

The Impact of Service Quality on Customers' Satisfaction (The Case Study of Private Airlines in Jordan)

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Abstract

The study aimed to examine the impact of the service provided quality on customer satisfaction in private aviation in Jordan, where the service provided quality was measured by the dimensions (tangibility, reliability, responsiveness, assurance, empathy, and price). The study population was represented by customers of private aviation in Jordan. The sampling method was used in data collection, as the study questionnaire was distributed to (600) customers. The retrieved questionnaires were (502), while the valid ones for statistical analysis were (431) questionnaires, which constitutes a response rate (71.83%) of the distributed questionnaires. The analytical descriptive approach to analyse the study data. The study concluded that the level of service provided quality was high, while the level of customer satisfaction was moderate. Moreover, all dimensions of service provided quality (tangibility, reliability, responsiveness, safety, empathy, and price) had an impact on customer satisfaction.

Therefore, the study recommended the management of private aviation in Jordan focus on technological investment in modern software and secure social media platforms to facilitate effective communication with customers.

Keywords: Service Provided Quality, Customer Satisfaction, Private Aviation, Jordan.