

# THE INFLUENCE OF CHINA AIRLINE COMPANY CABIN SERVICE QUALITY ON CUSTOMER REPURCHASE

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## ABSTRACT

*This research is aimed to study the influence of demographic, Service quality perception on customer repurchase of China airline company. The researcher used the questionnaire as the research tool and collected data from 406 samples of customers who have been used airlines cabin service with China southern airlines in ShenZhen. Statistics used to analyze data were descriptive statistics including Frequency, Percentage, Mean, Standard Deviation, Standard Deviation, and inferential statistics including independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most of the respondents were male, 25-44 years old, occupation of company worker and monthly income of more than 7000-10,000 CNY. The first hypotheses were tested, and the results found that the differences in Gender had a significant effect on customer repurchase. For the second hypotheses tested, the results found that Tangibility, Reliability, Responsiveness, Guarantee and Empathy in Service quality perception have a significant influence on customer repurchase.*

## Keywords:

*Demographic; Service Quality Perception; Repurchase*

## INTRODUCTION

Cabin service quality, as an important component of modern air transportation, has a significant impact on customer satisfaction. In the fiercely competitive airline market, providing high-quality cabin service has become a key factor for airlines to improve market competitiveness and maintain sustainable development. Therefore, studying the impact mechanism and key factors of cabin service quality on customer repurchase rate is of great significance (Omar & Marietta, 2022). Firstly, the cabin service quality of an airline directly relates to the customer's travel experience and comfort. Customers expect to have comfortable seats, a safe flying environment, and friendly flight services during their journey. If an airline can provide high-quality service, customers will be more satisfied and may choose to repurchase tickets from that airline (Brochado, Oliveira, & Oliveira, 2019).

Secondly, the cabin service quality of an airline is also directly related to the customer repurchase. The studies have shown that the performance of an airline during the service process, such as the professionalism of its staff and the convenience of its services, will have a significant impact on customer repurchase. Good cabin service quality can meet customer expectations, improve their satisfaction and loyalty, thereby increasing their willingness to repurchase (Bae & Cha, 2015).

Furthermore, the quality of cabin service is closely related to the reputation and brand image of an airline. The evaluation of cabin service quality by customers and word-of-mouth communication often influences the decision-making of other potential customers. If an airline can provide high-quality cabin service and actively respond to customer needs and feedback, it will help establish a good brand image and attract more customers to repurchase (Han, Yu , Chua, Lee, & Kim , 2019). In this context, this study aims to explore the impact mechanism and key factors of cabin service quality on customer repurchase through a review of relevant theories on cabin service quality and customer repurchase rate, combined with empirical research methods. The research results have important theoretical significance and practical value for airlines to improve cabin service quality and increase customer repurchase. By analyzing the influence of cabin service quality perception on customer repurchase rate in-depth, it can provide guidance for airlines to formulate more effective marketing strategies and management measures, further enhancing their competitiveness and market position (Suki, 2014).

### **Research Hypotheses**

- 1) Difference in demographic factor generate difference on customer repurchase.
- 2) The service quality perception including Tangibility, Reliability, Responsiveness, Guarantee and Empathy influence on customer repurchase

### **Research objectives**

- 1) To study the difference in customer repurchase base on demographic.
- 2) To study the influence service quality perception on customer repurchase.

### **Literature review**

#### **Demographic factors**

Gupta & Chandan (2020) studied Influence of demography on satisfaction, trust and repurchase intention of China airline company. This study uses empirical research to investigate how satisfaction, trust, and repurchase intention are impacted by five demographic factors: age, gender, qualification, occupation, and income. The findings indicate that the repurchase is significantly influenced by demographic.

#### **Service quality**

Service quality is both a consumer's evaluation of satisfaction with a service and a provider's evaluation of the satisfaction obtained by the consumer (Ahmed, Al Asheq, Ahmed, Chowdhury, Sufi, & Mostofa, 2023). In the service industry, delivering high-quality service is crucial for customer satisfaction, customer loyalty, and long-term success of the business. To measure and improve service quality, many researchers and scholars have developed various theories and models. Here are two of the most famous service quality theories and models:

#### **SERVQUAL Model**

It is one of the most commonly used models in the field of service quality research. The model assesses service quality by measuring the gap between service providers and customers (Parasuraman, Zeithaml & Berry, 1988).

- Tangibility: Refers to physical factors such as physical facilities, equipment, employee image, etc. related to the service.
- Reliability: means that the service provider can accurately and reliably fulfill its service commitments without errors or delays.

- Responsiveness: refers to the service provider's positive response to customer requests and needs, as well as the provision of timely services.
- Guarantee: Refers to the ability of service providers to convey expertise and confidence that they can provide high-quality services.
- Empathy: Refers to the service provider who cares about the needs of the customer and provides personalized service, taking into account the customer's feelings and requirements.

The SERVQUAL model measures service quality by the difference between the actual service experience and expectations of customers, thereby revealing the advantages and disadvantages of service providers in different dimensions in order to improve service quality.

### **SERVPERF Model**

It is an improvement on the SERVQUAL model, proposed by (Oliver,1997). The model focuses on how customers evaluate the actual service experience, rather than comparing the difference between the service experience and expectations.

The SERVPERF model defines quality of service as the performance of a service and divides it into five dimensions: reliability, accountability, assurance, compassion, and physical factors, which is the same as the five dimensions of the servqual model. The difference is that the SERVPERF model does not consider customer expectations, but only focuses on the performance of the actual service. Customers evaluate the quality of service based on their real experience during the service. This approach avoids subjective differences between expectations and actual experiences, and more objectively reflects the quality of service. These models are popular instruments for studying service quality because they enable businesses to better understand how customers view their experiences, spot possible issues, and implement solutions that will increase customer satisfaction, loyalty, and service quality. To assess and enhance service quality, researchers can choose suitable models based on the particular context and goal of their study.

### **Service quality and Satisfaction**

Human thoughts and emotions are very complex, and there are numerous factors that influence customer satisfaction, which also vary from person to person. The commonly acknowledged factors that influence satisfaction include environment, service, and expectations (Li, 2020). While customer satisfaction is formed during the process of receiving services from a company, service quality is defined as the difference between customers' expectations prior to using a product or service and their perceived experience following use. The impact of good or bad service quality is greatly reflected in customer satisfaction (Jin, 2021). Based on these theories of customer satisfaction, businesses can better understand customer needs and expectations, provide higher quality products or services, thereby enhancing customer loyalty and reputation, and achieving sustainable development. One of the most important components of a successful business is customer satisfaction, which is also essential for preserving positive client relations and a competitive edge.

### **Repurchase**

The repurchase refers to the proportion of customers who make a repeat purchase of a brand or product within a certain period of time. In the aviation industry, the repurchase rate is an important indicator of customer loyalty and satisfaction. Research has found that the brand reputation of an airline is related to the quality of its cabin service, and a good

brand reputation can increase customer satisfaction and loyalty, thereby increasing repurchase intention (Ji, Zhao, Wang, & Yuan, 2022).

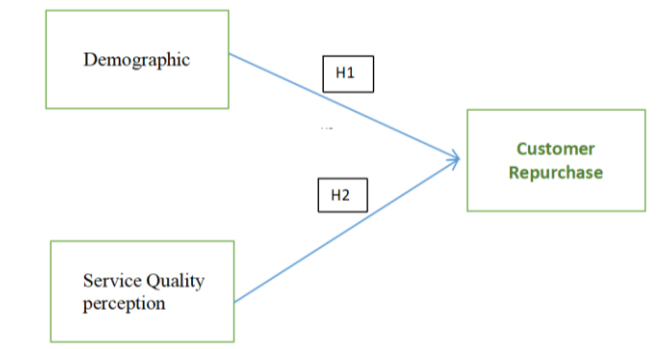


Figure 1. Conceptual framework of this study

## METHOD

### Research Instrument

This paper analyzes and studies in Shenzhen from Two influencing factors: Demographics factors, Service quality perception factors. The questionnaires were used to collect relevant data for analysis. The questionnaire is divided into three parts.

#### Part 1: Demographic Factors

This part consisted of 5 questions in Check-list. It's collecting data related to the demographic information of the samples. This basic information will provide insight into the background characteristics of the sample.

#### Part 2: Perceived Service Quality:

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on repurchase toward airlines cabin service.

#### Part 3: Customer repurchase:

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on repurchase toward airlines cabin service.

### Content validity and Reliability

#### Content validity

To ensure the quality and confidence of the questionnaires, the content validity test using Item Object Consistency (IOC) and the reliability test using Cronbach's Alpha was performed as the following details. The 3 experts who have expertise in creating research tools examined the content and the measurement of the questions to cover the completion of the research issues. The IOC index of the questions in questionnaire are all above 0.67.

#### Reliability

In order to assess the reliability of the tools used in this research, a pre-test of the questionnaire will be conducted with a group of 30 qualified participants. The aim of this pre-test is to evaluate their comprehension of the questions and measure the internal consistency using Cronbach's alpha coefficient  $\alpha$ . A value of 0.7 or higher is considered acceptable for the internal consistency of the questionnaire, indicating that the tool can be used to collect data for further research. The results reliability of Tangibility, Reliability, Responsiveness, Guarantee, Empathy are 0.799, 0.806, 0.823, 0.822, 0.820. All reliability are above 0.7. So the questionnaire is suitable to be used to collect actual data in the future. The

results reliability of repurchase toward China southern airlines is 0.824. All reliability is above 0.7. So the questionnaire is suitable to be used to collect actual data in the future.

**Data Collection**

The researcher will collect data through the following methods:

Online survey: We can create a questionnaire on an online survey platform and share the questionnaire link with the target audience through social media (Wechat). This method allows us to quickly and efficiently collect a large amount of data.

**Data analysis**

Inferential statistics is employed for testing the hypotheses at a statistical significance level of 0.05. The analysis will evaluate the relationship between a dependent variable and independent variables under the following hypotheses:

H1: Difference in demographic factor generate difference on customer repurchase. Independent Sample t- test (Gender, cabin class) and the One-way ANOVA (Age, Occupation, and Monthly Income) are applied for testing the hypothesis.

H2: The service quality perception including Tangibility, Reliability, Responsiveness, Guarantee and Empathy influence on customer repurchase.

**RESULT AND DISCUSSION**

**Descriptive analysis**

The following is divided into two parts.

Part I: The analysis results of respondent’s demographic factors data.

Part II: The analysis results of service quality perception factors.

Part III: The analysis results of Demographic and service quality perception on repurchase.

**Demographic Data**

Part I: The analysis results of respondents’ demographic factors data.

**Table 1.** Show frequency and percentage of the respondents

|                |                    | Frequency  | Percent    |
|----------------|--------------------|------------|------------|
| Gender         | Male               | 212        | 52.2       |
|                | Female             | 194        | 47.8       |
| Age            | 18-24 years old    | 77         | 18.97      |
|                | 25-44 years old    | 193        | 47.54      |
|                | >44 years old      | 136        | 33.5       |
| Occupation     | No work/ housewife | 7          | 1.72       |
|                | Student            | 16         | 3.94       |
|                | Company worker     | 321        | 70.06      |
|                | Government Officer | 10         | 2.46       |
|                | Business Owner     | 52         | 12.81      |
|                | Other              | 0          | 0          |
| Monthly Income | Less than 4,000    | 69         | 17         |
|                | 4000-7000          | 137        | 33.74      |
|                | 7001-10000         | 138        | 33.99      |
|                | 10000-13000        | 39         | 9.61       |
|                | 13000-16000        | 13         | 3.2        |
|                | More than 16,000   | 10         | 2.46       |
| Cabin Class    | First Class        | 49         | 12.07      |
|                | Economy Class      | 357        | 87.93      |
| <b>Total</b>   |                    | <b>406</b> | <b>100</b> |

Table 1 shows the sample group data of customers in 406 samples in ShenZhen. The majority are male at 52.2%. The aged 25-44 years old at 47.54%. 70.06% were company workers. There is a certain difference in income level, and the highest proportion is 33.99%

in between 7,000-10,000 CNY. The majority, accounting for 87.93%, chose to travel in the economy class.

**Descriptive Statistics of service quality perception**

Part II: The analysis results of service quality perception factors.

**Table 2.** The descriptive statistic of service quality perception

| level of opinion(Frequency) | Very Disagree | Disagree | Neutral | Agree | Very Agree | Mean | SD    | Meaning | Rank |
|-----------------------------|---------------|----------|---------|-------|------------|------|-------|---------|------|
| Tangibility                 | 27            | 106      | 137     | 112   | 24         | 3.32 | 0.963 | Neutral | 5    |
| Reliability                 | 24            | 113      | 140     | 98    | 31         | 3.33 | 0.971 | Neutral | 3    |
| Responsiveness              | 18            | 103      | 133     | 110   | 42         | 3.46 | 1.001 | Agree   | 1    |
| Guarantee                   | 20            | 107      | 143     | 106   | 30         | 3.36 | 0.973 | Neutral | 2    |
| Empathy                     | 30            | 119      | 110     | 114   | 33         | 3.33 | 1.032 | Neutral | 3    |
| Service Quality Perception  | 1             | 120      | 174     | 111   | 0          | 3.36 | 0.709 | Neutral |      |

Form table 2, presents the descriptive statistics of independent variables in this study, that include, Tangibility, Reliability, Responsiveness, Guarantee, Empathy. Each variable is measured on a Likert scale ranging from 1 to 5, with the highest score indicating the excellent level of engagement or presence. The analysis results show that the Tangibility is 3.32, indicating the customer’s opinion level about the content on service quality perception is at Neutral level. For Reliability, the mean value is 3.33, indicating the customer’s opinion level about the content on service quality perception is at Neutral level. And the Responsiveness is 3.46 indicating the customer’s opinion level about the content on service quality perception is at agree level. Guarantee, the mean value is 3.36, indicating the customer’s opinion level about the content on service quality perception is at Neutral level. And the Empathy mean value is 3.33 indicating the customer’s opinion level about the content on service quality perception is at Neutral level. And the total service quality perception mean value show the average is 3.36 indicating.

**Table 3.** The descriptive statistic of customer repurchase.

|                      | Very Disagree | Disagree | Neutral | Agree | Very Agree | Mean | SD    | Meaning |
|----------------------|---------------|----------|---------|-------|------------|------|-------|---------|
| Repurchase Intention | 24            | 118      | 123     | 107   | 34         | 3.34 | 1.014 | Neutral |

From table 3. repurchase intention factors, the analysis results show that the mean value of repurchase intention is 3.34, indicating the customer’s opinion level about the content on repurchase intention is at Neutral level.

**Inferential Statistics**

This part will present the results based on the research objectives by spitting into 2 parts.

Part I tests hypothesis1 and part II tests hypothesis 2.

Hypothesis 1: Demographic factor has affect on customer repurchase.

Part I: Demographic factor has affect on customer repurchase.

H1a: The difference in repurchase of China airline company on gender

**Table 4.** The analysis results on gender difference influence on customer repurchase

| Gender | N   | Mean | Std. Deviation | t-value | df  | Sig.  |
|--------|-----|------|----------------|---------|-----|-------|
| Male   | 212 | 3.05 | 1.136          | -6.339  | 404 | 0.01* |
| Female | 194 | 3.66 | 0.742          |         |     |       |

The significant at the 0.05 level



From Table 4.4, the analysis results on gender differences influence on repurchase intention used a T-test significance level of 0.05. This study found that gender ( $t=-6.339$ ,  $P=0.01$ ) had significant difference in repurchase intention.

H1b: The difference in repurchase intention of age.

**Table 5.** The analysis results on age difference influence on customer repurchase

| Age            | Sum of Squares | df         | Mean Square | F     | Sig.  |
|----------------|----------------|------------|-------------|-------|-------|
| Between Groups | 0.564          | 2          | 0.282       | 0.274 | 0.761 |
| Within Groups  | 415.619        | 403        | 1.031       |       |       |
| Total          | <b>416.183</b> | <b>405</b> |             |       |       |

From Table 4.5, the analysis results on age differences influence on repurchase intention used One-way ANOVA significance level of 0.05. This study found that age ( $F = 0.274$ ,  $P=0.761$ ) had no significant difference in repurchase intention.

H1c: The difference in repurchase intention of occupation.

**Table 6.** The analysis results on occupation difference influence on customer repurchase

| Occupation     | Sum of Squares | df  | Mean Square | F     | Sig.  |
|----------------|----------------|-----|-------------|-------|-------|
| Between Groups | 1.615          | 4   | 0.404       | 0.391 | 0.815 |
| Within Groups  | 414.568        | 401 | 1.034       |       |       |
| Total          | 416.183        | 405 |             |       |       |

From Table 6, the analysis results on occupation differences influence on repurchase intention used One-way ANOVA significance level of 0.05. This study found that occupation ( $F = 0.391$ ,  $P = 0.815$ ) had no significant difference in repurchase intention.

H1e: The difference in purchase intention of green hotel based on monthly intention

**Table 7.** The analysis results on monthly income difference influence on customer repurchase

| Monthly Income | Sum of Squares | df  | Mean Square | F     | Sig.  |
|----------------|----------------|-----|-------------|-------|-------|
| Between Groups | 1.046          | 5   | 0.209       | 0.202 | 0.962 |
| Within Groups  | 415.137        | 400 | 1.038       |       |       |
| Total          | 416.183        | 405 |             |       |       |

From Table 7, the analysis results on Monthly income differences influence on repurchase intention used One-way ANOVA significance level of 0.05. This study found that income ( $F = 0.202$ ,  $p = 0.962$ ) had no significant difference in repurchase intention.

**Table 8.** The analysis results on the cabin class difference influence on customer repurchase

| The cabin class | N   | Mean | Std. Deviation | t-value | df  | Sig.  |
|-----------------|-----|------|----------------|---------|-----|-------|
| Economy         | 357 | 3.34 | 1.009          | -0.428  | 404 | 0.299 |
| First           | 49  | 3.40 | 1.058          |         |     |       |

From Table 4.8, the analysis results on the cabin class differences influence on repurchase intention used a T-test significance level of 0.05. This study found that cabin class( $t= -0.428$ ,  $P=0.299$ ) had no significant difference in repurchase.

**Hypothesis 2** The service quality perception influence on customer repurchase. In Hypothesis 2, Y = repurchase intention, X1, X2, X3, X4, X5, are Tangibility, Reliability, Responsiveness, Guarantee, Empathy.

**Table 9.** The service quality perception has influence on customer repurchase

| Model   | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|---------|-------|----------|-------------------|----------------------------|
| Summary | .595e | .354     | .346              | .820                       |

The analysis results show that service quality perception has influence on repurchase intention with multiple correlation (R)= 0.595. The ability to predict the analytical equation is 35.4% at the statistical significant level of 0.05.

**Table 10.** The Multiple Linear regression coefficients for the influence of service quality perception to customer repurchase

| Model          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.   |
|----------------|-----------------------------|------------|---------------------------|-------|--------|
|                | B                           | Std. Error | Beta                      |       |        |
| (Constant)     | 0.477                       | 0.198      |                           | 2.404 | 0.017* |
| Tangibility    | 0.229                       | 0.049      | 0.219                     | 4.675 | 0.001* |
| Reliability    | 0.181                       | 0.049      | 0.179                     | 3.700 | 0.001* |
| Responsiveness | 0.136                       | 0.047      | 0.139                     | 2.899 | 0.004* |
| Guarantee      | 0.157                       | 0.049      | 0.151                     | 3.174 | 0.002* |
| Empathy        | 0.149                       | 0.050      | 0.142                     | 2.996 | 0.003* |

a Dependent Variable: Repurchase Intention

Equation 1:

$$Y = 0.447 + 0.229X_1 + 0.181X_2 + 0.136X_3 + 0.157X_4 + 0.149X_5$$

(0.017\*) (0.001\*) (0.001\*) (0.004\*) (0.002\*) (0.003\*)

FOR

Y= Repurchase intention

X1=Tangibility, X2=Reliability X3=Responsiveness, X4=Guarantee, X5=Empathy.

It can be found from Equation 1. Tangibility is the most important variable that influences the repurchase intention by the regression coefficient of about 0.219, followed by Reliability, Responsiveness, Guarantee, Empathy with the coefficient of 0.179, 0.139, 0.151, 0.142.

**Table 11.** Summary result on Hypothesis 1

| Demographic    | Purchase Intention |
|----------------|--------------------|
| Gender         | √                  |
| Age            | -                  |
| Occupation     | -                  |
| Monthly Income | -                  |
| Cabin Class    | -                  |

- The mean difference has a significant value more than the level of 0.05.  
 √ The mean difference has a significant value less than the level of 0.05.

From Table 4.4, This study found that Gender t=-6.339, P=0.01 ,its have significant difference influence on repurchase intention.

However, Age (F=0.274,P=0.761), Occupation (F=0.391,P=0.815), Monthly income (F=0.202,P=0.962) and Cabin Class t=-0.428,P=0.299 were found that no significant difference influence on repurchase.

**Table 12.** Summary result on Hypothesis 2

| Service quality percipcion | Repurchase Intention |
|----------------------------|----------------------|
| Tangibility                | √                    |
| Reliability                | √                    |
| Responsiveness             | √                    |
| Guarantee                  | √                    |
| Empathy                    | √                    |

- The mean difference has a significant value more than the level of 0.05.  
 √ The mean difference has a significant value less than the level of 0.05.

From Table 10, This study found that Tangibility (Beta = 0.219, Sig. = 0.001), Reliability (Beta = 0.179, Sig. = 0.001), Responsiveness (Beta = 0.139, Sig. = 0.004), Guarantee (Beta =



0.151, Sig. = 0.002) and Empathy (Beta = 0.142, Sig. = 0.003) significantly influence the repurchase.

## CONCLUSION

### Conclusion

#### Demographic

The description of China airline company customers is as follows: 406 respondents consist of 212 male (52.2%) and 194 female (47.8%). About age most of the respondents were between 25-44 years old, accounting for 47.54%. About occupation most of the respondents were company worker, accounting for 79.06%. The most monthly income level of the respondents is 7,000-10,000 yuan, as high as 33.99%. This study found that Gender ( $t = -6.339, P = 0.01$ ), was found to have significant difference effect on repurchase intention. However, Age ( $F=0.274, P=0.761$ ), Occupation ( $F=0.391, P=0.815$ ), Monthly income ( $F=0.202, P=0.962$ ) and Cabin Class ( $t=-0.428, P=0.299$ ) were found that no significant difference influence on repurchase.

#### Service quality perception

The research results show that the service quality perception includes Tangibility, Reliability, Responsiveness, Guarantee, Empathy have significantly influence on customer repurchase intention. Tangibility is the most important variable that influences the repurchase intention by the regression coefficient of about 0.219, followed by Reliability, Responsiveness, Guarantee, Empathy with the coefficient of 0.179, 0.139, 0.151, 0.142.

The first hypotheses were tested, and the results found that the differences in Gender had a significant effect on customer repurchase. For the second hypotheses tested, the results found that Tangibility, Reliability, Responsiveness, Guarantee and Empathy in Service quality perception have a significant influence on customer repurchase.

## Discussion

### Demographic

The results show that the difference in demographic of gender significantly influence on customer repurchase of China airline company. This result is consistent with Gupta & Chandan (2020) studied Influence of demography on satisfaction, trust and repurchase intention of China airline company. This paper empirically examines the effects of five demographic characteristics, including age, gender, qualification, occupation and income, on satisfaction, trust and repurchase intention. The results show that demographic has a significant impact on the repurchase of China airline company. Difference in Age not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age. Difference in Occupation not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age. Difference in Monthly income not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age. Difference in Cabin class not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age.

#### Service quality perception

The research results show that the service quality perception significantly influence on customer repurchase of China airline company. This result is consistent with Yunanto &

Astini (2020) studied The Effect of Service Quality and Ticket Rates for Customer Satisfaction and the Implication of Repurchase Intention of Sriwijaya Air Joint Operation with Garuda Indonesia. The outcomes of the structural model study reveals that the services quality have a major impact on customer repurchase. This result is consistent with Ekeke & Anosike (2021) studied Effect of Employee Service on International Airline Passengers' Behavioral Intentions in Foreign Airlines: the Nigerian Experience. The results show that employee service has a significant positive impact on international travelers' repurchase intention and positive word-of-mouth communication. This result is consistent with Rahmatulloh & Melinda (2021) studied Analysis of the Effect of Service Quality and Customer Satisfaction on the Repurchase Intention, Word of Mouth and Customer Retention for Party Equipment Rental "Suyono" in Surabaya. The study's findings demonstrated that customer satisfaction and retention were significantly positively impacted by the quality of the services provided. This result is consistent with Law et al. (2022) studied Airline service quality, customer satisfaction, and repurchase Intention: Laotian air passengers' perspective. The findings of structural equation modeling (SEM) indicate a positive correlation between repurchase intention and service quality.

### **Implication for Practice**

The researchers studied the specific influencing factors of demographics and service perception on China's airline passengers repurchase intention in order to respond to the demand for airline passengers repurchase intention. For Chinese airlines, this research is of great reference value as it will help them better understand the factors that influence customers' repurchase decisions, which will help them develop more successful passenger service plans.

From an encouraging perspective, the findings suggest that Chinese airlines should pay attention to the gender and service perception experience of the population and provide an attractive and valuable flight experience to increase customers' repurchase intention. Therefore, the researchers recommend the following:

- 1) The results of research found the demographic factor of customer of China airline company. In gender the proportion of men exceeds than of women, which is also an important factor in the demographic factor that affects the repurchase rate. Therefore, when providing cabin services, we can better provide diversified services for male passengers based on the results of the study: providing personalized seat selection that takes into account the needs and preferences of male passengers. In addition, male travelers are often interested in technology and entertainment facilities. Offering a variety of entertainment options such as movies, TV shows, music, and games to meet the entertainment needs of male travelers. We can give men more discounts on air ticket prices, invite more passengers to join the company's membership, and accumulate points in exchange for more benefits. This can improve the quality of service and the repurchase rate of passengers.
- 2) The results of the research found that the most important factor of service quality perception is Tangibility. The less important factor is Responsiveness. Tangibility is an important impact on passenger satisfaction and willingness to repurchase. Here are some valuable suggestions to improve the tangibility of airline cabin service: (1) Cleanliness and hygiene: It is very important to keep the cabin clean and hygienic. Clean and disinfect the cabin regularly to ensure cleanliness of areas such as seats, armrests, footrests and toilets; (2) Comfortable Seat and Space Layout: Provide passengers with spacious and comfortable seats, enough legroom and personal space to ensure the comfort of passengers. Taking into account the needs and preferences of different passengers, different types of seating options such as window seats, aisle seats, and priority seats are available; (3) High-quality catering and beverages: Provide delicious, healthy and diverse catering and beverage options to meet the tastes and preferences of different passengers.

Ensure the quality and freshness of the food and provide professional services such as pre-meal drinks and after-meal coffee.

In short, by focusing on the factors that influence demographics and service perceptions on passengers' repurchase, Chinese airlines can better meet the needs of passengers, increase customers' repurchase and achieve greater business success.

### Recommendation

- 1) Exploring the impact of other demographic factors: This study covers the impact of variables such as gender, age, occupation, income level, and cabin choice on customer behavior. By researching how these factors interact with service perception, you can get a more complete picture of your customers' willingness to repurchase. In this study, it was concluded that gender is more influence on repurchase among demographic factors. Therefore, more attention needs to be paid to gender factors in future research.
- 2) Explore the role of service quality: This study emphasized the importance of service perception, but future research could delve deeper into the specific dimensions of service quality that contribute to repurchase intention. For example, examining factors such as timeliness, responsiveness, and reliability of services could provide insights into which aspects of service are most critical for customer loyalty.
- 3) Conduct comparative studies: Comparing the repurchase intention of Chinese airline passengers with passengers from other countries or regions would provide a broader perspective on the factors influencing customer behavior. This could help identify cultural or regional differences that may impact repurchase intention and allow airlines to tailor their strategies accordingly.
- 4) Incorporate qualitative research methods: While this study focused on quantitative analysis, future research could incorporate qualitative methods such as interviews or focus groups to gain a deeper understanding of customer attitudes and motivations. This would provide rich insights into the underlying reasons behind repurchase intention and help airlines develop more targeted strategies.

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