

The Impact of Service Quality on Travelers' Satisfaction: A case study of Queen Alia International Airport in Jordan

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Abstract

This study aims to examine the impact of service quality dimensions (Tangibility, Responsiveness, Reliability, Assurance and Empathy) on travelers' satisfaction in Queen Alia International Airport in Jordan.

The study adopted the descriptive-analytical method. The target population of this study consisted of travelers and visitors to Queen Alia International Airport. The study sample was chosen using the convenience sampling approach distributed online via social media Apps (WhatsApp, Facebook), as the questionnaire was given to a large number of visitors and recipients of Queen Alia International Airport services using an electronic questionnaire created on the Google forms website. Following the data collection, the number of questionnaires recovered reached (339). After evaluating the questionnaires for validity, (19) were eliminated and (320) questionnaires were used for statistical analysis. The percentage of questionnaires entered in the analysis was (94.4%). The statistical package for the social sciences (SPSS) used to analyze the data.

The results of the study showed the existence of a statistically significant effect of service quality with its dimensions (tangibility, responsiveness, reliability, assurance, empathy) on travelers' satisfaction.

The study indicated several recommendations such that the managers and officials in the airport should focus on improving the level of service quality dimensions, especially tangibility and reliability. And there is a need for defining standards and indicators to quantify and assess travelers' satisfaction in order to improve public services.

Keywords: Service Quality, Travelers' Satisfaction, Queen Alia International Airport.