. Chi-Square	10222.31
	df	528
	Sig.	.000
Brand Experience		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	4760.322
	df	66
	Sig.	.000
Customer Satisfaction		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.5
Bartlett's Test of Sphericity	Approx. Chi-Square	168.058
	df	1
	Sig.	.000
Overall		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.900
Bartlett's Test of Sphericity	Approx. Chi-Square	23470.54
	df	2850
	Sig.	.000

Source: Primary Data, 2021

The depicted values in Table 4.1 revealed KMO for service quality was 0.92. Customer interaction was 0.884, brand experience was 0.895 and customer satisfaction was 0.5. The combined variables in the study revealed a KMO of 0.900. The variables attained the KMO minimum required by the study which was established at 0.5. Once these tests were conducted and the results established, KMO's satisfactory factor analysis proceeded. The

outcome of Bartlett's test of sphericity were 0.000 for all variables as well as the overall model. This result met the minimum level of significance: 0.05, therefore, it was established that there was correlation amongst the variables under inquiry. Wholly the analysis demonstrated that the results as lying above thresholds established therefore, it was possible to proceed with conducting factor analysis.

4.4 Diagnostic Tests

In the current study, several diagnostic tests were used to check for linearity, normality, multicollinearity and heteroskedasticity. To test postulations of which included data linearity, normal distribution of errors, homogeneity of variance and multicollinearity among explanatory variables, tests were executed to corroborate whether those assumptions were met.

The test for linearity was conducted by computing the Pearson correlation coefficient at $p < 0.05$. In order to assess whether there was a violation of the linearity assumption the results the linearity this test was verified by a generating a Quintile-Quintile (Q-Q) graph. The readings from both tests of linearity met the thresholds, henceforward linearity assumption remained supported. Test of Shapiro-Wilk was executed to detect any departure from normal distribution. Computations indicated all variables fulfilled the 0.05 threshold; therefore the assumption of normality was supported.

The test for multicollinearity ensued by calculating Variance Inflation Factor (VIF) as well as Tolerance. With VIF threshold of 10 and values greater than that indicate that multicollinearity is high (Sheather, 2009). The readings indicated that the predictor variable

had a linear relationship with all the other variables in the study. Tolerance refers to the quality in the criterion variable divergence that remains unsolved by other explanatory variables. Tolerance lower than 0.10 and VIF lower than 10 suggest collinearity is inconsequential (Hair et al., 2019) and poses no obstruction to linear regression analysis. Computed tolerance value readings for all the variables were adequate. Heteroscedasticity is the assumption that residuals of the predictors variables display a systematic change in the range of measured values (Breusch & Pagan, 1979). The Breusch–Pagan test for heteroskedasticity was computed and found adequate at $p < 0.05$. The following section outlines the detailed diagnostic analysis beginning with the test for linearity.

4.4.1 Tests for Linearity

Tests for linearity were conducted to assess whether mean estimates of the outcome variable against each increment of the predictors lies along a straight line. Moreover, correlation analysis established the extent of linearly connection amongst service quality, customer interaction, brand experience and customer satisfaction. The Pearson Correlation coefficient was computed at $p < 0.05$. A detailed elucidation of the analysis outcome is elucidated within Table 4.3.

Table 4.3: Correlations among Study Variables

Study Variables		Brand Experience	Service Quality	Customer Interaction	Customer Satisfaction
Brand Experience	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	384			
Service Quality	Pearson Correlation	.297**	1		
	Sig. (2-tailed)	.000			
	N	384	384		
Customer Interaction	Pearson Correlation	.465**	.524**	1	
	Sig. (2-tailed)	.000	.000		
	N	384	384	384	
Customer Satisfaction	Pearson Correlation	.216**	.544**	.370**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Primary Data, 2021

Table 4.3 analysis readings reveal the association of brand experience and quality of service was positive but weak ($r = 0.297$). Brand experience had a positive, and weak link to customer satisfaction ($r = 0.216$). Relatedly, service quality had a positive, and moderate connection to customer satisfaction ($r = 0.544$) at $p < 0.05$. Revealing a linear relationship amongst dependent and independent variables. The inquiry deployed the Quintile-Quintile (Q-Q) graph to assess whether there was a violation of the linearity assumption. A violation leads to the observation of randomly scattered standardized residual lying alongside the horizontal track. The analysis revealed residuals scattered well lengthwise on the line of best fit which is depicted in Appendix X.

4.4.2 Tests for Normality

General linear models assume that errors in the model are normally distributed (Field, 2020). Tests for normality assist in assessing whether errors in the data are distributed normally. Executing Shapiro-Wilk checks assessed the postulation of normality with a threshold of $p < 0.05$. The relevant outputs stand presented within Table 4.4.

Table 4.4: Shapiro-Wilk Test for Normality

Variable	Shapiro-Wilk Results		
	Statistic	Df	Sig.
Service Quality	.951	384	.000
Customer Interaction	.984	384	.000
Brand Experience	.923	384	.000
Customer Satisfaction	.906	384	.000

Source: Primary Data, 2021

Table 4.4 exhibits results of Shapiro-Wilk test and indicate the test statistic relating to service quality, customer interaction, brand experience and customer satisfaction was less than the threshold of $p > 0.05$. Henceforward, the inquiry established sampled data was distributed normally.

4.4.3 Tests for Multicollinearity

Multicollinearity was assessed by computing VIF and Tolerance. VIF points to whether a predictor variable presents a linearly strong association with other predictors. VIF Values higher than 10 suggest multicollinearity is present (Sheather, 2009). Tolerance is the quality of the discrepancy in the predictor variable remaining unexplained by added predictor variables. Hair et al.(2019) suggest Tolerance value lower than 1.000 and VIF values lower than 10 indicate collinearity does not pose a problem in linear regression analysis. The outcome of the VIF and Tolerance tests are outlined within Table 4.5.

Table 4.5: Tolerance and Variance Inflation Factor Test for Multicollinearity

Study Variables	Multicollinearity Tests	
	Tolerance	VIF
Service Quality	.722	1.386
Customer Interaction	.620	1.612
Brand Experience	.780	1.282

a. Dependent Variable: Customer Satisfaction

Source: Primary Data, 2021

The VIF for service quality was 1.386, customer interaction 1.612 and brand experience 1.282. In addition, the tolerance for service quality and customer interaction, and brand experience were 0.722, 0.620, and 0.780, respectively, which were less than 1.000. As such, the study concluded that the predictor variables were not correlated.

4.4.4 Tests for Heteroskedasticity

Heteroscedasticity is the assumption that the residuals of each predictor variable display a systematic change in the range of measured values (Breusch & Pagan, 1979, Cook & Weisberg, 1983; Verbeek, 2017; Greene, 2020). The Breusch–Pagan test for heteroskedasticity was applied with a threshold of $p < 0.05$. The result of the test for heteroskedasticity is exhibited under Table 4.6.

Table 4.6: Breusch-Pagan / Cook-Weisberg Test for Heteroskedasticity

H ₀ : Constant variance	
Variables:	Service Quality, Customer Interaction, Brand Experience
Chi (3) = 0.106779152	
Prob > Chi 2 = 0.0000	

Source: Primary Data, 2021

The result from the Breusch-Pagan test for heteroskedasticity indicate a p-value less than 0.05. As such, the null hypothesis is rejected. The investigation established insufficient evidence of heteroskedasticity. In addition, homoskedasticity assumption is deemed satisfied if no systematic relationships can be found. Tests for heteroskedasticity in graphical format demonstrated that there was no systematic pattern as is illustrated in Appendix X.

4.5 Respondent Characteristics

The current study examined the demographic characteristics of respondents to provide context to the findings. The target respondents for the current study were departing international air travellers from Kenya. Key respondent information included gender, marital status, frequency of air travel, level of education, age and occupation. The study conducted a descriptive analysis of the responses per category and these are outlined briefly in the following sections.

4.5.1 Respondent Gender

Gender of respondents is a valuable indicator of the respondents' perception of customer satisfaction with airport services. Studies have shown mixed results regarding the perceptions between genders in the evaluation of satisfaction with different aspects of the air travel experience (Bezerra & Gomes, 2015, Ceccato & Masci, 2017, Bogicevic et al., 2017) as well as brand experience (Khan & Rahman, 2017). This characteristic is of interest because the gender of travellers may affect perceptions of ground-based services provided by airports. Gender may also influence the actions engaged in while undergoing service

interactions during the ground-based component of their travel at the airport. Results of the inspection are depicted under Table 4.7.

Table 4.7: Respondents Gender

Item		Frequency	Percent
Gender	Male	236	61.46
	Female	148	38.54
	Total	384	100.00

Source: Primary Data, 2021

The split between genders was 61.46 percent male and 38.54 percent female. Owino (2013) comprised 54.4 percent and 45.6 male and female respectively among university students in Kenya. Fodness and Murray (2007) reported an equal participation of male and female respondents. Bezerra and Gomes (2015) reported male 56.1 percent and female 43.9 percent. The study reported a significant proportion of international air travellers in Kenya were male.

4.5.2 Respondent Marital Status

The effect of marital status on the assessment of fairness airport security were found to be significant influences on satisfaction with airport services (Hasisi & Weisburd, 2011). The present investigation inspected marital status of respondents sampled. A summary of air traveller marital status is depicted under Table 4.8.

Table 4.8: Respondents Marital Status

Item	Marital Status	Frequency	Percent
Marital Status	Married	205	53.39
	Single	173	45.05
	Divorced	6	1.56
	Total	384	100.00

Source: Primary Data, 2021

A majority of air travellers were married constituting 53.39 percent of the sample. Divorced respondents made up the lowest number of respondents making up 1.56 percent of the sample. The study concluded that the majority of air travellers were married.

4.5.3 Frequency of Travel

Frequency of travel is an indicator of how familiar the respondent was with the service experience of air travel. Prior studies have shown that frequent fliers are less probable to report higher satisfaction levels considering services provided by airports (Bezerra & Gomes, 2015, Armenti et al, 2018; Gajewicz, Walaszczyk, Nadolny & Nowosielski, 2022). For the current study the response had no rating scale. The numeric responses were responses were grouped into frequency groups for ease of analysis. Table 4.9 illustrates pertinent outcomes.

Table 4.9: Respondents Frequency of Travel

Item	Flights over the last 12 months	Frequency	Percent
Frequency of Flights	1 to 4	91	62.24
	5 to 8	87	22.66
	More than 8	58	15.10
Total		384	100.00

Source: Primary Data, 2021

From the analysis 62.24 percent of respondents had used air means of transport between once and four times. Those who had used air travel between five to eight times made up 22.66 percent. Respondents who had flown to foreign destinations more than eight times constituted 15.10 percent of the sample. In sum significant proportion of the sample (88.90 percent) had used international air travel services between one and eight times over the

preceding 12 months. This finding indicated that the respondents of the study were familiar with the air travel experience and added to that, airport specific processes.

4.5.4 Education Level

The highest attained education influences assessments by air travellers' of their expectations of quality as well as their global assessments of satisfaction (Pakdil & Aydin, 2007, Du Plessis et al., 2014; Figueiredo & Castro, 2019). Five categories of education were included in the questionnaire. Postgraduate meaning holders of masters and doctorate degrees. Undergraduate meant holders of bachelor's degree; and college meant holders of college diploma. Secondary education meant holders of secondary school certificate while primary education holders meant holders of primary school certificate. A brief summary of the responses is displayed within Table 4.10.

Table 4.10: Respondents Highest Education Level

Variable	Education Category	Frequency	Percent
Highest Level of Education	Primary	6	1.56
	Secondary	43	11.2
	College	80	20.83
	Undergraduate	147	38.28
	Postgraduate	108	28.13
	Total	384	100.00

Source: Primary Data, 2021

Postgraduate respondents made up 28.13 percent and undergraduate 38.28 percent of the sample. Primary level education made up the lowest proportion of respondents at 1.56 percent. Pakdil and Aydin (2007) categorized the education levels as elementary school (10.4 percent), high school (21.1 percent) and university (68.5 percent) in their study in Turkey. A significant finding from the current study was that holders of undergraduate, masters and doctorates constituted a majority of respondents (66.41 percent). The study

reported that a substantial proportion of the sample reported comparatively high education levels, hence had the necessary knowledge and appreciation to respond adequately to the survey.

4.5.5 Age of Respondents

Age of respondents is a descriptive that allowed the study to give context to the findings. Even though it is a descriptive that does not necessarily influence customer satisfaction, it is important in clarifying the spread of respondents. Age categories were deployed in a six-item scale beginning at age 18. Table 4.11 summarises the outcome of the responses.

Table 4.11: Respondents Age Category

Variable	Age Category	Frequency	Percent
Age in Years	18 to 24	61	15.89
	25 to 34	163	42.45
	35 to 44	87	22.66
	45 to 54	53	13.80
	55 to 64	16	4.17
	Above 65 years	4	1.04
	Total	384	100.00

Source: Primary Data, 2021

The results showed that those between 25 to 34 years made up 42.45 percent; and those between 35 to 44 years made up 22.66 percent of the respondents. The study reported that the lowest proportion of international air travellers were above the age of 65 (1.04 percent). Taken together, a significant proportion of international air travellers from Kenya were between the ages of 18 to 44 years (80.99 percent).

4.5.6 Respondents Occupation

Three categories of responses relating to the occupation of respondents were outlined, namely full time, part-time and unemployed. Full time occupation related to those who undertook paid work on a full-time basis as their primary source of income. Part time employee related to those who spent part of their time working on contractual terms hence were not engaged in full-time occupational activities. Unemployed meant those who were not engaged in any formal employment at the time of participating in the survey. Table 4.12 summarises the outcome of the responses.

Table 4.12: Respondents Occupation

Item	Category	Frequency	Percent
Occupation	Full-time	285	74.21
	Part-time	9	2.34
	Unemployed	90	23.44
	Total	384	100.00

Source: Primary Data, 2021

The investigation revealed those engaged in full time occupations made up a large proportion of the sample (74.21 percent). This was followed by the unemployed (23.44 percent). The lowest proportion of respondents was reported for part time occupation (2.34 percent). The study concluded that a majority of international air travellers in Kenya were engaged in full time occupations.

4.5.7 Destination Country

Destination country was an indicator of the representativeness of the study as regards the available air connections to international destinations from Kenya. Table 4.13 summarises the top ten destinations from the sample.

Table 4.13: Destination Distribution of Respondents

Destination Country	Frequency	Percent
United Kingdom	62	16.15
Dubai	56	14.58
United States of America	43	11.20
Germany	16	4.17
South Sudan	16	4.17
Ethiopia	15	3.91
Rwanda	15	3.91
Sudan	14	3.65
Italy	9	2.34
France	9	2.34
Other	138	33.54
Total	384	100.00

Source: Primary Data, 2021

The main travel destinations were the United Kingdom (16.15 percent) which is in line with the Kenya National Bureau of Statistics (2019). Dubai (14.58 percent) was the second and the United States third with 11.20 percent of respondents. The study found that air travellers from Kenya were visiting to a total of 62 international destinations. A detailed presentation of the destination countries of respondents is included in Annex VIII. The study concluded that the international air travel connections available in Kenya allowed respondents to reach a wide variety of countries around the world.

4.5.8 Respondents Region of Origin

The study examined the region of origin of respondents by continent. The region of origin was an indicator of the respondent's experiences owing to unique geographical, political and social contexts prevalent in each country. A presentation of the summary of the region of origin detailed within Table 4.14.

Table 4.14: Respondents Region of Origin

Item	Continent	Frequency	Percent
Region of Origin	Africa	292	76.04
	Europe	61	15.89
	North America	25	6.51
	Asia	8	2.08
	Middle East	3	0.78
	Australia	1	0.26
	Latin America	1	0.26
	Total	384	100.00

Source: Primary Data, 2021

Table 4.14 exhibits an analysis that revealed a major proportion of the sample originated from Africa (76.04 percent) followed by those from Europe (15.89 percent). Those from the rest of the world made up the remaining 9.90 percent. Bezerra and Gomes (2015) study in Brazil reported 91.4 percent of respondents Brazilians with 8.6 percent from other countries. A detailed summary of the region of origin of respondents is outlined in Annex V.

4.5.9 Transit Country

The investigation required respondents to state countries of transit during travel. This is because comparisons with transit country experiences are useful in providing a context to satisfaction with international air travel. Table 4.15 elucidates a summarized outcome of the analysis.

Table 4.15: Respondents Transit Country

Item	Country	Frequency	Percent
Transit Country	Direct Flight	149	38.80
	Ethiopia	60	15.63
	Qatar	33	8.59
	Dubai	29	7.55
	Netherlands	28	7.29
	Other	85	22.41

Total	384	100.00
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Source: Primary Data, 2021

A significant proportion of respondents (38.80 percent) made direct flight connections to their destinations. The main transit countries reported in the study were Ethiopia (15.63 percent) and Qatar (8.59 percent). The study found that while there was a significant proportion of air travellers taking direct flights a much larger proportion of air travel was conducted as transit to the final destination (61.20 percent). The study concluded that a majority of air travellers from Kenya took indirect flights to their final destination. A detailed summary of transit country in the sample is contained in Annex VII.

4.5.10 Summary of Respondent Characteristics

The study reported that the main reason for travel for air travellers from Kenya was visiting friends and family 24.74 percent, returning resident 18.23 percent and employment 16.67 percent of respondents. The data also showed that male travellers made up 61.46 percent of the respondents. As regards marital status 53.39 percent were married. Familiarity with air travel was recorded by the frequency of travel. 62.24 percent of respondents had used air means of transport between once and four times. Those who had used air travel between five to eight times made up 22.66 percent. Respondents who had flown to foreign destinations more than eight times constituted 15.10 percent of the sample. A significant proportion of the sample (88.90 percent) had used international air travel services between one and eight times over the preceding 12 months.

Prior literature suggests that the level of education of respondents has an effect on the assessment of air travellers' perceptions of quality and their overall assessments of services

(Pakdil & Aydin, 2007, Hasisi & Weisburd, 2011; Figueiredo & Castro, 2019). The sampled air travellers from had a high level of education with 87.24 percent of respondents reporting a college level qualification and above. The inquiry discovered that a meaningful fraction of international air travellers were between the ages of 18 to 44 years (80.99 percent). With 25 to 34 years constituting 42.45 percent; and those between 35 to 44 years, 22.66 percent of respondents. Those in full time occupations made up a significantly large proportion of the sample (74.21 percent). This was followed by those respondents reporting as unemployed at 23.44 percent. The key destinations are the United Kingdom, Dubai and the USA made up approximately sixty percent of the total. 76.04 percent of respondents were from the African continent. Finally, 61.2 percent of air travellers were transiting through another country prior to reaching their final destination.

4.6 Descriptive Statistics

This section presents descriptive statistics in the current study. Mean was calculated to measure central tendency. Standard deviation (S.D) measured spread, meaning by how much the members of a group vary from the mean value. Standard deviation was chosen because of its stability. Coefficient of variation (C.V) is the quotient of the standard deviation against mean. Measuring C.V allows checks for relative variability to be undertaken. C.V allows comparisons for the extent of variation between a data series with another even though the means could be radically dissimilar.

4.6.1 Service Quality

The current study was based on the perception-only scale preferred by SERVPERF (Cronin & Taylor, 1992). The response rating was against a five item Likert-type scale in the range

1 = not at all to 5 = very large extent. A depiction of outcome of the analyses is displayed within Table 4.16.

Table 4.16: Service Quality

Variable	Indicator	Mean score	Standard Deviation	Coefficient of Variation (%)
Service Quality	Reliability	3.91	1.26	0.32
	Responsiveness	3.99	1.17	0.29
	Assurance	4.23	1.01	0.24
	Empathy	3.98	1.11	0.28
	Tangibles	3.99	1.05	0.26
	Overall		4.01	1.13

Source: Primary Data, 2021

Overall, the variable of security quality (mean score = 4.01, SD = 1.13 and C.V = 0.28) was rated highly positively. This result was interpreted to mean to a large extent the international air traveller had a positive perception of the service quality of airport related security. A summarized standard deviation outcome indicates that individual responses on average rating were 1.13 points away from the mean score. The component of assurance (mean score = 4.23, SD =1.01 and C.V=0.24) presented the largest mean and the lowest CV meaning it had the lowest variation relative to its mean score. In conclusion the study reported that international air travellers have a strong positive perception of the expertise and courteousness, capacity to instil confidence, making customers feel safe and courtesy by airport security service providers.

4.6.2 Customer Interaction

Customer interaction refers to the various forms of engagement in which brand information is evaluated in the exchange between a customer and a service organisation. Indicators of

customer interaction in the study were operationalized as processing or mandatory activities and non-processing or optional activities. Processing domains meant mandatory activities that passengers must undergo in the airport environment. Processing domains were operationalized by six categories. These were: primary vehicle screening, airline check-in, immigration, customs and Inland Revenue, transit security screening and aircraft boarding. A five item Likert type scale ranging from 1=not at all to 5=very large extent was deployed in measuring responses. A total of 33 items made up this component of the instrument. Table 4.17 summarises the descriptive analysis of the component of processing or mandatory activities.

Table 4.17: Processing Domains

Variable	Indicator	Mean score	Standard Deviation	Coefficient of Variation (%)
Processing Domains	Primary vehicle screening	3.20	1.59	0.50
	Check in	4.34	0.93	0.21
	Immigration	4.40	0.88	0.20
	Customs	4.23	1.06	0.25
	Transit security screening	4.22	1.04	0.25
	Aircraft boarding	4.24	1.05	0.25
	Overall	4.05	1.24	0.31

Source: Primary Data, 2021

The highest rated component of processing domains was immigration (mean score=4.40, SD=0.88 and CV=0.20). This finding showed that the waiting time and courtesy of border control agents was rated highly positively. The lowest rated component of mandatory activities was primary vehicle screening, (mean score = 3.20, SD = 1.59 and CV = 0.50). This indicated that the respondents' assessment of the waiting time, courtesy and efficiency at the airport entry vehicle security check-point was relatively less positive.

Non-processing domains meant areas and activities that air travellers could choose not to participate in. The component of non-processing domain was operationalized using three components namely airport accessibility, facilities and retail area. A depiction of the outcome of the descriptive analysis of non-processing domain activities is displayed within Table 4.18.

Table 4.18: Non-Processing Domains Descriptive Statistics

Variable	Indicator	Mean score	Standard Deviation	Coefficient of Variation (%)
Non - Processing Domains	Airport accessibility	2.28	1.62	0.71
	Airport facilities	2.70	1.63	0.60
	Retail area	2.34	1.51	0.65
	Overall	2.52	1.60	0.63

Source: Primary Data, 2021

The highest rated component of non-processing or optional activities was airport accessibility, (mean score=2.28, SD=1.62 and CV=0.71). The component assessed the availability of a variety of ground transportation options, the availability of vehicle parking facilities and queuing length for taxi drop-off. Airport facilities and (mean score=2.70, SD=1.63 and CV=0.60) addressed the adequacy of Automated Teller Machines (ATM) and /or money change facilities; sanitary conditions of restrooms, comfort of waiting areas or lounges, the availability of information desks.

Overall, the study reported significant differences in the means of perception between the Processing (mean score=4.05, SD=1.24 and CV=0.24) and Non-Processing Domains

activities (mean score=2.52, SD=1.60, and CV=0.63). These results were interpreted to mean that to a large extent air traveller had a positive perception of the processing or mandatory components of the air travel experience. On the other hand, air travellers had a moderate perception of the non-processing or optional activities. This finding was significant especially because the overall SD and CV for non-processing activities was meaningfully smaller than that of the mandatory activities. This finding indicated that there was a large extent of variability from the average in the responses. The study revealed that international air travellers in had an average evaluation of 2—to a small extent as regards their perception of the non-processing or optional activities. An additional finding was that airport accessibility and airport retail presented the most variability from the mean.

4.6.3 Brand Experience

Brand experience is the summary of the consumer's impressions in the brand encounter. It is the residual value that a service or brand provides over and above its functional attributes. Ultimately, brand experience is an internal and unobservable psychological process that accounts for a consumer's behaviour. In the current study brand experience was operationalized by four indicators of brand experience and twelve items. The study captured all four indicants of brand experience scale. Namely sensory, affective, behavioural and intellectual dimensions. Sensory dimension referred to visual and tactile senses. Affective dimension referred to positive feelings about the service. Behavioural dimension referred to the frequency of use of the services. Intellectual dimension referred to the service provider's basic message to consumers. Perceptions of the airport brand experience captured with a five item Likert-type scale ranging from 1=not at all to 5=very

large extent. A descriptive analysis of the brand experience variable is detailed within Table 4.19.

Table 4.19: Brand Experience

Variable	Indicator	Mean score	Standard Deviation	Coefficient of Variation (%)
Brand Experience	Sensory	2.64	1.43	0.54
	Affective	2.30	1.32	0.57
	Behavioural	1.90	1.21	0.64
	Intellectual	2.38	1.39	0.58
	Overall	2.31	1.37	0.59

Source: Primary Data, 2021

The extent to which the airport brand made a strong visual impression as measured under the sensory dimension (mean score = 2.64, SD = 1.43 and CV = 0.54) demonstrated uppermost mean and standard deviation. The lowest mean was recorded with the behavioural dimension (mean score = 1.90, SD = 1.21 and CV = 0.64) which measured whether the airport brand encouraged physical actions, resulted in bodily experiences and action orientation. The overall mean score of the twelve brand experience components was 2.31 with SD = 1.37 and C.V = 0.59.

In summary the ratings for the components of the brand experience scale were between 1=not at all and 3=to a moderate extent. Indicating that international air travellers had a low to moderate perception of the sensory, affective, behavioural and intellectual components for the airport brand experience. The study reported that airport brand

experience exerted a relatively small influence on the airport users travelling to international destinations.

4.6.4 Customer Satisfaction

Satisfaction involves the overall post purchase summary response, of different intensities, occurring when customers of air travel services consume services offered by airports and their competitors. In the current study the rating scale for customer satisfaction was 1=Not at all to 10=Very large extent. The scale for willingness to recommend was a five-point scale in the range: 1 = not at all and 5 = very large extent. Pertinent results are outlined in detail within Table 4.20.

Table 4.20: Customer Satisfaction

Variable	Indicator	Mean score	Standard Deviation	Coefficient of Variation (%)
Customer Satisfaction	Overall Customer Satisfaction	8.00	1.63	0.20
	Likelihood of Recommending	4.37	0.85	0.19

Source: Primary Data, 2021

Overall customer satisfaction (mean score = 8.0, SD = 1.63, C. V = 0.20) and likelihood to recommend the airport to a friend or colleague (mean score = 4.37, SD = 0.85, C. V = 0.19) were rated highly by international air travellers. The results indicated that departing international air travellers in Kenya had high levels of satisfaction with airport services and a strong willingness to recommend the airports to friends or colleagues.

4.6.5 Summary of Descriptive Analysis

Descriptive analysis was deployed to give context for four key study variables under inquiry. Average service quality was rated 4: to a large extent on the Likert-type scale. This means that to a large extent departing international air travellers perceived quality of services provided at security positively. While within that component the element of assurance (mean score = 4.23, SD = 1.01, CV = 0.24) evaluated the expertise and courteousness, capacity to instil confidence, making customers feel safe and courtesy by airport security service providers was the highest rated and had the lowest variation relative to its mean score.

The analysis revealed significant differences between the Processing (mean score=4.05, SD=1.24 and CV=0.24) and Non-Processing Domains (mean score=2.52, SD=1.60, and CV=0.63). These results were interpreted to mean that to a large extent departing international air travellers had a positive perception of the processing or mandatory components of the air travel experience. It was found that international air travellers had a moderate perception of the non-processing or optional activities. Brand experience showed the lowest average rating of all the variables in the study. The mean score for brand experience (2.31) was at level 2 : to a small extent of the Likert-type scale. The standard deviation (1.37) and C.V (0.59) indicated a high level of variation relative to the mean. This outcome revealed that airport brand experience exerted a relatively small effect on the airport users travelling to international destinations.

The average mean grade against customer satisfaction was 8.0; standard deviation 1.67. An interpretation of which is that average rating for satisfaction with airport services was

positive to a large extent. Overall the descriptive analysis of the responses obtained suggested an elevated ranking of satisfaction with airports' services. Further, international air travellers reported strong willingness to recommend the airport services to friends or colleagues.

4.7 Regression Analysis and Hypotheses Testing

The current analysis transpired on the thesis that service quality impacts satisfaction and that this association stands moderated by customer interaction and stands mediated by brand experience. In order to scrutinize these relationships in detail, simple and multiple regression analysis were conducted at level of significance $p < 0.05$.

4.7.1 Service Quality and Customer Satisfaction

The foremost objective of the current investigation was to establish the influence of service quality on customer satisfaction of international air travellers. Service quality comprised five key components of SERVQUAL scale namely perceptions of service provider reliability, responsiveness, empathy, assurance and tangibles. These components were measured using the SERVPERF paradigm where perceptions only are assessed. All responses for service quality were rated in five-point Likert-type scales where 1 = not at all; 2 = to a small extent; 3 = to a moderate extent; 4 = to a large extent and 5 = to a very large extent. The customer satisfaction variable was composed of two items. Overall satisfaction which was ranked within a ten-item Likert-type scale where 1=very unsatisfied to 10= very satisfied. Intention for recommendation which was rated using a five-point Likert-type scale which was outlined between 1 = not at all and 5 = to a very large extent.

For an evaluation of the statistical link between the quality of services and customer satisfaction, the null hypothesis was expressed as:

H₁: Service quality does not have a significant influence on customer satisfaction of international air travellers.

To test this hypothesis regression of service quality against customer satisfaction was executed and the results are summarized within Table 4.21.

Table 4.21: Regression of Service Quality on Customer Satisfaction

(a) Model Summary						
Model	R	R Square	Adjusted R Square			
1	.544 ^a	0.296	0.294			
(b) Goodness-of-Fit ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.406	1	142.406	160.486	.000 ^b
	Residual	338.966	382	0.887		
	Total	481.372	383			
(c) Beta Coefficients						
Model		Unstandardized Coefficients	Standardized Coefficients	T-value	Sig.	
		B	Beta			
1	(Constant)	2.802		10.33	.000	
	Service Quality	0.843	0.544	12.668	.000	
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality						

Source: Primary Data, 2021

Regression testing as outlined in Table 4.21 revealed that service quality showed a low but positive influence on customer satisfaction (R Square = 0.296) meaning that it explains 29.6 percent of customer satisfaction. ANOVA test was employed as a check to the statistical significance to the model. The beta coefficients indicated that a single unit variation in service quality will increase, on average customer satisfaction 0.843 units and

the change was significant ($p < 0.05$). The constant level of customer satisfaction would be 2.802 (Y-intercept) when the service quality was zero. As regards the individual significance, both the constant and service quality were significant at $p < 0.05$. The resultant estimated linear regression is expressed as:

$$CS = 2.802 + 0.843SQ$$

Where CS = Customer Satisfaction

2.802 is the Y intercept

SQ = Service Quality

0.843 Increase in CS for every one unit increase in SQ

Based on this finding the first hypothesis was supported. Service quality was revealed as a significant influencer on the satisfaction of international air travellers. The null hypothesis H_1 : Service quality does not have a significant influence on customer satisfaction of international air travellers was therefore rejected.

4.7.2 Service Quality, Brand Experience and Customer Satisfaction

The second objective of the current inquiry was to determine the extent to which brand experience affects the relationship between service quality and customer satisfaction of international air travellers. The variable of brand experience comprised four key components of namely sensory, affective, behavioural and intellectual dimensions. Study responses were rated on a 12-entry scale of brand experience of the airport brand adopted from Brakus et al. (2009). A Likert-type scale in the range 1=not at all to 5=very large

extent was used. To assess the statistical significance between the brand experience, quality of services and customer satisfaction, the subsequent null hypothesis was expressed as:

H₂: Brand experience does not have a significant mediating effect on the relationship between service quality and customer satisfaction of international air travellers.

In order to test the mediating influence of brand experience in the association between service quality and customer satisfaction, a four-step Baron and Kenny (1986) procedure is implemented. In this method there was included the testing for the direction and strength of connections between independent (service quality) the mediating (brand experience); the dependent (customer satisfaction) variables. In order to determine whether there was full or partial mediating effect, Sobel test was conducted and if z value was greater than or equal to 1.96 then the test would provide evidence that the mediating effect was statistically meaningful at $p < 0.05$. The most relevant regression results whilst assessing magnitudes of the mediating influence of brand experience are displayed within Table 4.22.

Table 4.22: Regression of Brand Experience on Service Quality and Customer Satisfaction

(a) Model Summary						
Model	R	R Square	Adjusted R Square			
1	.216 ^a	0.047	0.044			
2	.547 ^b	0.299	0.295			
(b) Goodness-of-Fit ANOVA						
Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	22.481	1	22.481	18.714	.000 ^b
	Residual	458.892	382	1.201		
	Total	481.372	383			
2	Regression	143.993	2	71.996	81.305	.000 ^c
	Residual	337.38	381	0.886		
	Total	481.372	383			
(c) Beta Coefficients						
Model		Unstandardized Coefficients	Standardized Coefficients	T-value	Sig.	
		B	Beta			
1	(Constant)	5.656		42.088	.000	
	Brand Experience	0.228	0.216	4.326	.000	
2	(Constant)	2.766		10.156	.000	
	Service Quality	0.816	0.526	11.714	.000	
	Brand Experience	0.063	0.06	1.339	.182	
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality, Brand Experience						

Source: Primary Data, 2021

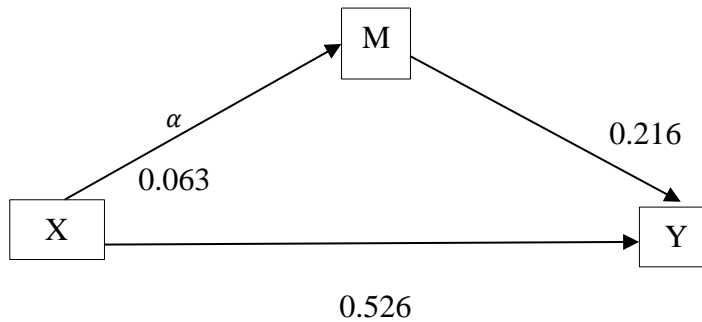
To empirically gauge mediation, the study first tested a direct association among customer satisfaction coupled with brand experience. In Model 1 service quality demonstrates a significant link with brand experience (R = 0.216). It explains 4.7 percent (Adjusted R square = 0.047) of brand experience. Further, the ANOVA results were F=18.714 at $p < 0.05$ which revealed the statistical implication of the model. Secondly, deploying linear regression to test the path (a) for the mediating variable (brand experience) against customer satisfaction. Thirdly, a test was conducted to assess whether the mediating variable predicted customer satisfaction in path (b). The final step was to conduct multiple

regression analyses to evaluate a joint influence of quality of service and brand experience against customer satisfaction. Given that equation, customer satisfaction was independent variable with service quality and brand experience recorded as dependent variable. A derived equation indicated that β_1 was outcome of customer satisfaction against mediator variable, with β_2 as weight of impact of service quality on customer satisfaction while controlling for brand experience. An exhibit of detailed results of the linear regression analyses assessing the mediator influence of brand experience on the link between service quality and customer satisfaction is depicted in detail under Table 4.22.

Testing via linear regression brand experience against customer satisfaction indicated statistically significant (R Square = 0.299; $p > 0.05$). Meaning that brand experience explained 29.9 percent of customer satisfaction. Tests of ANOVA were also employed and the results indicated that the significance of the global model since $F = 81.305$; $p < 0.05$. Based on individual significance, both the constant and service quality were significant at 0.05 level of significance. Brand experience falls short of statistical significance because the calculated $p = 0.182$ was greater than 0.05.

On the basis of the finding path (b) for the mediating variable, Brand Experience was found not to be significant at $p < 0.05$. The study therefore concluded that mediating influence of brand experience was not statistically significant. The outcomes of the model for testing mediation influence in brand experience in the connection between service quality and customer satisfaction are exhibited in Figure 4.1.

Figure 4.1 Results for Testing Mediating Effect



Source: Primary Data, 2021

Where: X = Service Quality, M= Brand Experience, Y= Customer Satisfaction

Testing the extent of the mediating influence of brand experience on the relationship between service quality and customer satisfaction revealed several pertinent outcomes. First, that service quality has a positive and statistically meaningful effect on brand experience ($R=0.216$; $F=18.714$ at $p<0.05$). Service Quality explains 4.7 percent (Adjusted R square = 0.047) of Brand Experience. Secondly the testing revealed a statistically significant impact of brand experience on customer satisfaction (R Square=0.299; $F=81.305$; $p>0.05$). That also signifies brand experience explained 29.9 percent of customer satisfaction. Nonetheless, the role of brand experience as a mediator of the primary relationship of this inquiry falls short of statistical significance because the calculated $p=0.182$ was greater than $p<0.05$. With the aim of testing the validity of the mediating relationship, the Sobel Test with $z \geq \pm 1.96$ at $p<0.05$ was employed. The Sobel test revealed a $z=4.0358$ at $p<0.001$. The study concluded that brand experience did not have a statistically meaningful mediating effect on the relationship between service quality and

customer satisfaction. The present investigation therefore failed to reject the second hypothesis H₂ : Brand experience does not have a significant mediating effect on the relationship between service quality and customer satisfaction of international air travellers.

4.7.3 Service Quality, Customer Interaction and Customer Satisfaction

The third objective of the current inquiry was to evaluate the extent of the moderating effect of customer interaction on the relationship between service quality and customer satisfaction of international air travellers. The customer interaction variable comprised 33 items relating to all those points at which the air traveller comes into contact with available services and infrastructure while undertaking the service journey at the airport. These were delineated as processing or mandatory and non-processing which are optional activities for international air travellers. A five-item Likert-type scale was deployed where 1 = not at all; 2 = to a small extent; 3 = to a moderate extent; 4 = to a large extent and 5 = to a very large extent. In order to test the third objective, the null hypothesis was expressed as:

H₃: Customer interaction does not have a significant moderating effect on the relationship between service quality and customer satisfaction of international air travellers.

A linear multiple regression analysis was processed. A single composite score was computed to represent the combined weight of service quality and customer interactions. But, the construction of such a score through simple and direct multiplication increased the probability of compounding any existing multicollinearity between the variables. Such a

composite score would affect the estimation of linear regression coefficients. This arithmetic challenge was overcome through standardizing obtained scores for service quality and customer interaction to a Z score with a mean of nought with a standard deviation of one. Both standardized variables of service quality and customer interaction were then aggregated to construct the interaction term. The detailed outcome of the analysis is displayed within Table 4.23.

Table 4.23: Regression of Customer Interaction on Service Quality and Customer Satisfaction

(a.) Model Summary						
Mode	R	R Square		Adjusted R		
1	.544 ^a	0.296		0.294		
2	.553 ^b	0.306		0.302		
3	.557 ^c	0.310		0.304		
(b.) Goodness-of-Fit ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.406	1	142.406	160.486	.000b
	Residual	338.966	382	0.887		
	Total	481.372	383			
2	Regression	147.228	2	73.614	83.937	.000c
	Residual	334.144	381	0.877		
	Total	481.372	383			
3	Regression	149.169	3	49.723	56.877	.000d
	Residual	332.204	380	0.874		
	Total	481.372	383			
(c.) Beta Coefficients						
Model		Unstandardized Coefficients	Standardized Coefficients	T-value	Sig.	
		B	Beta			
1	(Constant)	2.802		10.33	.000	
	Service Quality	0.843	0.544	12.668	.000	
2	(Constant)	2.563		8.883	.000	
	Service Quality	0.748	0.482	9.623	.000	
	Customer Interaction	0.187	0.118	2.345	0.02	
3	(Constant)	-0.595		-0.278	0.781	
	Service Quality	1.119	0.722	4.286	.000	
	Customer Interaction	0.689	0.432	1.991	0.047	
	Zscore(SerQuality x CusInteraction)	-0.549	-0.489	-1.49	0.137	
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Service Quality						
c. Predictors: (Constant), Service Quality, Customer Interaction						
d. Predictors: (Constant), Service Quality, Customer Interaction, Zscore(Service Quality x Customer Interaction)						

Source: Primary Data, 2021

In model 1 of the linear regression output indicates service quality positively influences customer satisfaction (R Square=0.296) which explains 29.6 percent of the variation in satisfaction. ANOVA results were $F=160.486$, $p<0.05$. Under model 2 shown in table 4.23 exhibits that 30.2 percent (Adjusted R square=0.302) of deviations in customer satisfaction was described by customer interaction and service quality. Further, the mathematical model is meaningfully statistically significant with $F=83.937$ $p<0.05$. Model 3 showed 30.4 percent (Adjusted R square=0.304) of deviations in customer satisfaction was explicated by customer interaction, service quality and the combined interaction term. In addition, the third model was statistically significant with $F=56.877$, $p<0.05$.

The global model was statistically significant at $p<0.05$. Upon additional inspection of the arithmetic outcome, it was exposed that the addition of the interaction term effectively increased the adjusted R square by 0.02 (0.304 – 0.302). Recall that Model 3 was statistically significant with $F=56.877$, $p<0.05$. Adjusted R square was used to compare goodness of fit for regression as it is particularly useful for comparing models with differing numbers of independent variables. For this reason, the study found sufficient grounds to reject the null hypothesis; customer interaction had no significant moderating effect on the relationship between service quality and customer satisfaction of international air travellers.

The resultant regression is expressed as:

$$CS = -0.595 + 1.119SQ + 0.689CI - 0.549 Z (SQ*CI)$$

Where CS = Customer Satisfaction

SQ = Service Quality

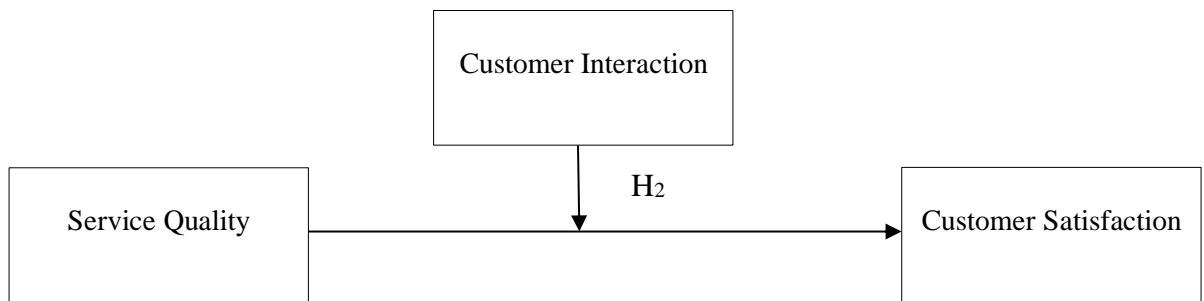
CI = Customer Interaction

ZSQ*CI = Standardized z score for the combined Service Quality and Customer

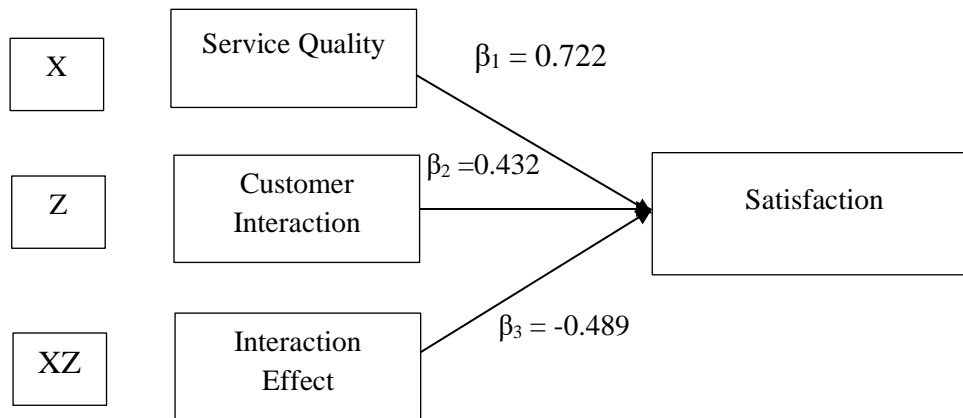
Interaction with a mean of zero and SD=1

The moderating path diagram shows that the path X – Service quality to customer satisfaction was significant $\beta=0.722$. Path Z indicates the magnitude pertaining to the association between customer interaction and customer satisfaction $\beta_1=0.722$ while the interaction effect was $\beta_3=-0.489$. The moderating path diagram is illuminated in Figure 4.2.

Figure 4.2 Results of Moderation Testing



Moderating Path Diagram



Source: Primary Data, 2021

As is represented Figure 4.2, β value represent the coefficients relating to each variable following scrutiny of the statistical import of testing for the moderation effect. Customer interaction (Z) was the moderator in the relationship between service quality (X) and customer satisfaction (Z). The beta relating to service quality $\beta_1 = 0.722$, customer interaction $\beta_2 = 0.432$ are positive. The interaction effect (XZ) beta is a negative number $\beta_3 = -0.489$. Consequently, the study rejected the third hypothesis H₃: Customer interaction does not have a significant moderating effect on the relationship between service quality and customer satisfaction of international air travelers. .

4.7.4 Service Quality, Customer Interaction, Brand Experience and Customer Satisfaction

The final and fourth objective of the current study was to determine the joint effect of service quality, customer interaction and brand experience on customer satisfaction among international air travellers. The variable of customer interaction comprised 33 items

relating to all those points at which the air traveller comes into contact with the services while undertaking the service journey at the airport. These were delineated as processing or mandatory and non-processing which were optional activities that international air travellers undertake.

The third variable was brand experience which comprised 12 items which related to the four key components of the brand experience which are sensorial and were related to the airport brand making a strong impression on the senses. Affective was operationalized as the strength of emotion towards the airport brand; behavioural was whether the airport brand induces physical actions; and behaviour and intellectual was whether the airport brand engages one in thought. Customer satisfaction level was evaluated by the strength in agreement with the two components of overall customer satisfaction which were overall customer satisfaction with airport services and willingness to recommend. With the aim of testing the joint effect, the arising null hypothesis was examined:

H₄: There is no significant joint effect of service quality, customer interaction and brand experience on customer satisfaction of international air travellers.

In order to appraise this hypothesis, service quality, customer interaction and brand experience was regressed on customer satisfaction. The product of simple linear regression analysis are displayed in Table 4.24.

Table 4.24: Regression Results of Joint Effect on Customer Satisfaction

(a.) Model Summary						
Model	R	R Square	Adjusted R Square			
1	.553 ^a	0.306	0.301			
(b.) Goodness-of-Fit ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.439	3	49.146	55.926	.000 ^b
	Residual	333.933	380	0.879		
	Total	481.372	383			
(c.) Beta Coefficients						
Model		Unstandardized Coefficients	Standardized Coefficients	T-value	Sig.	
		B	Beta			
1	(Constant)	2.569		8.887	.000	
	Service Quality	0.745	0.481	9.555	.000	
	Customer Interaction	0.171	0.107	1.980	0.048	
	Brand Experience	0.025	0.024	0.490	0.624	
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Brand Experience, Service Quality, Customer Interaction						

Source: Primary Data, 2021

The overall regression model of joint influence of service quality, customer interaction and brand experience had a moderate explanatory power (R Square = 0.306). That is, the joint effect of the variables explained 30.6 percent of Customer Satisfaction. ANOVA tests indicated the global arithmetic model was significant with $F=55.296$ at $p<0.05$. Therefore, the null hypothesis was rejected. The current study concluded that there was a significant joint effect of service quality, customer interaction and brand experience on customer Satisfaction of international air travellers in Kenya.

A further assessment of the individual variable significance, the constant, Service Quality, and Customer Interaction were revealed to be significant at $p > 0.05$, whereas Brand Experience was not. The resulting prediction equation is expressed as:

$$CS = 2.569 + 0.745SQ + 0.171CI + 0.025BE$$

Where CS = Customer Satisfaction

SQ = Service Quality

CI = Customer Interaction

BE = Brand Experience

Meaning that if service quality, customer interaction and brand experience were improved by one unit, customer satisfaction would rise, on the average 0.745, 0.171 and 0.025 units, respectively. Therefore, the current study rejected fourth hypothesis H₄: There is no significant joint effect of service quality, customer interaction and brand experience on customer satisfaction of international air travellers.

4.8 Summary of Results of Regression Analysis and Hypotheses Testing

The current analysis rigorously interrogated the effect of service quality, customer interaction and brand experience on customer satisfaction of international air travellers. Primary data was collected from 384 respondents at two major international airports. Four objectives were outlined for examination and four associated hypotheses were developed for testing. A presentation of the summary of findings as relates to each hypothesis is described in Table 4.25.

Table 4.25: Summary of Results

Objectives	R ²	P value	F statistics	Finding	Hypotheses
Establish the influence of service quality on customer satisfaction of international air travellers in Kenya	0.296	p≤0.05	160.486	Not supported = Reject H ₁	H1: rejected. Service quality has a significant influence on customer satisfaction of international air travellers
Determine the extent to which brand experience affects the relationship between service quality and customer satisfaction of international air travellers.	0.299	p≤0.05	81.305	Supported = Fail to reject H ₂	H2: not rejected. Brand experience does not have a significant mediating effect on the relationship between service quality and customer satisfaction of air travellers
Assess the effect of customer interaction on the relationship between service quality and customer satisfaction of international air travellers.	0.310	p≤0.05	49.723	Not Supported = Reject H ₃ .	H3: rejected. Customer interaction has a significant moderating effect on the relationship between service quality and customer satisfaction of air travellers.

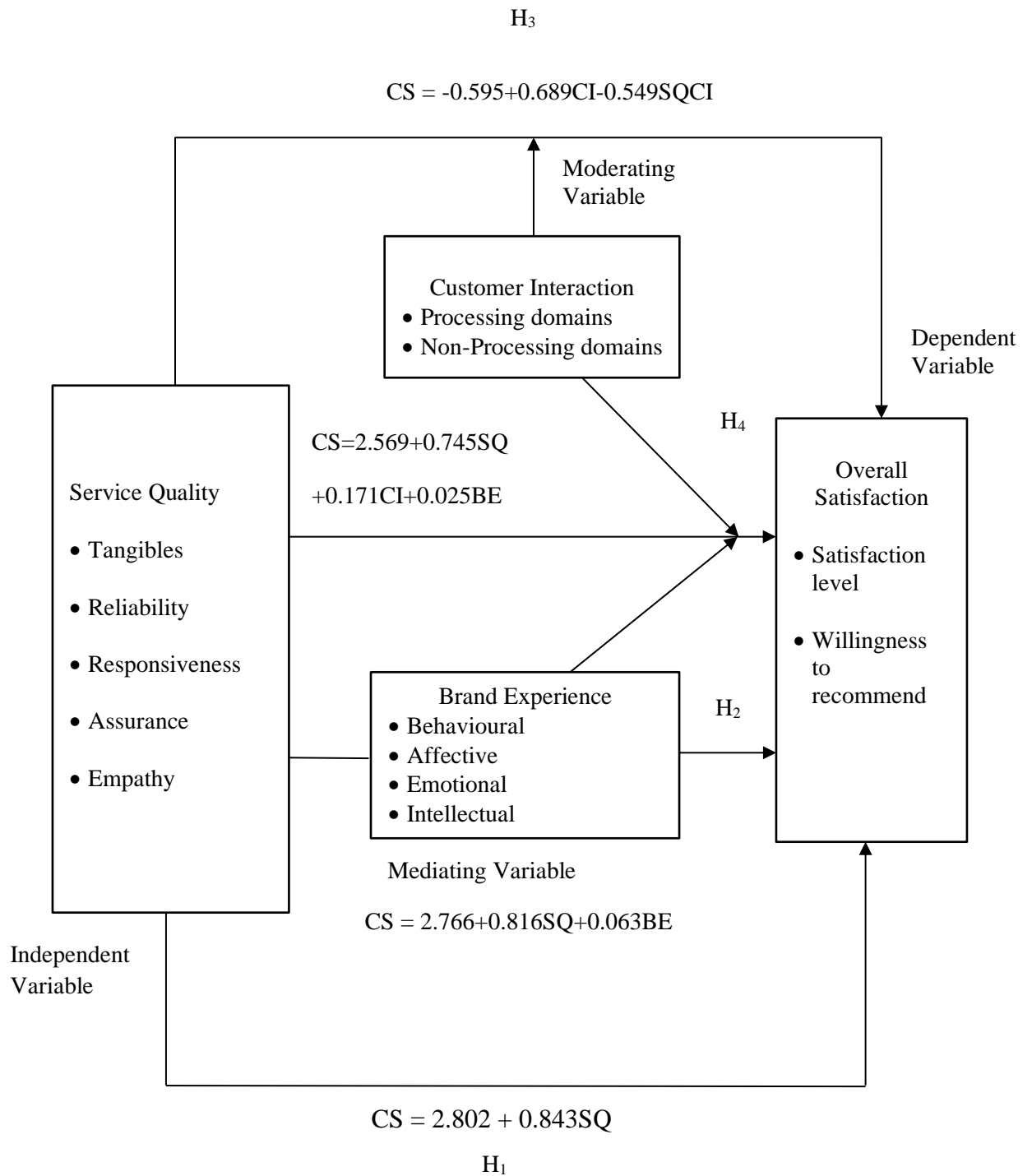
Determine the joint effect of service quality, customer interaction and brand experience on customer satisfaction among international air travellers of international air travellers.	0.306	$p \leq 0.05$	55.926	Not supported = Reject H ₄ .	H ₄ : rejected. There is a statistically significant combined effect of service quality, customer interaction and brand experience on customer satisfaction of international air travellers
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Source: Primary Data, 2021

4.9 The Empirical Model

Following analysis of data, the current study outlined the revised conceptual model with the detailed empirical results. As such the empirical model is a revision of the conceptual exhibit in Figure 2.1. It details results of the relationships tested by the current exploration arithmetically. The resulting mathematical relationships and schema are illuminated in the empirical model in Figure 4.3.

Figure 4.3 Empirical Model



Source: Researcher, 2023

Hypothesis one (H₁) that service quality does not have a significant influence on customer satisfaction of international air travellers was rejected and the link among quality of service and customer satisfaction was maintained as presented. The resulting comparison was presented precisely as:

$$CS = 2.802 + 0.843SQ$$

Hypothesis two (H₂) that brand experience does not have a significant mediating effect on the relationship between service quality and customer satisfaction of international air travellers. The null hypothesis was not rejected. The resulting equation depicting the arithmetic relationship between variables was presented as:

$$CS = 2.766 + 0.816SQ + 0.063BE$$

Hypothesis three (H₃) that customer interaction does not have a statistically meaningful moderating effect on the relationship between service quality and customer satisfaction was rejected the mathematical relationship as shown was maintained. The resultant equation was presented as:

$$CS = -0.595 + 0.689CI - 0.549SQCI.$$

To test the joined influence of the study variables on the outcome of customer satisfaction a fourth null hypothesis (H₄) was tested and was subsequently rejected. The resulting equation was presented as:

$$CS = 2.569 + 0.745SQ + 0.171CI + 0.025BE.$$

All at $p > 0.05$.

4.10 Discussion of Results

The present inquiry investigated the extent of the effect of service quality, customer interaction, and brand experience on satisfaction. Four specific objectives were outlined and four related hypotheses were examined using linear regression analysis. An empirical model outlining the mathematical relationships amongst the variables was outlined. The findings of hypotheses testing are briefly discussed in this section.

4.10.1 Service Quality and Customer Satisfaction

Testing the first hypothesis revealed that the influence of service quality was statistically significant and positive on customer satisfaction. Overall, these results corroborated the findings from several pertinent studies in the USA (Fodness & Murray, 2007), Uganda (Namukasa, 2013), Dubai (Rahim, 2016); South Africa (Du Plessis et al. 2014), Nigeria (Adeniran & Fadare, 2018) and Fiji (Slack & Singh, 2020). Like other related studies the current study revealed that the performance and procedures of airport security checks have a relatively strong influence on overall satisfaction (Sindhav et al., 2006). This is partly because they are perceived as legitimate and have a relationship to safety of air travel (Ceccato & Masci, 2017; Hasisi et al., 2021).

A further inspection of the results corroborate those from other recent analyses. For instance, Sohail and Hasan (2023), while investigating student satisfaction in Saudi Arabia concluded that the SERVPERF scale was empirically superior to the SERVQUAL. The study also concluded quality of service influences and satisfaction significantly. But, empathy dimension of service quality did not contribute to satisfaction. The other four

dimensions of service quality significantly affected satisfaction. Relatedly, Duc Thanh et al. (2023), concluded that SERVPERF scale offered high reliability and validity in an inspection into quality related to healthcare in Vietnam. A finding also partially supported by Amin and Khan (2022) study of maternity patients' satisfaction with private hospital service. Therefore, the conclusion of the current analysis validate the conclusion that quality of service can be adequately measured using the SERVPERF scale and supports the hypothesis that service quality positively affects satisfaction.

The results of the current inquiry diverge with other related studies. For instance, Akdere et al. (2020) deployed a SERVPERF model and concluded that reliability and responsiveness had the most significant influence on overall service quality in state hospitals in Turkey. This finding resonates with a study from Iran (Jebraeily et al., 2019) that employed a modified SERVQUAL scale and reported that the highest quality gaps were to be found among responsiveness dimension and reliability dimension of service quality. Whereas the bottommost quality gap was associated with tangibles. In contrast to the current study, Jebraeily et al. (2019) concluded meaningful differences existed between expectations when contrasted with perceptions in all SERVQUAL dimensions. Thereby implying that quality of service was lower than customer expectations. A relevant study in Korea (Yu &Hyun, 2019) concluded that the empathy aspect of SERVQUAL was the most significant trait of quality of service among air travellers in Korea.

Nevertheless, other studies have scrutinized the satisfaction as a mediator in the relationship between loyalty and quality of service. For instance satisfaction has been

revealed as a mediator in the relationship between service quality and loyalty in the Pakistan service industry (Zameer, Wang, Yasmeen & Ahmed, 2019). Among other recent investigations in the online context, Khan et al. (2023), concluded that that e-service quality significantly positively affects e-loyalty among users of banking on-line services in Pakistan. In addition the study concluded that e-satisfaction was a mediator of the relationship between e-service quality and e-loyalty. A conclusion that is partially contradictory to the findings from a study in the supermarket sector in Fiji (Slack & Singh (2020) which concluded satisfaction of customers was a partial mediator in an examination of the link between quality of service and customer loyalty.

The general aim of improving service quality is to achieve satisfaction which consequently forms loyal customer bases and allows an organization to distinguish itself from its competition, position itself highly in the market and improve its bottom-line (Zeithaml, Parasuraman & Berry, 1990; Zeithaml et al., 2023). The current scholarly endeavour revealed that international air travellers exhibit relatively strong confident assessments of the expertise and courteousness of airport security workers, and their capacity to deliver trust. This finding supports the conceptualization that service quality is a significant factor in services marketing. Further that it has close link to the air traveller experience and service productivity which in turn has a fundamental status in generating a country or region's development and relative competitiveness (Parasuraman, 2010; Zeithaml et al., 2018; Bellizzi et al., 2020).

The current study assessed the quality of service as applied to the ground related activities as passengers enter the airport environment and up to and just prior to aircraft boarding.

Most significantly the current study revealed that 29.6 percent of overall international air traveller satisfaction was attributed to the quality of airport security services. With regards to the SERVQUAL scale, the items under assurance; that is the expertise and courteousness of workers and their capacity to deliver trust was the highest rated component of service quality. The current study affirmed the prediction of service marketing theory that improvements to service quality augments satisfaction of customers. The current exploration exposed that quality of service is an antecedent of satisfaction. In particular, the component of assurance of security screening was revealed to be the key determinant in generating assessments of the perception of service quality for international air travellers.

4.10.2 Service Quality, Brand Experience and Customer Satisfaction

The current exploration tested the second hypothesis by scrutinizing the mediating influence of brand experience on the affiliation between service quality and customer satisfaction deploying Baron and Kenny (1986) mediation testing method. As a result, the study concluded that the four components of brand experience namely sensory, behavioural, intellectual and affective were reliable and valid in the assessment of the construct. Testing the mediating effect failed to meet the threshold for statistical significance; the null hypotheses was therefore accepted. The findings from the current study reveal that brand experience does not have a statistically significant mediating influence on the principal relationship. Similarly, Kamar and Kaushik (2018) deployed Baron and Kenny (1986) approach and concluded brand experience was a partial mediator the connection between brand identification and consumer brand relationship in telephony

services. Further, the outcome of the current exploration corroborates Nysveen et al. (2013) conclusion that the overall effect of brand experience as a mediator of satisfaction remains unclear.

Further scrutiny of the data analysis indicate that quality of service had a positive and significant influence on brand experience. Similarly, brand experience had a statistically significant and positive influence to customer satisfaction. These findings from the current study partially support Brakus et al. (2009), conclusion that brand experience had a positive influence on customer satisfaction. The findings of the current inquiry partially support Khan et al. (2016), conclusion that online brand experience moderately influences satisfaction with online banking services. The results from the current analysis partially supports the recent findings by Yasin, Liébana-Cabanillas, Porcu & Kayed (2020), which concluded a significant association between brand experience and intention to recommend in online Islamic banking in Palestine. Further these results partly support the finding of recent studies by Nadeem, Tan, Tajvidi and Hajli (2021) and Okelvik et al.(2022) which concluded that brand experience positively influences brand satisfaction.

Importantly, the current study failed to find a statistically significant threshold for the mediating impact of brand experience on the relationship between quality of service and customer satisfaction among air travellers. This finding stands in contrast to Kamar and Kaushik (2018) conclusion that brand experience partially mediates identification and the brand relationship of the consumer. Moreover, the current study findings also stand in contrast to Morgan-Thomas and Valestou (2013) conclusion that brand experience impacts satisfaction and loyalty directly and indirectly through brand personality. Relatedly, Kazmi

and Khalique (2019) concluded that brand love, prestige and trust mediated brand loyalty among female consumers of cosmetic beauty related goods in Pakistan. Relatedly, Choi, Ok and Hyun (2017), concluded that brand love, prestige and trust promote loyalty, repurchase intentions and life-time value of the brand of coffeehouse customers in the USA. This finding is aligned to the findings of recent study by Amoroso, Pattuglia and Khan (2021) among millennials who are customers of online entertainment.

The current inquiry failed to demonstrate a statistically significant mediating effect of brand experience amongst service quality and customer satisfaction of international air travellers in Kenya. This is an interesting finding that swells the corpus of empirical substantiation in the arena ground based air travel experience. This finding is particularly valuable because prior studies assert that the realm of brand experience, equity and satisfaction in the aviation industry is underexplored (Lin, 2015; Figueiredo & Castro, 2019). At the same time the study findings stands in contrast to another recent study among golf players in South Korea which revealed that experience with a brand does not necessarily lead to satisfaction (Chung & Weltey Peachey, 2022).

This area of inquiry offers a fruitful arena for further scholarly investigation in the sub-sector of air transport ground service. The present inquiry contributes to the continuing development in Brand Experience Theory through a number of important veins. In the first instance, the current study demonstrated that the twelve-item brand experience scale is applicable to the services sector which is in line with several other studies among them Kumar and Kaushik (2018) in India and Nysveen et al., (2013) in Norway. Here the

findings of the current study stands in contrast to local studies among them Ndung'u (2013) conclusion that brand experience did not exhibit a significant mediating effect. Second, brand experience theory posits consumer's behavioural responses to stimuli when they shop for and consume goods and services are significant contributors to satisfaction and loyalty. The current study reported that service quality positively influences brand experience in a highly complex and constrained service environment namely an airport terminal (Popovic et al., 2010; Kiliç & Çadirci, 2022) which is a useful finding in enhancing ongoing debate about the direction of brand experience research. Third, the mediating effect of brand experience was not statistically significant. That finding presents an opportunity to advance knowledge in the development of the nascent theory of brand experience.

4.10.3 Service Quality, Customer Interaction and Customer Satisfaction

The current study inspected third hypothesis that customer interaction does not have a significant moderating effect on the relationship between service quality and customer satisfaction of international air travellers. Testing of the hypothesis revealed that customer interaction as a statistically significant moderating effect. Inclusion of customer interaction in the model resulting in an increase in the R Square ($0.304 - 0.302 = 0.02$) at $p > 0.05$. Subsequently, null hypothesis was therefore rejected.

The findings of the current inquiry partially accord with those from other related experiments. Most notably, Antwi et al (2020) applied the AIPeX model at the Shanghai Pudong International Airport in China and concluded a direct relationship existed among processing and non-processing activities and passenger satisfaction. In contrast to the

current inquiry, significant mediating and moderating effects of passenger sentimental image mediated and travel purpose moderated service quality of airport and satisfaction.

Contrarily, Inyo and Githii (2022) revealed that customer interaction could improve the outcomes related to quality of service. However, the study concluded that there were instances in which the presence of customer interactions could impact negatively on practices focused on quality management improvement. This suggests a bi-directional relationship between process quality and outcome quality. Partly in accord with the current study, Inyo and Githii (2022) concluded that customer interactions influence perceived quality of service in knowledge focused services. Meaning that overseeing customer interactions could augment quality management and lessen operational complexity. While this position remains essential, an empirical study recently examined topic modeling and analysis of sentiment within online airport service customer (Kiliç & Çadirci, 2022) which concluded that customers had positive sentiments for both processing as well as non-processing domain activities.

The components of customer interaction applied in the current study were distinguished by the activities that were mandatory or processing and the activities that were optional or discretionary. The current study contributed a novel perspective by incorporating the unique components related to the airport experiences in Kenya by including two key components of processing domain activities namely; vehicle screening and transit security screening. These new components when compared to other processing domain activities showed moderate and strong positive ratings respectively. The overall result was that

processing domain activities reported higher ratings when compared to discretionary domain activities.

The examination of this third objective reveals significant findings that are aligned with others found in the literature. However, previous studies have been conducted in other geographical and social contexts from the current inquiry and used different tools based on among others the airport terminal service performance model. These empirical examinations provide significant new knowledge based on the air traveller perspective. However, they have so far been insufficient in their ability in apprehending the discrete airport and passenger interface comprehensively (Wiredja, 2017). Given the controversy presented by the findings of among others Inyo and Githii (2020), there is evidence suggesting that the nature of the influence, and directionality of customer interactions in the connection between quality of service and satisfaction presents fertile arena for deeper empirical inquiry. From a theoretical standpoint, Customer Contact Theory (CCT) advances the notion that customers evaluate experiences based on the intensity of their own efforts in obtaining services in both online and offline contexts. As such the current study contributed to the development of CCT by unbundling the effects of different customer interaction components. The current study also contributed to the ongoing debate regarding the influence of customer interaction among constructs such as quality of service and satisfaction.

4.10.4 Service Quality, Customer Interaction, Brand Experience and Customer Satisfaction

The current analysis supported the conclusion that the association between service quality and customer satisfaction is a positive one. However, part of the evidence from previous studies are somewhat contradictory. For more meaningful insights, the present study tested the fourth hypothesis that the combined effect of service quality, brand experience and customer interactions on customer satisfaction was statistically significant. This finding is valuable because there were differences in the empirical assessments of individual, mediated and moderated effects of the variables on the outcome of satisfaction. For example, while service equality and customer interaction has statistically significant effects on customer satisfaction, the mediating effect of brand experience failed to meet the threshold for statistical significance.

Upon deeper inspection of the results some interesting findings were noted. Among other pertinent findings, Hossain, Yesmin, Jahan and Kim (2021), inspected the interaction amongst justice, service quality, social influence, corporate image and satisfaction and loyalty. And concluded that justice and quality significantly affected satisfaction and loyalty. The study also revealed that corporate image positively influenced service satisfaction; not customer loyalty. Contrarily, social influence significantly affected customer loyalty, and not satisfaction. Further analytical testing showed that banks' ownership structure significantly moderated customer loyalty of banks in Bangladesh. Relatedly, Marcos and Coehlo (2022) concluded quality of service influenced value and satisfaction. And that perceived value and satisfaction were mediators in the connection amongst service quality and loyalty and word-of-mouth in the Portugal insurance industry.

In the context of brand experience for online social networking, the findings of the current study stand in contrast to Nadeem et al. (2021), that concluded self-brand connection moderated and consumer engagement mediated the connection between consumer engagement, brand loyalty and satisfaction. In the realm of customer interaction, the current inquiry revealed that customer interaction moderated the relationship between service quality and customer satisfaction. However, that conclusion contrasts Lee, Choi and Field (2020), finding that satisfaction was a mediator in the association between service quality and behavioral intentions in the omnichannel retail service context; thereby supporting among others Cronin et al. (2000) and Armbrecht (2021). Conversely, Lee et al. (2020) found no significant influence of retail pick-up service on perceived service quality or satisfaction.

Consequently, results from current literature provide conflicting outcomes to those revealed in the current investigation. The current analysis revealed a statistically significant relationship between service quality and satisfaction and further found that the moderating effect of customer interaction was also statistically significant. Nevertheless, other studies in Kenya among them Owino (2013) concluded that corporate image was a moderator in the relationship between service quality and satisfaction among students of universities. Relatedly, Ndung'u (2013) found customer perception partially mediated, and managerial focus failed to meet the statistical threshold as a moderator in the relationship between quality drivers and satisfaction among flour milling firms. Gichuru (2018) study of the insurance industry in Kenya concluded service quality management practices positively

affected performance, however, organisational characteristics and industry competition exerted a negative influence.

In assessing moderation impact of customer interaction and the mediating influence of brand experience in the association among service quality and customer satisfaction in one empirical experiment, this study exemplifies an extension of the stream of knowledge on service quality. The outcome of the current study acknowledges the premise from extant research where quality of service is held as the discrepancy between expectations and performance (Gronroos, 1984, 2001; Parasuraman et al 1985, 1988; Akdere et al., 2020; Duc Thanh et al., 2023). Second, it supports customer theory that advances the notion that customers evaluate experiences based on the intensity of their own efforts in obtaining services which in turn supports brand experience theory which holds that consumer's behavioural responses to stimuli when they shop for and consume goods and services are antecedents of satisfaction. Findings from the current investigation supports the notion that service firms such as airports can influence customer satisfaction by implementing strategies to improve quality of service for international air travellers. At the same time service organizations can enhance their relative level of competitive advantage by enhancing their customer interaction related offerings and experiences.

4.11 Chapter Summary

This chapter illustrated detailed results of data analysis. It outlined the empirical means through which the objectives of the current study were addressed. Diagnostic tests and outputs from the linear regression analysis have been outlined after testing the four study

hypotheses. Consequently, a diagrammatic and mathematical representation of the revised conceptual framework was illustrated in the empirical model in figure 4.3.

The forthcoming chapter exhibits a condensed summary, offers conclusions and provides recommendations of the current study. It presents conceptual, policy and managerial propositions of the inquiry before drawing preliminary conclusions. The chapter ends by outlining areas of further inquiry and details the limitations of the investigations.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This section condenses the outcomes through a summary, presents conclusions and outlines recommendations from the investigations conducted. Areas for that require further inquiry and limitations are exposed before providing a synopsis of the chapter. The current study outlined four key objectives; the first was to establish the influence of service quality on customer satisfaction. The following objective to determine the mediating effect of brand experience and thirdly, to check the moderating effect of customer interaction on the association between service quality and customer satisfaction. The fourth objective was to determine joint effect of variables namely; service quality, customer interaction and brand experience on customer satisfaction among international air travellers.

5.2 Summary

This study revealed that those with undergraduate degree education and above constituted a majority of international air travellers (66.41 percent); that 58.33 percent of air travellers were between 18 and 34 years of age and 62.24 percent of respondents had used air mode of travel between one and four times over the preceding 12-month period. Further, the study found that respondents were from six continents namely; Africa, Europe, South and North America, Australia, Asia and the Middle East. This demonstrated the representativeness of the study sample through the variety of respondents' education, age, frequency of travel and region of origin.

Among the components of service quality under SERVQUAL scale; the dimension of assurance had the highest mean rating. Assurance was a measure of the expertise and courteousness, the capacity to instil confidence in customers; making travellers feel safe and the courtesy of airport security personnel. Overall, perception of security service quality at the two international airports namely JKIA and MIA had a mean score of more than four, which was rated as - very large extent on the five-point Likert-type scale. . The study reported that international air travellers have a strong positive perception of the expertise and courteousness of airport security workers and their capacity to deliver trust.

As regards customer interaction, the current study found notable differences in perception between the processing and non-processing domains. International air travellers positively viewed the waiting time, efficiency and courtesy of border control and airline check-in experience. These components had a mean score of more than four - very large extent on the five item Likert-type scale regarding their evaluation of the performance customer interaction during ground based international air travel service journey. On the other hand, respondents had a moderate perception of the waiting time, courtesy and efficiency of the primary vehicle check-point experience with an average mean of three - moderate extent.

As regards non-processing domains airport accessibility namely the availability of a variety of ground transportation options, the availability of vehicle parking facilities and queuing length for taxis whose perception was rated two - small extent. A similar finding applied to airport retail areas and facilities. The study reported that international air travellers in Kenya have a low rating for airport accessibility, airport retail and airport facilities.

The current study also examined the brand experience component of the ground-based service journey found at airports as it related to departing international air travellers. The study reported that the behavioural dimension of brand experience had the lowest mean . Indicating that the airport brand elicited a two - to a small extent on the Likert-type scale of influence on the air travellers' experience. On the other hand, the sensory dimension (mean score=2.64, SD=1.43) indicated a moderate effect. The study reported that overall airport brand experience exerted a small to moderate effect on the airport users travelling to international destinations. Customer satisfaction (mean score=8.00, SD=1.67, CV=0.20) and intention to recommend (mean score= 4.37, SD=1.01, CV=0.19) indicated that international air travellers had a high level of satisfaction and reported strong willingness to recommend airport services to friends and colleagues.

Testing the four study hypotheses exposed statistically significant impacts of service quality on customer satisfaction of international air travellers. Secondly, the study failed to demonstrate a statistically significant mediating effect of brand experience on the relationship between service quality and satisfaction. Third, the current study revealed a moderating effect of customer interaction on the relationship between service quality and satisfaction. Fourthly, the inquiry revealed statistically significant combined effects amongst service quality, customer interaction and brand experience to customer satisfaction among international air travellers.

5.3 Conclusion

The current study has examined the influence of service quality, brand experience, and customer interactions on customer satisfaction through statistical analysis in the context of

international air travel in Kenya. Data was collected from two major international airports and the respondents were departing international air travellers. Its first objective was to establish the influence of service quality on customer satisfaction of international air travellers in Kenya. In addition, its goal was testing the mediating impact of brand experience and the moderating influence of customer interaction in the relationship between service quality and customer satisfaction. Finally, its objective to determine the joint effect of the variables of service quality, brand experience and customer interaction on the customer satisfaction of departing international air travellers in Kenya. Thereby, this study addressed itself to the broad the research question: ‘What is the influence of service quality, customer interaction and brand experience on customer satisfaction of international air travellers in Kenya?’

The first objective of the current study was to establish the influence of service quality on customer satisfaction of international air travellers in Kenya. An empirical assessment deploying linear regression analysis revealed service quality had a statistically significant and positive influence on customer satisfaction. These results corroborated those of other research efforts from other countries in the world. Specifically, and like other related studies the current study revealed that the performance and procedures of airport security checks have a relatively strong and positive influence on overall satisfaction. Unique to this investigation, the current study applied the SERVPERF scale and concluded that service quality which was composed of the five components namely; reliability, assurance, empathy, tangibles, and responsiveness had a statistically significant influence on satisfaction.

The second objective was to determine the magnitude brand experience has on the relationship between service quality and customer satisfaction of international air travellers. The four step Baron and Kenny (1986) mediation testing technique was used for data analysis. Importantly, the current study revealed insufficient statistical basis for the position that brand experience intervenes in the relationship between service quality and customer satisfaction. Therefore, the null hypothesis that brand experience does not intervene in the relationship between service quality and customer satisfaction was supported. Inspection of the outcome of data analysis revealed service quality having an affirmative effect on brand experience. Similarly, brand experience was revealed as positively affecting satisfaction. However, when brand experience was combined with improvements in service quality that effect was not statistically significant for the improvement of satisfaction for international air travellers.

The third objective was to assess the effect of customer interaction on the relationship between service quality and customer satisfaction of international air travellers. The empirical assessment through regression analysis revealed that customer interaction had a positive correlation with service quality and satisfaction. Further empirical assessment provided statistical evidence that customer interactions had a significant moderating effect. As such the null hypothesis that customer interaction does not moderate the relationship between service quality and customer satisfaction was rejected. Therefore, the current investigation concluded that improvements in customer interaction when combined with

improvements in service quality have a positive and statistically significant influence on the outcome of satisfaction for international air travellers.

The fourth objective was to determine the joint effect of service quality, customer interactions and brand experience on satisfaction among international air travellers in Kenya. Following simple regression analysis, the current study rejected the null hypothesis and concluded that the combined effect of service quality, customer interactions and brand experience on customer satisfaction was statistically significant. However, upon further inspection of the results it was also found that the inclusion of the brand experience variable into the joint effect model was not statistically significant. This finding provides support for the conclusion that improvements in service quality and customer interactions as the most significant determinants of the satisfaction of international air travellers.

In sum, the current study has effectively presented an empirical model that allows a mathematically concrete depiction of the association between service quality, brand experience, customer interaction and outcome of customer satisfaction. Existing research has demonstrated that gaps in service quality during the ground-based air travel services can lead to the dissatisfaction of international air traveller. In this way, at a strategic level such an outcome could have negative long-term effects on a country's tourism, economic integration and development as well as poverty reduction initiatives. Therefore, an equilibrium between safety and security related activities that are conducted at Kenya's airports are important cogs in the wheel that safeguards the overall integrity of worldwide

civil aviation. The study summarized that improvements in service quality, brand experience and customer interaction could significantly and positively affect satisfaction of international air travellers in the country of Kenya. This study has implemented and explored the associations between constructs namely; service quality, brand experience, customer interaction and customer satisfaction in a way that had not been beforehand commenced among international air travellers. As such this study represents an extension of the frontiers of knowledge in the realm of services marketing theory and practice.

5.4 Conceptual Implications

The outcome of the present study offers further empirical validation for the affirmative linear association between service quality and satisfaction. Operationalization of service quality with the SERVPERF scale which measures perceptions only has been exposed by this study as a sufficient foundation on which to base the measurement of the construct. Pertinent to this study the application of the performance only SERVPERF scale was established as a reliable and acceptable means with which to empirically assess quality of service performance. The outcome of testing the combined effect of variables on supports the argument that there are other variables that other than service quality that could explain satisfaction. Similarly brand experience does not play a statistically significant role in enhancing satisfaction when acting as a mediating variable to service quality. In totality these results add to and are an extension of the federation of knowledge anchored by service quality theory.

Brand Experience Theory holds that experiences are to be conceptualized along multiple experience dimensions. This study operationalized the brand experience scale under the

four key dimensions of sensory, affective, cognitive and behavioural. It was revealed that the brand experience scale was reliable and valid instrument in the assessment of the construct in a complex service setting. In the same vein as, other related studies the current study finds the intellectual component of brand experience was of minor influence for international air travellers. The study findings demonstrate that service brand experience is different from goods and service brand categories. It can be expected that over time brand experience could modify the relationship between consumer satisfaction and loyalty. The present investigation therefore contributes to brand experience theory by expanding the extent and applicability of brand experience research in the way it interlinks with related marketing concepts. This allows other scholars to isolate emergent exploration themes requiring appropriate research efforts in brand experience literature

Customer Contact Theory explains the phenomenon of a purchaser's direct contact with the service provider in proportion to total service time. The current study concluded that customer interactions within the ground-related service complex found in airports can be distinguished between mandatory and optional activities. The study revealed the distinctions between perceptions of processing and non-processing activities. When taken together these customer interactions had a statistically significant moderating effect on the association between service quality and satisfaction. This conclusion buttresses customer contact theory as it illustrates the importance between different components of customer interaction within the ground related components of the air travel experience.

The study findings expose the need for service quality to be incorporated with customer contact theories in enhancing the continued development of the theory of customer

satisfaction. Under Service Marketing Theory an integrative mechanism under which the variables in the current study were interrogated empirically was provided. As such the study demonstrated the relevance and application of Service Marketing Theory as a means to interlink adjoining theories and therefore substantiate empirical inquiry. The present study proposed and tested a conceptual framework that was comprehensive that accommodated the testing of each variable's dimensions simultaneously.

5.5 Policy Implications

Policy makers will directly profit from the conclusions of this study in developing stratagems aimed at enhancing continued growth in national tourism, travel and security industries. Sector policy formulation will be supported by informed decisions about airport user experience to guide aviation related infrastructure development. Air transport is an important driver of economic growth by facilitating tourism and travel. Sector policy formulation will be supported by informed decisions about airport user experience to guide aviation related infrastructure development. Similarly, airports act as gateways to regions and countries. At the same time airports act as security installations that mitigate negative impacts of threats to air travel. This inquiry confirmed that security service quality directly influences a positive air travel experience.

It is acknowledged that the aviation sector is a key facilitator of the tourism sector and is a strategic sector that supports overall economic development of countries and regions. The current study contributes to policy development by unbundling the airport sub-sector and within it the quality of airport security services as significant contributors to overall satisfaction of international air travellers. The results from the current study will apprise

policy makers on the importance of adopting a service quality approach to improve the experience of air travel. In addition, such policy will guide the distribution of resources that would enable airports to perform the dual role of role of facilitating air travel as well as enhancing their role as border control as well as security installations. For policy makers, the current study shows that service quality has close link to the passenger experience and service productivity, which has an essential role to play for a region or country's development, relative competitiveness plus poverty reduction initiatives.

The current study concluded that the quality of security services is the main factor influencing satisfaction for air travellers and that customer interactions have a significant influence on that relationship will guide resource allocation. Therefore, apportioning larger proportions of budgetary resources to the implementation of service quality practices as well as customer interaction related physical and non-physical systems, and well-trained employees will enhance overall satisfaction with the air travel journey at airports. This would in turn enhance revenue generation activities and the overall profitability of the firms involved in the service provision chain at airports as well as within the inner workings of airports themselves. Industry regulation bodies will use the outcomes of the present inquiry to strengthen national strategy formulation in the aviation industry to enhance the penetration of air travel to the wider public.

5.6 Marketing Practice Implications

With increasing competition for cargo and passenger generated revenues, the airport business requires more investment in innovative and customer focused approaches to provide differentiation. Of central importance to the current study was that international air

traveller satisfaction is a critical indicator of the business success of an airport service provider. This means that overall satisfaction can be used as a means for developing an unassailable competitive differentiation in a competitive landscape. Equally the inputs to satisfaction namely brand experience, customer interaction and quality of service can be applied as performance management tools.

The findings from the current study demonstrate an urgent need to enhance the role of marketing managers and marketing practice at airports. Marketing managers could now and in future identify arenas of service improvement using a data-driven approach. In addition, the formulation of strategies using aspects of data including modelling and sentiment analysis could lead to the full implementation of a service quality approach in all facets of the air travel ground-service journey. These efforts should be driven towards creating measurable targets in regard to improving the service quality of airport security. Other measures would also include deliberate benchmarking of the airport brand experience throughout the customer journey. Continued investment in training in communication and effective and efficient handling of interpersonal relations by frontline service personnel will be required. This will have the advantage of enhancing their expertise and courteousness and will lead to improved capacity to deliver trust to air travellers in general. These measures could have an affirmative effect on income generation efforts through enhanced airport terminal experiences by encouraging experiential terminal design and development of suitable shopping, food and beverage services. This in conjunction with the enhancement of associated retail atmospheres that are in line with the constantly changing needs of air travellers.

Airports and their related service providers in those environments should strive to position themselves around an inclusive environment where high quality service provision is supported and encouraged. In this way, the individual and collective actors in the service journey would ensure that they reach and maintain a relatively superior competitive advantage over rival aviation systems. Such a position would crystallize into a sustainable and difficult to duplicate service profile for the facilities. Literature suggests that relative competitive advantages over service provision gives firms an opportunity to flourish and provide good returns to stakeholders.

The results of the current inquiry demonstrate the urgent need to make use of feedback from the user of air transport in creating services that would support a relative competitive advantage within a dynamic and highly competitive and complex service environment. Of central importance is the need for airports to provide motivated and highly trained staff due to the undividable nature of service creation and use in aviation industry sub-sector. What this means is that airport management should continuously engage stakeholders and gain support through communication, consultation and involvement. The current study supplies additional managerial comprehension by emphasizing the significant but often discounted input of brand experience in enhancing the entirety of customer experience at airports. Airport operators can be more successful when they encourage and develop a highly collaborative environment that offers seamless services to all air travellers.

5.7 Recommendations

The current study concluded that service quality has a statistically significant positive effect on customer satisfaction. Contextually, the investigation also acknowledges the highly integrated and constantly evolution of the industry sub-sector. As such the end-user who is the air traveller, has come to expect dynamism and innovation from airports, airlines, government authorities and agencies, retail service providers and food and beverage outlets among other service providers in the ground related components of the air travel experience. Along these lines, constantly evolving threats to personal and national security from emergent technologies and more recently health pandemics of a global character, make it even more urgent for policy makers to support more research and training to support the air transport sector. Such an effort will support the development of new tools, equipment and the need for deliberate enhancement of skills by service providers to keep up with and innovate in light of the competitiveness of service provision in international air travel. This means that there is a need for constant product development, which is supported by intense research and development from the government and its agencies. Therefore, the current study recommends the deliberate and process-oriented adoption of a service quality approach to all the ground-based components of the services offered by airports.

Secondly, the current inquiry concluded brand experience failed to meet the threshold for statistical significance as a mediator in the association between service quality and satisfaction. While this finding was somewhat contradictory to previous research, it forms the foundation for further scholarly inquiry. Therefore, this study recommends that further

research in the realm locally is conducted to contribute to the stream of research and to chart a path for the future development of the nascent concept of brand experience. Third, the current study concluded that the moderating influence of customer interactions was positive and statistically significant when examined under the primary association between service quality and customer satisfaction. It is emergent in current literature that perceptions of customer interaction are growing progressively more complex and therefore require increasingly complex conceptual simulations to aid in their comprehension. Equipped with a myriad of self-service technologies, customers of service can now infiltrate the obscurity of service enterprises. This has been supported greatly with the advent of artificial intelligence and humanlike gadgets which have distorted the difference between front and back office functions. Therefore, in future the dominant mandatory activities in an airport will become automated and technology will be the defining feature of air travel. In the current age of technology and social media there is a growing need to engage with customers online. The air transport experience is no exception and hence the current study recommended investment in research and development of among others self-service technology, and intelligent human to technology transactions to help service providers in airports engage effectively and efficiently with their various publics. As such, the current study recommends that future research be conducted to assess and integrate new forms of technology-enabled customer interaction to support all ongoing service quality efforts.

Fourth, the current study concluded that the combined influence of quality of service, brand experience and customer interaction on customer satisfaction met the threshold for

statistical significance. This means that the assessment of antecedents and precedents of service quality represent fertile areas of study for academic scholars and practitioners. The overall results from the empirical analysis revealed support for a statistically constructive association between all the variables interrogated by the investigation with customer satisfaction as the outcome. However, it is notable that the current study concluded that customer interactions and brand experience are emergent components of study within the realm of services marketing. It has also materialized that the multidimensional nature of the constructs and variances across study findings have made it problematic to ascertain a solid linkage between these four constructs. Therefore, this study recommends that further research be undertaken of the four constructs jointly and separately alongside other related components such as brand loyalty, brand equity, brand personality and their effect on the relationship between service quality and customer satisfaction.

An additional recommendation is the need to analyse large amounts of data created every day on various levels internally in the organisation or externally from social or other media referred to as big data. Future research efforts should examine the integration of algorithmic entities with big data, a phenomenon resulting in the creation of digitally intuitive brand personalities. With the onset of artificial intelligence and big data, brands may acquire a new sensibility and increasingly a new sensitivity. By collecting digital phenotypic profiles airport brands could create the ability to intuitively learn each customer's needs, preferences, habits, likes and dislikes. And in this way not only responding to what consumers desire, but predicting these needs and wants prior to and during the service interactions. Such insights will support and improve the processing of

departing international air travellers in Kenya. This study recommends that airport service providers invest in the means to critically analyse this data to aid and enhance their service quality practices.

5.8 Limitations of the Study

The current study conducted an empirical inquiry into customers' roles while interacting with sequential providers of service as a means of answering the research question. It did so by accepting a broader and integrated thinking about services and by connecting those perspectives to continue scholarly work with a focus of customer satisfaction and likelihood to recommend as outcomes. The investigation provided insights of advantages in adopting an integrated perspective and incorporating a broad theoretical base for conducting such an investigation within a complex commercial environment as the air travel service journey. There were notable limitations recorded in the current investigation.

The first drawback was the design of the study. The cross-sectional research design remains the dominant method for numerous studies examining the association between service quality and customer satisfaction. Similar to those past studies the current one took a snapshot of phenomena under investigation of study by employing a survey instrument. For that reason, the findings of the study may not necessarily apply to all individual air travellers in the given year or airports. Moreover, the strength of longitudinal research design is the capacity to study change and development of phenomena over time which is unlike that of cross-sectional study design. The second limitation was that the research was done specifically as regards the service experience while respondents were inside the security restricted areas of the airport facilities. That implies that the results of the current

investigation should be only generalized with caution when compared to those from other related sectors. Of central importance was that the study could not comprehensively reproduce the conditions of prior research, and contextual differences between research samples have been found to complicate the generalizability of findings.

The third limitation is that the study did not distinguish between the different types of air traveller. As such, the current study addressed the whole set of international air travellers as an endogenous group. This presents a limitation because there are different types of passengers, such as domestic travellers, elite class passengers, those with special mobility requirements, and even purely transit passengers. In the present inquiry, it was observed that the most common travellers were those whose reasons for travel were categorised as visiting friends and relatives, returning resident, travelling for leisure and business. As a result, the outcomes of the current analysis are not adequately generalizable for all classifications of air travellers in all types of situations.

Fourth, scholarly efforts within the realm of services marketing entail the study of the exchange of services between providers and users of a service. The present state of scholarly advancement indicates that airports are no longer viewed as service providers but as experience providers. The user experience at airports is connected to all components of the airport service landscape. The service providers themselves including airport staff, taxi drivers, food and beverage providers, and government agencies who were all part of the delivery of service to the traveller who were excluded due to the nature of current investigation. The scope of the current study was the departing international traveller.

Finally, and at a strategic level, the study provides input to the planning process for airport development. With the emergence health concerns of the global public such as the SARS-COV-2 contagion and other shocks to air travel globally there remains uncertainty as to the future of air travel and created more volatility, complexity and ambiguity in the world. The experiences outlined and analysed by the current study helps to improve the airport user experience. The current inquiry is limited as it does not provide input to management of recovery from or the preparedness for major negative effects or events that could disrupt worldwide or local air transport.

5.9 Areas for Further Research

The study provided some insights to other related areas where the variables under inquiry could be replicated. Service organisations that exist in complex commercial and operational environments with a variety of stakeholders are a possible set of arenas for the replication of the current study. These include public transport service providers such as railway services, healthcare centres and retail centres such as malls and arcades. The current study could also be replicated in the hospitality sphere like restaurants and hotels where there are prominent brands which seek to distinguish their services in extremely competitive and commoditized service landscapes.

Services marketing focuses on the deployment of customized systems, physical resources and employees to support co-creation of value with the customer. A preliminary review literature suggests that there is a desert of scholarly inquiry of the similar character as the present study in developing and underdeveloped nations and regions. As such, there are opportunities to replicate the current study in other international airports in Africa and

beyond. Such areas include South America, the Caribbean and the Middle East where the aviation sector is in the formative phases of development. Such studies would provide for the further validation of the results from the current study while simultaneously extending the frontiers of service marketing.

Consumer behaviour and economic theory pay special attention to the distinction between different types user largely according to value of time considerations. For example, those air travellers taking flights on work related purposes are likely to value time more highly than leisure travellers. A similar study could be conducted to compare leisure travellers and business travellers as unique subjects for examination. In addition, an examination of the moderating and mediating role of air traveller characteristics among them gender and age categories would be of interest. Such endeavours would contribute further extending the frontiers of knowledge among the multiplicity of actors, procedures and processes involved in the ground-based air travel experience.

The investigation revealed that there could be other antecedents in the association between service quality and satisfaction. Therefore, a need arises for better comprehension of other contributing factors leading to air traveller satisfaction. Future research efforts need to appreciate the need for a parsimonious model examining overall satisfaction that considers customer characteristics and other service delivery actors in the complex realm of international air travel. Other studies could concentrate on interrogating the impact of other associated providers of service participating in delivering service experiences while facilitating international and domestic air travel at airports. These may include airlines, ground handlers, taxi operators, retail service providers and food and beverage suppliers.

These actors play a crucial role and contribute to compiling a complete portrait of international air travel experiences and services that relate to that consumption on the ground at the critical and high interaction interface between land-based mode transport and air mode of transport

There are other relevant variables that could be included in the conceptual framework. Such variables comprise of service delivery structure at airports, marketing capabilities, corporate image, information technology innovations such as social media, mobile internet and contactless service provision. From another related perspective of tourism, a similar study could conceptualize elements of service recovery and destination image and their influence on satisfaction of international air travellers.

5.7 Chapter Summary

This chapter summarized the preliminary findings from the current investigation. Further, the chapter has highlighted a number of fundamental theoretical, policy and marketing practice implications for contemplation and action. In concluding the inquiry, a number of recommendations for the application of a service quality approach directed towards creating a significant impact on overall satisfaction and willingness to recommend by international air travellers. The chapter concluded by outlining its limitations and outlined areas for further inquiry.

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APPENDICES

Appendix I: Questionnaire

Dear Participant,

The aim of this questionnaire is to collect data from departing international passengers at airports in Kenya in order to determine the relationship between service quality, customer interaction, brand experience, and satisfaction. The data collected will be used for academic purposes only. Your participation is highly appreciated as you assist me to fulfill the requirement for the award of Ph.D. in Business Administration Degree. Thank you very much for your participation.

PART A Background Information

Please tick (√) where applicable:

1. In which category does your current travel fall

Tourism

Business

Meetings and conventions

Visiting friends and relatives

Pilgrimage / Spiritual visit

Health reasons

Other (please specify)

.....

2. Please indicate your gender

Male

Female

3. Please indicate your marital status

Single

Married

Divorced

Widowed

Other (please specify)

.....

4. Please indicate the number of flights you have made this year

Number of flights _____

5. Please indicate your highest level of education

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Primary | <input type="checkbox"/> Secondary |
| <input type="checkbox"/> College | <input type="checkbox"/> Undergraduate |
| <input type="checkbox"/> Postgraduate | <input type="checkbox"/> Other (please specify) |

6. Please indicate your age category

- | | |
|---|---|
| <input type="checkbox"/> 18 to 24 years | <input type="checkbox"/> 25 to 34 years |
| <input type="checkbox"/> 35 to 44 years | <input type="checkbox"/> 45 to 54 years |
| <input type="checkbox"/> 55 to 64 years | <input type="checkbox"/> More than 64 years |

7. Please indicate your occupational status

- | | |
|---|--|
| <input type="checkbox"/> Full-time employee | <input type="checkbox"/> Part-time employee |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Self-employed |
| <input type="checkbox"/> Student | <input type="checkbox"/> Academic |
| <input type="checkbox"/> Retiree | <input type="checkbox"/> Other (please specify)..... |

8. What is your final destination on this trip

.....

9. Please indicate your region of origin

- | | |
|---|---|
| <input type="checkbox"/> East Africa | <input type="checkbox"/> West Africa |
| <input type="checkbox"/> Southern Africa | <input type="checkbox"/> Central Africa |
| <input type="checkbox"/> North Africa | <input type="checkbox"/> Middle East |
| <input type="checkbox"/> Europe | <input type="checkbox"/> Central Asia |
| <input type="checkbox"/> Latin America | <input type="checkbox"/> Caribbean |
| <input type="checkbox"/> North America | <input type="checkbox"/> South America |
| <input type="checkbox"/> Australia | <input type="checkbox"/> South Asia |
| <input type="checkbox"/> East Asia | <input type="checkbox"/> Pacific |
| <input type="checkbox"/> Other (please specify) | |

.....

10. What other countries have you transited through while on this trip

.....

SECTION B Perception of Service Quality

Please tick (√) to indicate the extent to which you agree or disagree with the following statements related to your perception of service quality. Kindly use the following scale:

- | | |
|--------------------|----------------------|
| 1. Not at all | 4. Large extent |
| 2. Small extent | 5. Very large extent |
| 3. Moderate extent | |

SN	Service Quality	1	2	3	4	5
Service provider reliability						
1	The airport security personnel provided service as promised					
2	Airport security service personnel were dependable in handling customer service problems					
3	Airport security service personnel performed services right the first time					
4	Airport security services were provided at the promised time					
5	Airport security service personnel maintain error-free records					
Service provider responsiveness						
6	Airport security service personnel kept customers informed about when services would be performed					
7	Airport security service personnel provided prompt services to customers					
8	Airport security service personnel were willing to help customers					
9	Airport security service personnel showed a readiness to respond to customer's requests					
Service provider assurance						
10	Airport security service personnel instil confidence in customers					
11	Airport security service personnel make customers feel safe in their transactions					
12	Airport security service personnel are courteous					
13	Airport security service personnel have the knowledge to answer customer questions					
Service provider empathy						

14	Airport security service personnel give customers undivided attention					
15	Airport security service personnel deal with customers in a caring fashion					
16	Airport security service personnel have the customer's best interest at heart					
17	Airport security service personnel understand the needs of their customers					
18	Airport security service personnel provide service at convenient business hours					
Perception of service provider tangibles						
19	The airport security service provider has modern equipment					
20	The airport security service provider has visually appealing facilities					
21	Airport security service personnel have a neat, professional appearance					
22	The airport security service has visually appealing materials associated with the service					

PART C Customer Interaction

Please tick (√) to indicate the extent to which you agree or disagree with the following statements regarding the customer interaction at the airport. Kindly use the following scale:

- | | |
|--------------------|----------------------|
| 1. Not at all | 4. Large extent |
| 2. Small extent | 5. Very large extent |
| 3. Moderate extent | |

SN	Customer Interaction	1	2	3	4	5
Processing Domains						
Primary vehicle screening						
1	Waiting time or queue length was acceptable					
2	Screeners are helpful and courteous					
3	Vehicle screening process was efficient					
Check-in						
4	Waiting time or queue length was acceptable					
5	Check-in process was efficient					

Immigration					
6	Waiting time for immigration clearance was acceptable				
7	Immigration staff were courteous				
Customs					
8	There was clear information regarding customs declaration procedures				
9	Customs staff are helpful and courteous				
10	Waiting time for customs clearance was acceptable				
Transit security screening					
11	Security staff were courteous and helpful				
12	Security measures were thorough				
13	Waiting time in line for security screening should not be more than fifteen (15) minutes				
14	There was clear information regarding security related procedures and declaration of prohibited items				
Aircraft boarding					
15	Aircraft boarding procedures were efficient				
16	Boarding staff are helpful and courteous				
17	The availability and use of air bridges makes for an easier and safe connection between the airport terminal and aircraft				
Non-Processing Domains					
Airport accessibility					
18	There are options for ground transportation				
19	The availability of vehicle parking facilities was adequate				
20	Queuing length for taxis is acceptable				
Airport facilities					
21	There were adequate ATM and /or money change facilities				
22	Sanitary conditions of restrooms were acceptable				
23	The comfort of waiting areas or lounges was acceptable				
24	Information desks were available				

25	Baggage trolleys were available					
26	The airport provided adequate internet or Wi-Fi services					
27	It was easy to connect among airport terminals					
28	Showers/ hotels were available at the airside area					
Retail area						
29	The variety of duty-free shops was acceptable					
30	The variety of food and beverage providers was acceptable					
31	The shops and café represented value for money					
32	The variety of duty-free items in the shops was adequate for my needs					
33	I have a positive perception of the shopping facilities at the departure area					

PART D Brand Experience

Please tick (√) to indicate the extent to which you agree or disagree with the following statements. Kindly use the following scale:

- | | |
|--------------------|----------------------|
| 1. Not at all | 4. Large extent |
| 2. Small extent | 5. Very large extent |
| 3. Moderate extent | |

SN	BRAND EXPERIENCE	1	2	3	4	5
Sensory						
1	This airport brand makes a strong impression on my visual sense and other senses					
2	I find this airport brand interesting in a sensory way					
3	This airport brand does not appeal to my senses					
Affective						
4	This airport brand induces feelings and sentiments in me					
5	I do not have strong emotions for this airport brand					
6	This airport brand is an emotional brand					

Thank you very much for taking the time to complete this questionnaire

Appendix II: Letter of Introduction to Respondents

Dear Respondent,

INTRODUCTORY LETTER FOR RESEARCH SIMON PETER NJOROGE – REGISTRATION NO. D80/93917/2014

I am a registered Ph.D. candidate at the University of Nairobi, School of Business. As part of the requirements for the award of the degree, I am undertaking a research on the effect of **Service quality, Customer interaction, Brand Experience and Satisfaction of International Air Travellers in Kenya.**

I have randomly selected you as a respondent as you are travelling to an international destination from this airport. Please take the time to complete all the items in the questionnaire. The information and data collected will be used only for academic purposes and will be treated with **Utmost Confidence.**

Your co-operation will be highly appreciated.

Yours Sincerely,



Simon Peter Njoroge

Doctoral Candidate

School of Business, University of Nairobi

Email: spnjoroge@gmail.com

Appendix III: Letter of Introduction from University of Nairobi



UNIVERSITY OF NAIROBI COLLEGE OF HUMANITIES & SOCIAL SCIENCES SCHOOL OF BUSINESS

Telephone: 0724-200311
Telegrams: "Varsity" Nairobi
Telefax: 22095 Varsity

P.O. Box 30197
Nairobi, KENYA

24th November, 2020

TO WHOM IT MAY CONCERN

**INTRODUCTORY LETTER FOR RESEARCH
SIMON PETER NJOROGE – REGISTRATION NO. D80/93917/2014**

The above named is a registered PhD candidate at the University of Nairobi, School of Business. He is conducting research on "*Service Quality, Customer Interaction, Brand Experience and Satisfaction of International Air Travelers in Kenya*".

The purpose of this letter is to kindly request you to assist and facilitate the student with necessary data which forms an integral part of the research project. The information and data required is needed for academic purposes only and will be treated in Strict Confidence.

Your co-operation will be highly appreciated.

Thank you.

W. N. Iraki



Prof. W. N. Iraki
Ag. Associate Dean, Graduate Business Studies
SCHOOL OF BUSINESS

Appendix IV: Pilot Study Reliability Test Results

		N	%
Cases	Valid	39	78.0
	Excluded	11	22.0
	Total	50	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.974	.979	76	

Source: Pilot study, 2020

Appendix V: Distribution of Respondents by Destination Country

Destination Country	Frequency	Percent
United Kingdom	62	16.15
Dubai	56	14.58
United States of America	43	11.20
Germany	16	4.17
South Sudan	16	4.17
Ethiopia	15	3.91
Rwanda	15	3.91
Sudan	14	3.65
Italy	9	2.34
France	9	2.34
Zambia	9	2.34
Netherlands	8	2.08
Canada	7	1.82
Democratic Republic of Congo	6	1.56
Pakistan	6	1.56
Qatar	6	1.56
Spain	6	1.56
Cameroon	6	1.56
Switzerland	5	1.30
Tanzania	5	1.30
Botswana	4	1.04
Sweden	4	1.04
Bahrain	3	0.78
Turkey	3	0.78
Norway	3	0.78
Scotland	3	0.78
Bangladesh	2	0.52
Hungary	2	0.52
Israel	2	0.52
Mauritius	2	0.52
Nigeria	2	0.52
Serbia	2	0.52
Somaliland	2	0.52
Zimbabwe	2	0.52

Iraq	2	0.52
Denmark	2	0.52
Ireland	2	0.52
Belgium	2	0.52
Austria	2	0.52
Bermuda	1	0.26
Ireland	1	0.26
Latvia	1	0.26
Madagascar	1	0.26
Mali	1	0.26
Portugal	1	0.26
Romania	1	0.26
Somalia	1	0.26
South Africa	1	0.26
Yemen	1	0.26
Abu Dhabi	1	0.26
Poland	1	0.26
Croatia	1	0.26
Egypt	1	0.26
Greece	1	0.26
Malawi	1	0.26
India	1	0.26
Japan	1	0.26
Iraq	1	0.26

Source: Primary Data, 2020

Appendix VI: Distribution of Respondents by Region of Origin and Transit Country

Item	Country	Frequency	Percent
Region of origin	Australia	1	0.26
	Central Africa	12	3.13
	Central Asia	1	0.26
	East Africa	238	61.98
	Europe	61	15.89
	Latin America	1	0.26
	Middle East	3	0.78
	North Africa	6	1.56
	North America	25	6.51
	South Asia	7	1.82
	Southern Africa	22	5.73
	West Africa	7	1.82
	Total	384	100.00
Transit country	Cameroon	3	0.78
	Democratic Republic of Congo	1	0.26
	Dubai	29	7.55
	Dubai and Italy	1	0.26
	Dubai and Pakistan	1	0.26
	Dubai and United Kingdom	1	0.26
	Ethiopia	60	15.63
	Ethiopia and Austria	1	0.26
	Ethiopia and Dubai	1	0.26
	Ethiopia and Germany	3	0.78
	Ethiopia and Italy	1	0.26
	Ethiopia and Turkey	1	0.26
	France	13	3.39
	France and Kenya	1	0.26
	France and Sweden	1	0.26
	Germany	21	5.47
	Germany and Canada	1	0.26
	India	1	0.26
	Kenya	11	2.86
	Netherlands	28	7.29
	None	149	38.80
	Qatar	33	8.59
	Qatar and Malaysia	1	0.26
	Qatar and Austria	1	0.26
	Rwanda	6	1.56
	Rwanda and Kenya	2	0.52
	South Africa	2	0.52
	Switzerland	1	0.26
	Uganda	2	0.52
	United Kingdom	7	1.82
Total	384	100.00	

Source: Primary Data, 2020

Appendix VII: Distribution of Respondents by Transit Country

Item	Country	Frequency	Percent
Transit country	Cameroon	3	0.78
	Democratic Republic of Congo	1	0.26
	Dubai	29	7.55
	Dubai and Italy	1	0.26
	Dubai and Pakistan	1	0.26
	Dubai and United Kingdom	1	0.26
	Ethiopia	60	15.63
	Ethiopia and Austria	1	0.26
	Ethiopia and Dubai	1	0.26
	Ethiopia and Germany	3	0.78
	Ethiopia and Italy	1	0.26
	Ethiopia and Turkey	1	0.26
	France	13	3.39
	France and Kenya	1	0.26
	France and Sweden	1	0.26
	Germany	21	5.47
	Germany and Canada	1	0.26
	India	1	0.26
	Kenya	11	2.86
	Netherlands	28	7.29
	Direct flight	149	38.80
	Qatar	33	8.59
	Qatar and Malaysia	1	0.26
	Qatar and Austria	1	0.26
	Rwanda	6	1.56
	Rwanda and Kenya	2	0.52
	South Africa	2	0.52
	Switzerland	1	0.26
	Uganda	2	0.52
	United Kingdom	7	1.82
Total	384	100.00	

Source: Primary Data, 2020

Appendix VIII: Distribution of Respondents by Destination

Destination Country	Frequency	Percent
Bahrain	3	0.78
Bangladesh	2	0.52
Bermuda	1	0.26
Botswana	4	1.04
Canada	7	1.82
Democratic Republic of Congo	6	1.56
Ethiopia	15	3.91
France	9	2.34
Germany	16	4.17
Hungary	2	0.52
Ireland	1	0.26
Israel	2	0.52
Italy	1	0.26
Italy	8	2.08
Latvia	1	0.26
Madagascar	1	0.26
Mali	1	0.26
Mauritius	2	0.52
Nigeria	2	0.52
Pakistan	6	1.56
Portugal	1	0.26
Qatar	6	1.56
Romania	1	0.26
Rwanda	15	3.91
Serbia	2	0.52
Somalia	1	0.26
Somaliland	2	0.52
South Africa	1	0.26
Spain	6	1.56
Sudan	14	3.65
Sweden	4	1.04
Turkey	3	0.78
United Kingdom	62	16.15
United States of America	43	11.20
Zambia	9	2.34
Zimbabwe	2	0.52
Dubai	56	14.58
Yemen	1	0.26
Abu Dhabi	1	0.26
Norway	3	0.78
Scotland	3	0.78
Switzerland	5	1.30
Poland	1	0.26
Netherlands	8	2.08
Iraq	2	0.52

South Sudan	16	4.17
Tanzania	5	1.30
Denmark	2	0.52
Croatia	1	0.26
Egypt	1	0.26
Greece	1	0.26
Ireland	2	0.52
Belgium	2	0.52
Austria	2	0.52
Cameroon	6	1.56
Malawi	1	0.26
India	1	0.26
Japan	1	0.26
Iraq	1	0.26
Total	384	100

Source: Primary Data, 2020

Appendix IX: Factor Analysis

Factor Analysis Results for Service Quality

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	Percent of Variance	Cumulative Percent	Total	Percent of Variance	Cumulative Percent
1	10.289	46.770	46.770	4.023	18.288	18.288
2	1.588	7.219	53.989	3.611	16.413	34.701
3	1.268	5.763	59.752	3.453	15.694	50.395
4	1.056	4.800	64.552	3.115	14.157	64.552
5	.933	4.242	68.794			
6	.871	3.961	72.755			
7	.798	3.626	76.381			
8	.721	3.277	79.658			
9	.719	3.270	82.928			
10	.477	2.168	85.096			
11	.470	2.135	87.231			
12	.396	1.800	89.031			
13	.357	1.623	90.655			
14	.340	1.547	92.201			
15	.309	1.405	93.606			
16	.300	1.364	94.970			
17	.273	1.243	96.213			
18	.236	1.071	97.284			
19	.209	.949	98.234			
20	.156	.708	98.941			
21	.125	.570	99.512			
22	.107	.488	100.000			

Extraction Method: Principal Component Analysis.
 Source: Primary Data, 2020

Rotated Component Matrix^a

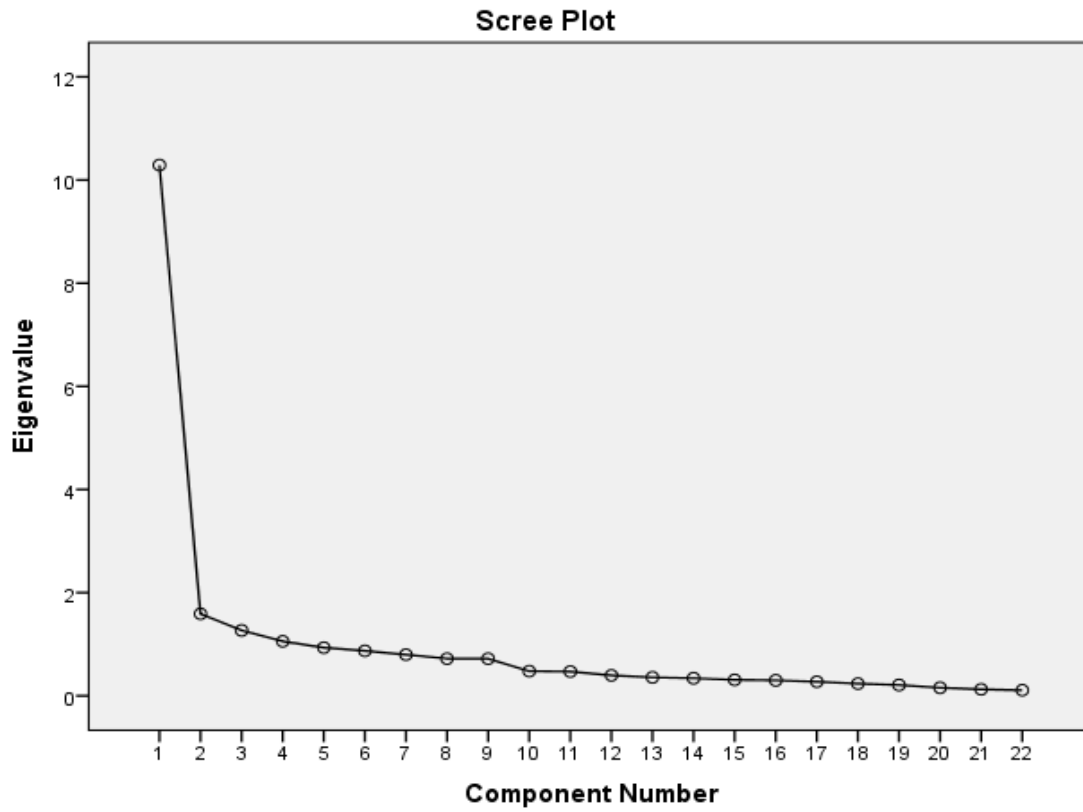
	Component			
	1	2	3	4
The airport security personnel provided services as promised	.101	.730	.114	.237
Airport security service personnel were dependable in handling customer service problems	.165	.488	-.064	.354
Airport security service personnel performed services right the first time	.304	.705	.181	.158
Airport security services were provided at the promised time	.268	.737	.286	.059
Airport security service personnel maintain error-free records	.406	.317	.306	-.166
Airport security service personnel kept customers informed about when services would be performed	.141	.583	.254	.180
Airport security service personnel provided prompt services to customers	.124	.601	.323	.375
Airport security service personnel were willing to help customers	.112	.351	.269	.619
Airport security service personnel showed a readiness to respond to customer's requests	.169	.349	.199	.617
Airport security service personnel instil confidence in customers	.166	.409	.390	.531
Airport security service personnel make customers feel safe in their transactions	.191	.326	.314	.470
Airport security service personnel are courteous	.441	.169	.136	.660
Airport security service personnel have the knowledge to answer customer questions	.407	.050	.162	.615
Airport security service personnel give customers undivided attention	.671	.039	.260	.407
Airport security service personnel deal with customers in a caring fashion	.782	.193	.269	.308
Airport security service personnel have the customer's best interest at heart	.790	.278	.223	.239
Airport security service personnel understand the needs of their customers	.795	.285	.183	.230
Airport security service personnel provide service at convenient business hours	.693	.255	.307	.188
The airport security service providers have modern equipment	.225	.193	.826	.168
The airport security service provider has visually appealing facilities	.298	.195	.798	.249
Airport security service personnel have a neat, professional appearance	.256	.254	.717	.252
The airport security service has visually appealing materials associated with the service	.392	.219	.708	.254

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Source: Primary Data, 2020



Source: Primary Data, 2020

Factor Analysis for Customer Interaction

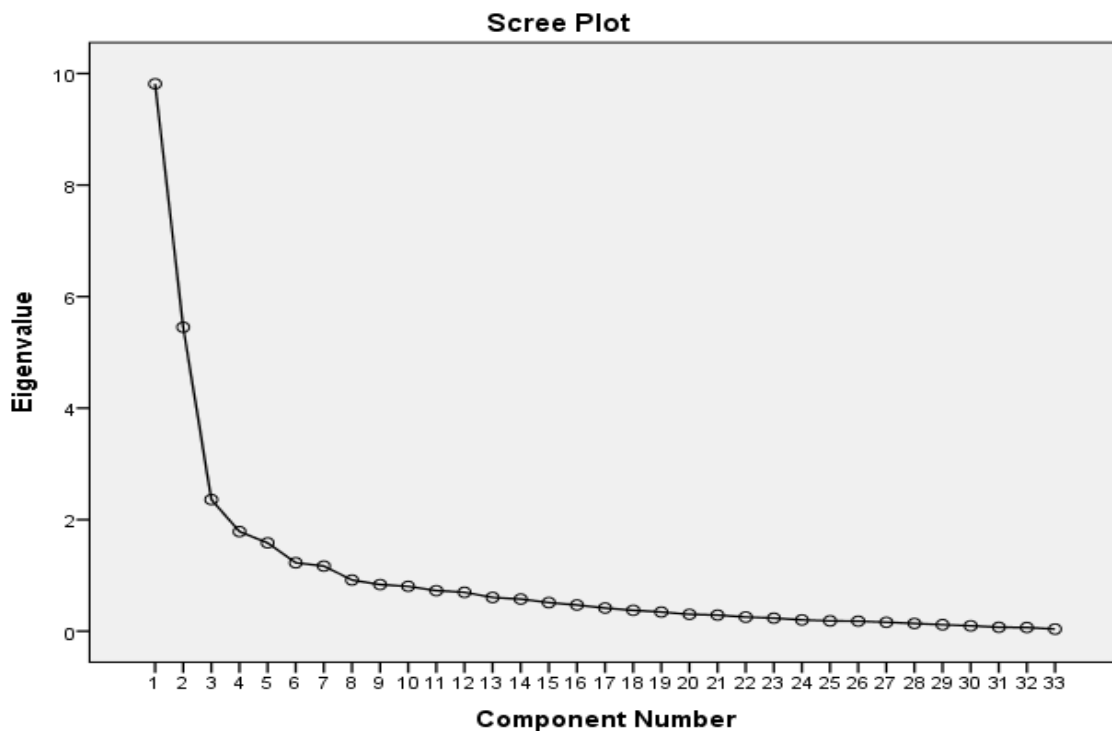
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	Percent of Variance	Cumulative Percent	Total	Percent of Variance	Cumulative Percent
1	9.814	29.741	29.741	4.817	14.598	14.598
2	5.451	16.517	46.258	4.492	13.612	28.210
3	2.360	7.151	53.409	4.091	12.398	40.609
4	1.786	5.411	58.820	2.932	8.885	49.493
5	1.584	4.799	63.619	2.773	8.402	57.895
6	1.227	3.719	67.338	2.451	7.427	65.322
7	1.168	3.539	70.877	1.833	5.555	70.877
8	.918	2.781	73.658			
9	.836	2.534	76.192			
10	.804	2.436	78.628			
11	.727	2.203	80.831			
12	.698	2.114	82.945			
13	.605	1.835	84.780			
14	.575	1.743	86.523			
15	.513	1.554	88.077			
16	.470	1.424	89.501			
17	.416	1.260	90.761			
18	.375	1.136	91.897			
19	.343	1.038	92.935			
20	.302	.916	93.851			
21	.290	.878	94.728			
22	.253	.768	95.496			
23	.235	.711	96.207			
24	.202	.612	96.820			
25	.184	.558	97.377			
26	.180	.545	97.923			
27	.160	.485	98.407			
28	.139	.423	98.830			
29	.116	.350	99.180			
30	.096	.291	99.471			
31	.070	.213	99.684			
32	.066	.201	99.885			
33	.038	.115	100.000			

Extraction Method: Principal Component Analysis.

Source: Primary Data, 2020

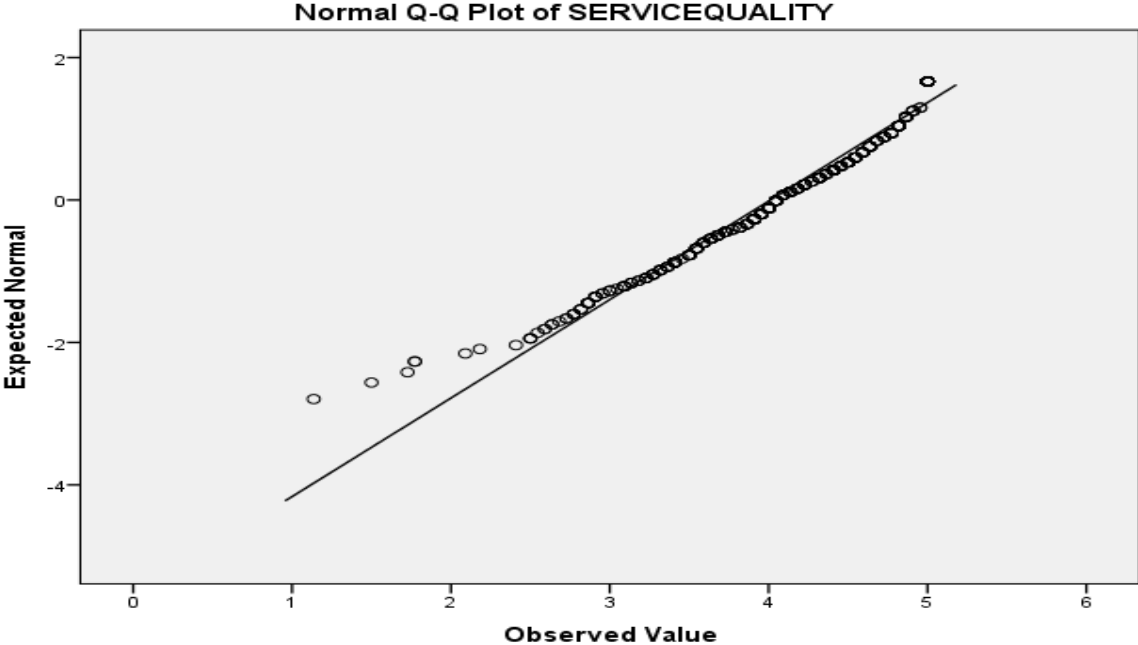
Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
Waiting time at the primary vehicle screening was acceptable	.122	.235	.087	.898	.151	.168	.019
Screeners at the primary screening yard were helpful and courteous	.142	.243	.098	.906	.114	.177	.039
The vehicle screening process was efficient	.161	.238	.126	.878	.127	.195	.060
Waiting time or queue length at Check-in was acceptable	.220	.019	.018	.241	.797	.119	.065
Flight Check-in process was efficient	.285	.039	.024	.208	.736	.106	.169
Waiting time for immigration clearance was acceptable	.795	.100	.049	.040	.275	.102	.002
Immigration staff were courteous	.842	.066	.047	.064	.172	.127	.079
There was clear information regarding customs and border control declaration procedures	.877	-.012	-.002	.084	.087	.106	.070
Customs and border control staff are helpful and courteous	.913	.044	.003	.108	.085	.043	.081
Waiting time for customs and border control clearance was acceptable	.897	.012	.046	.136	.135	.049	.043
Security staff were courteous and helpful	.593	.114	.045	.038	.350	.282	.129
Security measures were thorough	.386	.154	.077	.045	.469	.333	.127
Waiting time in line for security screening was not more than fifteen (15) minutes	.206	.052	-.029	-.038	.616	.270	-.065
There was clear information regarding security related procedures and declaration of prohibited items	.198	.131	.074	.176	.247	.530	.037
Aircraft boarding procedures were efficient	.301	.056	.038	.079	.409	.639	.087
Boarding staff are helpful and courteous	.286	.090	.030	.060	.407	.674	.099
The availability and use of air bridges makes for an easier and safe connection between the airport terminal and aircraft	.026	.002	.130	.243	.009	.751	-.041
There are options for ground transportation	.092	.485	.270	.332	.093	-.021	-.011
The availability of vehicle parking facilities was adequate	.106	.753	.131	.085	.100	-.205	.085
Queuing length for taxis was acceptable	-.014	.808	.300	.184	.009	.042	.065
There were adequate ATM and /or money change facilities	-.011	.764	.275	.066	.001	.097	.120
Sanitary conditions of restrooms were acceptable	.052	.228	.165	.020	.224	-.153	.602
The comfort of waiting areas or lounges was acceptable	.178	.028	.123	.135	.309	.037	.625
Information desks were available	.063	.709	.285	.097	.054	.196	.180

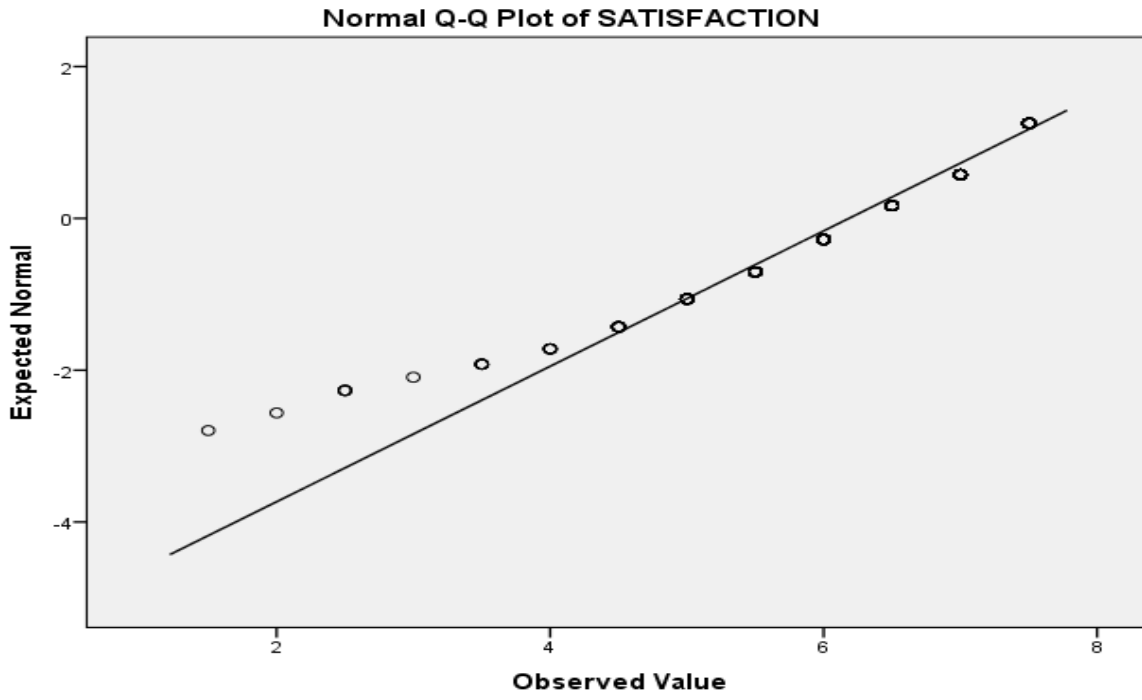
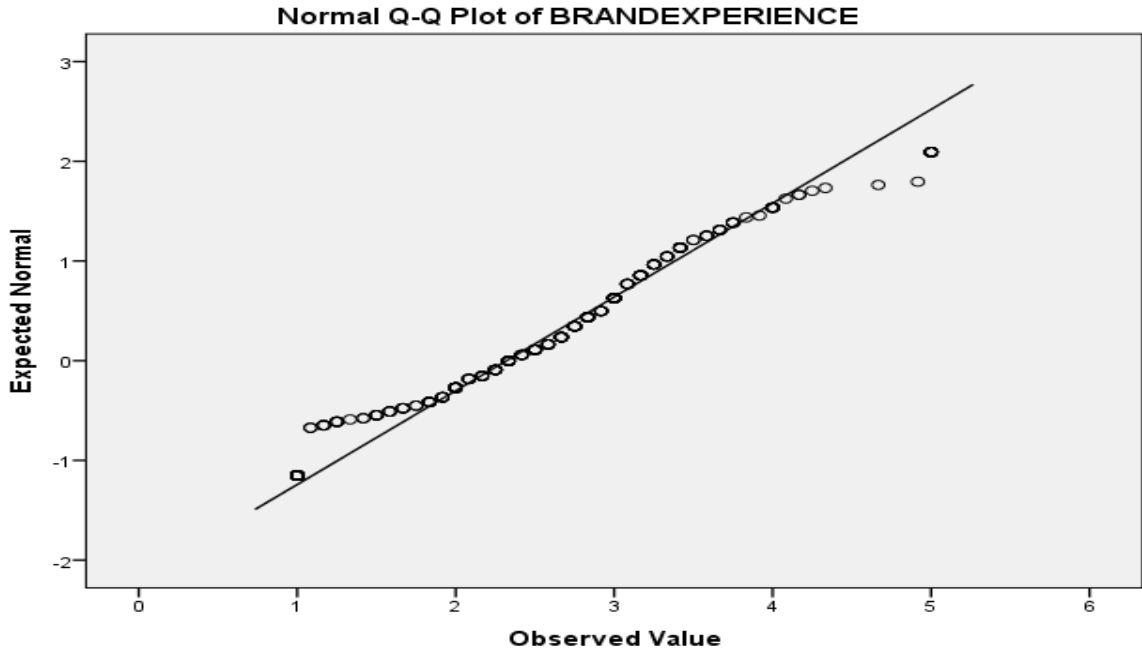
Baggage trolleys were available	.120	.717	.167	.137	.116	.171	.109
The airport provided adequate internet or Wi-Fi services	-.117	.253	.179	.116	-.292	.342	.513
It was easy to connect between airport terminals	.163	.207	.077	-.078	-.089	.105	.728
Showers/ hotels were available at the airside area	.015	.773	.277	.170	-.071	.115	.195
The variety of duty-free shops was acceptable	.083	.339	.823	.076	.019	.051	.020
The variety of food and beverage providers was acceptable	.042	.338	.801	.060	-.040	.014	.146
The shops and cafés at the airport represented good value for money	.019	.279	.843	.027	-.019	.025	.165
The variety of duty-free items in the shops was adequate for my needs	.019	.297	.878	.063	.058	.087	.065
I have a positive perception of the shopping facilities at the departure area	.014	.169	.834	.139	.053	.132	.100
Extraction Method: Principal Component Analysis.							
Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 9 iterations.							



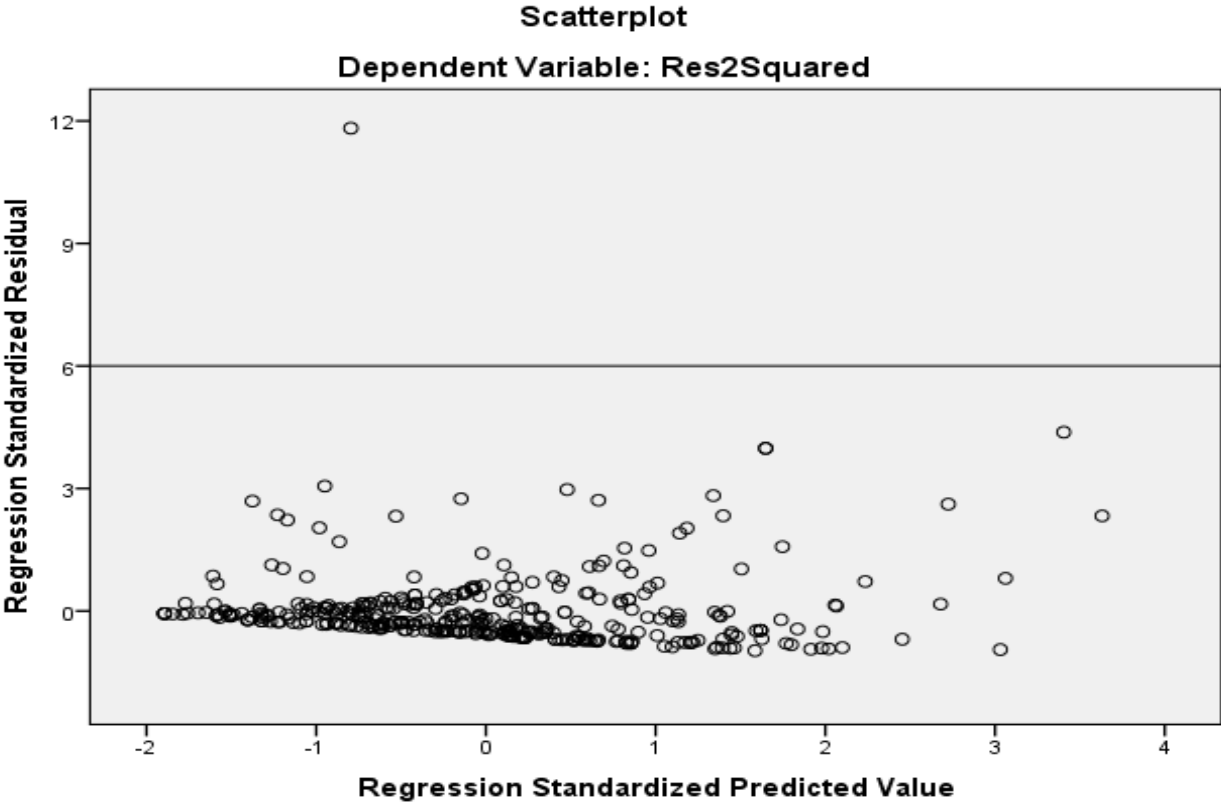
Source: Primary Data, 2020

Appendix X: Tests for Linearity and Heteroskedasticity





Appendix XI: Tests for Heteroskedasticity



Appendix XII: Table for Determining Sample Size

<i>N</i>		<i>S</i>		<i>N</i>		<i>S</i>		<i>N</i>		<i>S</i>
10		10		220		140		1200		291
15		14		230		144		1300		297
20		19		240		148		1400		302
25		24		250		152		1500		306
30		28		260		155		1600		310
35		32		270		159		1700		313
40		36		280		162		1800		317
45		40		290		165		1900		320
50		44		300		169		2000		322
55		48		320		175		2200		327
60		52		340		181		2400		331
65		56		360		186		2600		335
70		59		380		191		2800		338
75		63		400		196		3000		341
80		66		420		201		3500		346
85		70		440		205		4000		351
90		73		460		210		4500		354
95		76		480		214		5000		357
100		80		500		217		6000		361
110		86		550		226		7000		364
120		92		600		234		8000		367
130		97		650		242		9000		368
140		103		700		248		10000		370
150		108		750		254		15000		375
160		113		800		260		20000		377
170		118		850		265		30000		379
180		123		900		269		40000		380
190		127		950		274		50000		381
200		132		1000		278		75000		382
210		136		1100		285		100000		384
								0		

Note: N is population size; S is sample size.

Source: Krejcie, R. V. & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.

Appendix XIII Random Number Table

13962 70992 65172 28053 02190 83634 66012 70305 66761 88344
43905 46941 72300 11641 43548 30455 07686 31840 03261 89139
00504 48658 38051 59408 16508 82979 92002 63606 41078 86326
61274 57238 47267 35303 29066 02140 60867 39847 50968 96719
43753 21159 16239 50595 62509 61207 86816 29902 23395 72640
83503 51662 21636 68192 84294 38754 84755 34053 94582 29215
36807 71420 35804 44862 23577 79551 42003 58684 09271 68396
19110 55680 18792 41487 16614 83053 00812 16749 45347 88199
82615 86984 93290 87971 60022 35415 20852 02909 99476 45568
05621 26584 36493 63013 68181 57702 49510 75304 38724 15712
06936 37293 55875 71213 83025 46063 74665 12178 10741 58362
84981 60458 16194 92403 80951 80068 47076 23310 74899 87929
66354 88441 96191 04794 14714 64749 43097 83976 83281 72038
49602 94109 36460 62353 00721 66980 82554 90270 12312 56299
78430 72391 96973 70437 97803 78683 04670 70667 58912 21883
33331 51803 15934 75807 46561 80188 78984 29317 27971 16440
62843 84445 56652 91797 45284 25842 96246 73504 21631 81223
19528 15445 77764 33446 41204 70067 33354 70680 66664 75486
16737 01887 50934 43306 75190 86997 56561 79018 34273 25196
99389 06685 45945 62000 76228 60645 87750 46329 46544 95665
36160 38196 77705 28891 12106 56281 86222 66116 39626 06080
05505 45420 44016 79662 92069 27628 50002 32540 19848 27319
85962 19758 92795 00458 71289 05884 37963 23322 73243 98185
28763 04900 54460 22083 89279 43492 00066 40857 86568 49336
42222 40446 82240 79159 44168 38213 46839 26598 29983 67645
43626 40039 51492 36488 70280 24218 14596 04744 89336 35630
97761 43444 95895 24102 07006 71923 04800 32062 41425 66862
49275 44270 52512 03951 21651 53867 73531 70073 45542 22831
15797 75134 39856 73527 78417 36208 59510 76913 22499 68467
04497 24853 43879 07613 26400 17180 18880 66083 02196 10638
95468 87411 30647 88711 01765 57688 60665 57636 36070 37285
01420 74218 71047 14401 74537 14820 45248 78007 65911 38583
74633 40171 97092 79137 30698 97915 36305 42613 87251 75608
46662 99688 59576 04887 02310 35508 69481 30300 94047 57096
10853 10393 03013 90372 89639 65800 88532 71789 59964 50681
68583 01032 67938 29733 71176 35699 10551 15091 52947 20134
75818 78982 24258 93051 02081 83890 66944 99856 87950 13952
16395 16837 00538 57133 89398 78205 72122 99655 25294 20941
53892 15105 40963 69267 85534 00533 27130 90420 72584 84576
66009 26869 91829 65078 89616 49016 14200 97469 88307 92282
45292 93427 92326 70206 15847 14302 60043 30530 57149 08642
34033 45008 41621 79437 98745 84455 66769 94729 17975 50963
13364 09937 00535 88122 47278 90758 23542 35273 67912 97670
03343 62593 93332 09921 25306 57483 98115 33460 55304 43572
46145 24476 62507 19530 41257 97919 02290 40357 38408 50031
37703 51658 17420 30593 39637 64220 45486 03698 80220 12139
12622 98083 17689 59677 56603 93316 79858 52548 67367 72416

56043 00251 70085 28067 78135 53000 18138 40564 77086 49557
43401 35924 28308 55140 07515 53854 23023 70268 80435 24269
18053 53460 32125 81357 26935 67234 78460 47833 20496 35645

Source: The Rand Corporation (1955), *A Million Random Digits with 100,000 Normal Deviates*.
New York: The Free Press.