The Effect of Some Marketing Variables on Customers' Behavioral Intentions: Case Study: Royal Jordanian Airlines

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Dedication

This thesis is dedicated to my lovely and wonderful parents for believing in me, for their patience, compassion, guidance and encouragement. Thank you for giving me a chance to prove and improve myself through all my walks of life. I am honored to have you as my parents; you are my heart's delight. May Allah surround you with mercy and good health.

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Abstract

The Effect of Marketing Variables on Customers' Behavioral Intentions: An empirical study

Prepared by

Aynoor Walid Suleiman Dawaghreh

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The main objective of this study is to investigate the effect of marketing variables on customers' behavioral intentions. This study was undertaken on customers of the Royal Jordanian Airlines. A questionnaire was designed by the author in order to achieve the objectives of the study, consisting of forty-eight (48) items to obtain the required information out of the study sample. The applications used to analyze and examine the hypothesis are the Statistical Package for Social Sciences (SPSS) and Amos. The following results were yielded by the study:

1. A significant effect of marketing variables (Airline Image, Service Quality and Customer Satisfaction) was observed with regard to customers' behavioral intentions at the level of ($\alpha \leq 0.05$).
2. A significant effect of marketing variables (Airline Image, Service Quality and Customer Satisfaction) was observed on the perceived price fairness at level ($\alpha \leq 0.05$).
3. A significant effect of perceived price fairness on customer behavioral intentions at level ($\alpha \leq 0.05$).

4. A significant effect of marketing variables (Airline Image, Service Quality and Customer Satisfaction) was observed on customer behavioral intentions under the perceived price fairness at level ($\alpha \leq 0.05$)

Finally the study has reached the following recommendations:

1. To better understand customers' response to a disadvantage price discrepancy as the result of dynamic pricing, it is essential to explore the key antecedents of price fairness perceptions in the context of dynamic pricing.
2. The study results have shown that Royal Jordanian image is highly effecting the customers' behavioral intentions. As a result, Royal Jordanian should sustain
3. Royal Jordanian should maintain the good service quality they offer for their passengers as it is internationally compared with other airlines and it is considered competitive in the airline market field.
4. Royal Jordanian should increase the ability to obtain its customers' satisfaction,
5. Royal Jordanian Airlines must try to keep the price reasonable.
6. Royal Jordanian Airlines must train their employees so to have higher capability to answer passengers' questions.

الملخص

أثر بعض المتغيرات التسويقية على النوايا السلوكية للمستهلكين

دراسة حالة : خطوط طيران الملكية الأردنية

إعداد

أينور وليد سليمان دواغرة

إشراف

الدكتور حمزة خريم

تهدف هذه الدراسة إلى تبيان آثار المتغيرات التسويقية على النوايا السلوكية للمستهلكين على متن خطوط الملكية الأردنية الجوية، ولتحقيق أهداف هذه الدراسة قامت الباحثة باستحداث استبيان مكون من تسعة وثلاثون (39) سؤالاً لجمع البيانات من أفراد عينة الدراسة ، وتم استخدام الرزمة الإحصائية للعلوم الإجتماعية وبرنامج تحليل المسار لتحليل وإختبار فرضيات الدراسة. وقد توصلت الدراسة إلى:

1. وجود أثر ذي دلالة إحصائية للمتغيرات التسويقة (الصورة الذهنية؛ جودة الخدمة ورضا العملاء) على النوايا السلوكية للمستهلكين عند مستوى دلالة (0.05) فأقل.
2. وجود أثر ذي دلالة إحصائية للمتغيرات التسويقة (الصورة الذهنية؛ جودة الخدمة ورضا العملاء) على عدالة السعر المستلم عند مستوى دلالة (0.05) فأقل.
3. وجود أثر ذي دلالة إحصائية لعدالة السعر المستلم على النوايا السلوكية للمستهلكين عند مستوى دلالة (0.05) فأقل.
4. وجود أثر ذي دلالة إحصائية للمتغيرات التسويقة (الصورة الذهنية؛ جودة الخدمة ورضا العملاء) على النوايا السلوكية للمستهلكين في ظل وجود عدالة السعر المستلم عند مستوى دلالة (0.05) فأقل.

توصلت الدراسة إلى التوصيات الآتية:

1. أظهرت النتائج بعد إجراء هذه الدراسة أن صورة الملكية الأردنية تؤثر بشكل كبير على نوايا العملاء السلوكية. نتيجة لذلك ينبغي على الملكية الأردنية إدامة صورة مؤسسية إيجابية في أعين الزبائن للتأثير على النوايا السلوكية لصالحها.

2. ينبغي على الملكية الأردنية الحفاظ على نوعية الخدمة الجيدة التي تقدمها لركابها حيث أنها تقارن دولياً مع شركات الطيران الأخرى، وتعتبر تنافسية في مجال سوق الطيران.

3. ينبغي على الملكية الأردنية زيادة القدرة على الحصول على رضا العملاء والتصرف بناءً على التغذية الراجعة التي يقدمها الزبائن لتحصيل مستوى عال من رضا العملاء. وينبغي على الملكية الأردنية تحقيق هذا عن طريق الاستمرار بتقديم الخدمات الحالية المفضلة، وتنفيذ الاقتراحات المقدمة من العملاء.

CHAPTER ONE
General Framework

(1-1): Introduction

Even though there has been a significant amount of research into the fields of service quality and customer behavior and satisfaction, understanding and meeting customers' expectations and subsequently being distinguishable from competitors are key goals in order to thrive in today's globalized world. It is imperative that service-providing companies measure and scrutinize service quality and satisfaction as a modus operandi into influencing the behavioral intentions of their customers (Saha and Theingi, 2009). Existing theories can be refined to encompass new variables that are essential to explain and predict customer behavior (Oh, 1999). Prior studies had neglected to address principal variables as determinants of customer behavior and satisfaction.

In this global climate of downturn and high running costs, it is essential for airlines to provide their key customers, the passengers, with high quality service in order to yield satisfaction. This in turn generates repeat clientele, ensures a preferred supplier status from other enterprises, enhances prospective market shares; revenues would benefit significantly from these upswings (Ozment and Morash, 1994). Research into the crucial elements pertaining to customer satisfaction and quality of service has seen exponential growth in recent years.

Several studies have applied the theoretical service quality model on the airline milieu (Fick and Ritchie, 1991; Sultan and Simpson, 2000; Chang and Yeh, 2002). This approach had the shortcoming of neglecting to include other variables which tend to

influence airline service evaluation and passengers' behavioral intentions and satisfaction; a shortcoming which was to be addressed in later studies.

Sufficient evidence has accumulated that customer behavior has been influenced by public perceptions of the value, cost and corporate image of the service and their provider (Andreassen & Lindestad, 1998; Bloemer et al., 1998; Nguyen LeBlanc, 1998; McDougall & Levesque, 2000; Varki & Colgate, 2001). These now-rudimentary variables had often been ignored in earlier airline service research; such an oversight incurred flaws in the modeling of service quality. Marketing professionals have come to include such variables in their studies in an attempt to enhance the predictive capacity of pertinent models (Fitzsimmons and Fitzsimmons, 1994). Encompassing these variables, even the more intangible ones, has become a necessity in the prospect of evaluating airline service quality, passengers' behavioral intentions and satisfaction. To be able to envisage behavioral patterns more accurately and to contribute to the bustling research into airline service, this study aims to comprehensively cover the aforementioned variables.

(1-2): Study Problem and Questions

Airline companies tend to concentrate on a certain variable in relation to customer's behavioral intentions. Frequently, the most variable considered is the service quality provided by the airline, followed by other variables, such as customer satisfaction and corporate image. Previous studies had extensively researched the direct effect of mentioned variables on the customers' intentions, yet many had failed to

introduce a mediate variable in order to clarify the effect marketing variables holds on customers' behavioral intentions and the relationship between them. This research seeks to study some of the marketing variables and the effect they hold on such intentions, accompanied by the mediate variable, and perceived price fairness to explain the relationships between the independent and dependent variables.

Question One:

Is there an effect of Marketing Variables (Airline Image, Service Quality, and Customer Satisfaction) on Customer Behavioral Intentions?

Question Two:

Is there an effect of Marketing Variables (Airline Image, Service Quality, and Customer Satisfaction) on Perceived Price Fairness?

Question Three:

Is there an effect of Perceived Price Fairness on Customer Behavioral Intentions?

Question Four:

Is there an effect of Marketing Variables (Airline Image, Service Quality, and Customer Satisfaction) on Customer Behavioral Intentions under Perceived Price Fairness?

(1-3): Significance of the Study

The significance of the study is to reveal useful patterns for customer behavioral intentions, which could contribute in improving and enhancing the understanding of air passengers' behavioral intentions by understanding the effect caused by marketing variables. The study is another step in expanding research in the relations between marketing variables and air passengers' behavioral intentions, as dictated by the perceived price fairness, and encourages further studies to include other mediate variables.

(1-4): Objectives of the Study

This study aims to identify the effect of Marketing Variables on Customers' Behavioral Intentions: Case Study to determine:

1. The effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions.
2. The effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Perceived Price Fairness.
3. The effect of Perceived Price Fairness on Customer Behavioral Intentions.
4. The effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions under Perceived Price Fairness.

(1-5): Study Model and Hypotheses

In measuring Image and Service Quality the researcher depends on (***Park et al., 2005: 2-11***). In measuring Customer Satisfaction the researcher depends on (***Degirmenci et al., 2012: 1-9***). In measuring Perceived Price Fairness the researcher depends on (***Dai, 2010***). Finally, in measuring Image and Customer behavioral intentions the researcher depends on (***Park et al., 2005: 2-11***).

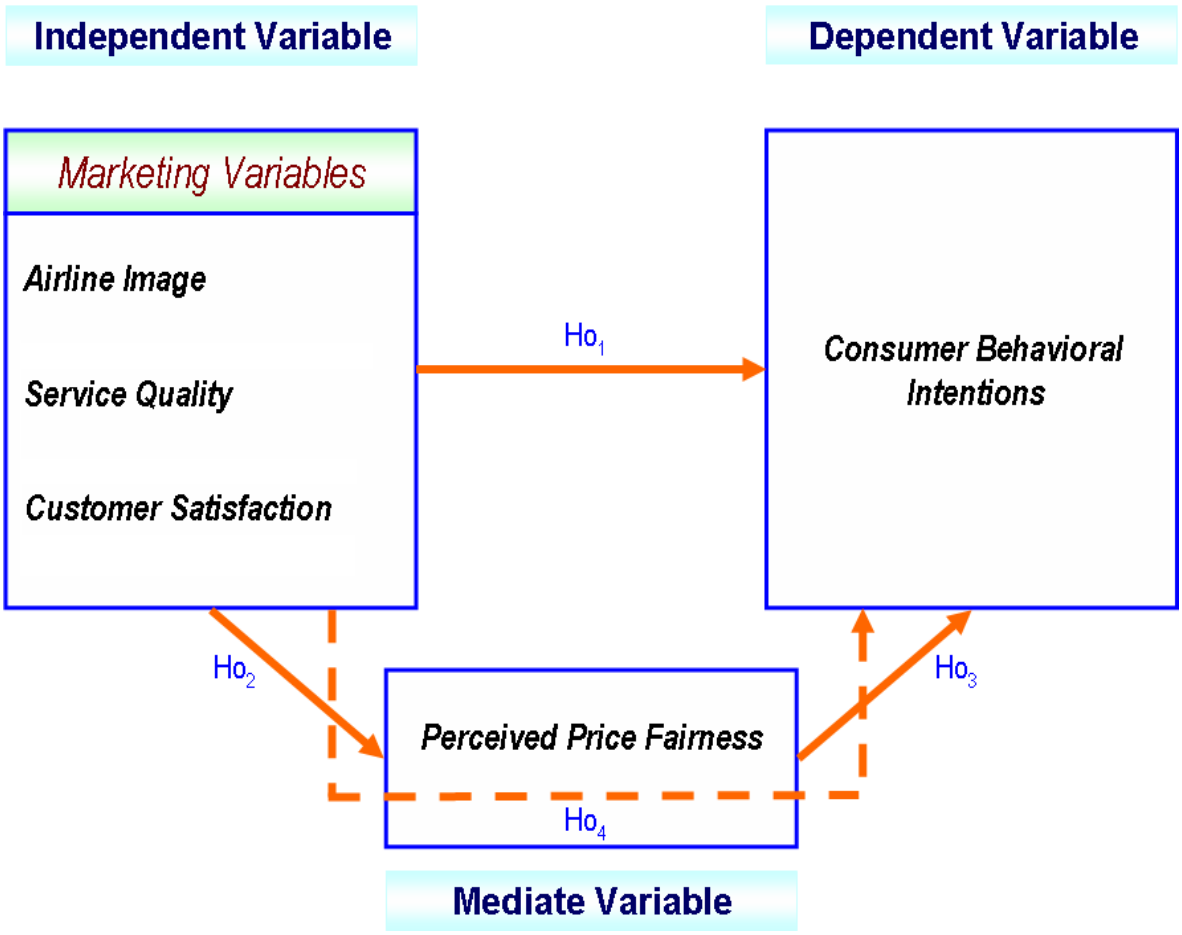

Figure (1 – 1)
Study Model
Prepared by researcher based on
previous studies

Based on the study problem and the literature review, the following research hypotheses were formulated:

H0$_1$: There is no significant effect of Marketing Variables (***Airline Image, Service***

Quality, and Customer Satisfaction) on Customer Behavioral Intentions at level (α ≤ 0.05).

Derived from the following sub-hypotheses:

$H0_{1\text{-}1}$: There is no significant effect of Airline Image on Customer Behavioral Intentions at level (α ≤ 0.05).

$H0_{1\text{-}2}$: There is no significant effect of Service Quality on Customer Behavioral Intentions at level (α ≤ 0.05).

$H0_{1\text{-}3}$: There is no significant effect of Customer Satisfaction on Customer Behavioral Intentions at level (α ≤ 0.05).

$H0_2$: There is no significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Perceived Price Fairness at level (α ≤ 0.05).

Derived from the following sub-hypotheses:

$H0_{2\text{-}1}$: There is no significant effect of Airline Image on Perceived Price Fairness at level (α ≤ 0.05).

$H0_{2\text{-}2}$: There is no significant effect of Service Quality on Perceived Price Fairness at level (α ≤ 0.05).

$H0_{2\text{-}3}$: There is no significant effect of Customer Satisfaction on Perceived Price Fairness at level (α ≤ 0.05).

$H0_3$: There is no significant effect of Perceived Price Fairness on Customer Behavioral Intentions at level (α ≤ 0.05).

$H0_4$: There is no significant effect of Marketing Variables (***Airline Image, Service***

Quality, and Customer Satisfaction) on Customer Behavioral Intentions under Perceived Price Fairness at level ($\alpha \leq 0.05$)

(1-6): Study Limitations

The Scope of the study deals with the following limitations:

Human Limitations: all air passengers of Royal Jordanian Airlines.

Place limitations: the Royal Jordanian stations spread all over the destinations that it reaches.

Time Limitations: The time absorbed to study accomplishment from the summer semester 2012 up to the end of second semester 2013.

Scientific Limitations: In measuring Image and Service Quality the researcher depends on (***Park et al., 2005: 2-11***). In measuring Customer Satisfaction the researcher depends on (***Degirmenci et al., 2012: 1-9***). In measuring Perceived Price Fairness the researcher depends on (***Dai, 2010***). Finally, in measuring Image and Customer behavioral intentions the researcher depends on (***Park et al., 2005: 2-11***).

(1-7): Study Delimitations

1. This study is limited to Royal Jordanian Airlines, which air passengers were considered for this study.

2. The sample population chosen for this study was limited to Royal Jordanian air passengers, therefore the ability to generalize the results to the entire airline industry is greatly limited.

(1-8): Terminologies

Corporate Image: Perceptions of an organization reflected in the associations held in the customer's memory (Keller, 1993).

Service Quality: The customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Aaker, 1991).

Customer Satisfaction: a visitor's affective and evaluative response to the overall product or service experience (Oliver, 1997).

Perceived Price Fairness: Customers' assessments of whether a seller's price can be reasonably justified (Xia et al., 2004).

Customer behavioral intentions: The degree to which a person has formulated conscious plans to perform or not perform some specified future behavior (Warshaw & Davis, 1985).

CHAPTER TWO
Theoretical Framework and Previous Studies

(2-1): Introduction

(2-2): Marketing Variables;

(2-2-1): *Airline Image*

(2-2-2): *Customer Satisfaction*

(2-2-3): *Service Quality*

(2-3): Perceived Price Fairness

(2-4): Customer behavioral intentions

(2-5): Previous Studies

(2-6): Study Contribution to Knowledge

(2-1): Introduction

As many other industries, the airline industry is still a large and growing one; thanks to its central role in the globalization movement which is taking place in other industries, for it facilitating economic growth, world trade, tourism and international investment.

Air travel for business purposes and for leisure had grown greatly worldwide; in the last decade, air traveling has grown by 7% per year. In the past year, 730 million passengers have flown on U.S. airlines, which is a 1.3% increase to that region alone. Thanks to new aircrafts that takes leisure to the next level, people are now more willing to spend long hours in planes to get to far and exotic destinations. Such change awoken governments to the benefits of tourism to their national economics, driving it to develop that industry, through various ways; building resorts and infrastructure to attract tourists from first world countries. As the economies of developing countries grow, their own citizens are becoming the new future international tourists.

Travelling for business purposes have also increased as companies grown international in relations of their investments, their supply sources and production chains, as well as their customers. The rapid growth of world trade in goods, services and international direct investment have also contributed to growth in business travel.

Across the world, International Air Transport Association (IATA) predicts that international air travel will grow by an average of 6.6% a year until the end of the decade. These rates are parallel to those of the past ten years. In areas where the air

travel market is developed, such as Europe and North America, a slower rate of growth expected (4-6%). The most vibrant growth is centered on the Asia/Pacific region, due to the fast-growing trade and investment, which are coupled with rising local prosperity. In this region, air travel has been rising by up to 9% a year and is predicted to proceed to grow rapidly. In terms of total passenger trips, however, the main air travel markets of the future will continue to be in and between Europe, North America and Asia. Since competition is growing, with new airline companies emerging and offering air ride for cheaper prices and less fees, current airlines have had to recognize the need for radical change to ensure their survival and prosperity. Many have attempted to cut costs aggressively, to reduce capacity growth and to increase load factors. To meet the requirements of their increasingly perceptive and shrewd customers, some airlines found they had to invest heavily in the quality of service that they provide, both on the ground and in the air. Eschewing the needs for tickets, introducing new interactive entertainment systems, and more comfortable seating are just some of the product enhancements being introduced to attract and retain customers.

Deregulation of airlines is stimulating competition, in form of small, low-cost carriers. The US started the movement in 1978 and Europe followed suit. 'Open skies' agreements are beginning to dismantle some of the regulations governing which carriers can fly on certain routes. Nevertheless, the aviation industry is characterized by strong nationalist sentiments towards domestic 'flag carriers'. In many parts of the world, airlines will therefore continue to face limitations on where they can fly and restrictions on their ownership of foreign carriers.

Despite the restrictions it faced and still faces, the airline industry has proceeded along the path towards globalization and consolidation, characteristics associated with the normal development of many other industries. It has accomplished this through establishing alliances and partnerships between airlines, linking their networks to expand access to their customers. Hundreds of airlines have entered into alliances, ranging from marketing agreements and code-shares to franchises and equity transfers. The outlook for air travel industry is one of strong growth. For airlines, the future will provide numerous challenges, especially in the growing competition that is increasing rapidly during the last few years. Successful airlines will be those who continue to tackle their costs and improve their products, thereby securing a strong presence in the key world aviation markets.

(2-2): Marketing Variables

(2-2-1): ***Airline Image***

It has been established through previous studies that a good corporate image could be useful to an organization in various ways, including delaying rival entering the market, charging price premium on customers (Rindova et al., 2005). Corporate image also affects customer's choice of company and influences customer's perception of the goods and services offered (Andreassen & Lindestad, 1998).

Meanwhile, however, Page & Fearn (2005) found that while bad image negatively affects brand equity, a good image does not assure strong brands. Rhee & Haunschild (2006) also found that service providers that enjoy good reputation suffer more than providers with a poor reputation when they make a mistake.

Corporate image can be defined as perceptions of an organization reflected in the associations held in customer memory (Keller, 1993). A planned and well-managed corporate image is the most promising marketing strategy for attracting current customers (Fombrun & Shanley, 1996). A company with a good image is more likely to stand out in the marketplace because it draws both repeat customers and trial users (Connor & Davidson, 1997). The more favorable a company's image, the more likely customers will assume that the services tendered by that company are better, of higher quality and worth more in actual price (Dowling, 1994). Similarly in the airline industry, the more favorable image passengers have, the more likely negative elements about the airline will be filtered out of passengers' consciousness. Passengers who have a

favorable image of the airline consider a particularly bad flight to be an exception to their impression of the airline (Ostrowski et al., 1993). Thus, a favorable image separates and distinguishes the company from its competitors.

(2-2-2): ***Customer Satisfaction***

Customer satisfaction refers to the degree to which customers perceive that they received products and services that are worth more than the price they paid (Tracey, 1996).

Customer satisfaction enables business to measure from behavior of customer after they contact with organization, such as decreasing of customer complain, repurchasing (Yoo & Park, 2007), positive word of mouth, and increase the volume of purchases (Afthnios et al., 2005). Stefanou and Sarmaniotis (2003: 623) indicated that customer feedback data (customer knowledge sharing) leading to customer satisfaction.

Including properly offering of products and services to individual customer needs (customer responsiveness) has an effect on customer satisfaction (Piccoli & O'Connor, 2003).

Other researchers suggest that Customer satisfaction refers to the customer's perception that his/her expectations have been met. If the customer's expectations are met, then he is satisfied; if the expectations are surpassed, then he is delighted; but in the event that they are not met, the customer is dissatisfied (Kotler, 2003).

From the above definition, one can say that the concept of customer satisfaction

fine tunes the marketing concept on customer needs and wants. The concern for the customer and his experience with the company should pervade way and integral art of its philosophy and usher the concept of customer satisfaction. Customer satisfaction has become a business word for organizations that seek distinction and excellence from others.

Customer satisfaction has been gaining increasing attention from the researchers and practitioners as a recognized field of scholarly study and is a fundamental tool used by financial institutions for enhancing customer loyalty and ultimately organizational performance and profitability. The importance of customer satisfaction cannot be dismissed because happy customers are like free advertising. Many of us have heard of the current trend for businesses to become highly customer-centric, that is to put the customer at the centre of our business in terms of our strategies, actions and processes. For most of us, old truths still hold well, such as it is easier and more profitable to sell to existing customers than to find new ones. In practice, organizations are increasingly setting themselves strategies to measure and ensure customer retention, and charging their staff to be more customer focused and service-oriented (Mohsan et al., 2011).

There is a general agreement that: Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler, 2003: 36). Based on this review, customer satisfaction is defined as the result of a cognitive and affective evaluation, where some comparison standard is compared to the actually

perceived performance. If the perceived performance is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customers will be satisfied. Otherwise, if the perceived expectations are met with performance, customers are in an indifferent or neutral stage. Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories (Gustafsson, 2005).

The satisfaction judgment is related to all the experiences made with a certain business concerning its given products, the sales process, and the after- sale service. Whether the customer is satisfied after purchase also depends on the offer's performance in relation to the customer's expectation. Customers form their expectation from past buying experience, friends' and associates' advice, and marketers' and competitors' information and promises (Kotler, 2003).

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. Customer satisfaction, a term frequently used in marketing,(American Marketing Association) is a measure of how products and services supplied by a company meet or surpass customer expectation, Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals" (Farris, 2010: 178).

Market research techniques to measure customer satisfaction which are (Ingrid FecÏikovaÂ, 2004):

1. Customer satisfaction survey methodologies.

2. Focus groups to study customer satisfaction issues.

3. Standardized packages for monitoring customer satisfaction.

4. Various computer software.

(2-2-3): ***Service Quality***

The word quality means different things to people according to the context. Lovelock & wirtz (2007: 418) mentioned that David Garvin identifies five perspectives on quality:

1. **The transaction view** of quality is synonymous with innate excellence: a mark of uncompromising standards and high achievement. This viewpoint is often applied to the performing and performing of visual arts. It is argued that people learn to recognize quality only through the experience gained from repeated exposure and managers or customers will also know quality when they see it is not very helpful.

2. **The product based approach** sees quality as a precise and measurable variable. Differences in quality, it is argued, reflect differences in the amount of an ingredient or attribute possessed by the product or service. Because this view is totally objective, it fails to account for differences in the tests, needs, and preferences of individual customers or even entire market segments.

3. **User based definitions** starts with the premise that quality lies in the eyes of the beholder. These definitions equate quality with maximum satisfaction. This subjective, demand oriented perspective recognizes that different customers have different wants and needs.

4. **The manufacturing based approach** is supply based and concerned primarily with engineering and manufacturing practices, quality is also operation driven.

5. **Value based definitions** define quality in terms of value and price. By considering the tradeoff between perception and price, quality comes to be defined as “affordable”.

There are many different concepts used to understand and define “Quality”. Moreover, the quality definition can be changed according to the people view and criteria it will be used. “Quality” exists in any part of company operations and business fields which companies are working in. Besides these, “quality” base will be different between product and service companies. For instance, mentioning about quality of the products, for manufacturers, the quality will depend on the quantities and quality of tangible products produced from companies, while for service companies, their products are services which are intangible and uncountable also. Thus, “it is important to understand the various perspectives from which quality is viewed in order to fully appreciate the role it plays in many parts of business organizations” (Evans et al., 2002: 11).

For decades, many researchers have developed a service perspective (Zeithaml, 2009). Chang (2008) describes that the concept of service quality should be generally approached from the customer's point of view because they may have different values, different ground of assessment, and different circumstances.

Because the characteristics of services are complex, the quality of services can also be complicated. When service providers understand how customers evaluate the service quality, they can also better control and manage the service quality (Gröönroos 2000: 98). Various researchers have contributed to the identification of service quality dimensions, but the most publicized quality dimensions are the dimensions identified by Parasuranam et al. (1988: 16-26).

They first identified ten different dimensions, but through exploratory research consolidated them into five principal dimensions that customers use in judging the service quality. These dimensions are reliability, responsiveness, assurance, empathy and tangibles. The concise definitions for the dimensions are discussed below (Awoke, 2010).

Reliability means the service provider's ability to perform the promised service both dependably and accurately. Customers expect reliable service delivery and that the service is delivered on time, in the same manner, and without errors every time (Awoke, 2010: 10).

Responsiveness is customer service's willingness to help customers and to provide prompt service. For example, keeping customers waiting may create unnecessary negative perceptions of quality. Whenever a service failure occurs, the

ability to recover quickly and with professionalism can still leave customers very positive perceptions of service quality (Awoke, 2010: 10).

Assurance refers to the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features: competence to perform the service, politeness and respect for the customer, effective communication with the customer, and the general attitude that the server has the customer's best interests at heart (Awoke, 2010: 10).

Empathy refers to the caring and individualized attention which the customer gets during the service delivery. This includes the approachability, sensitivity of service employees and effort to understand the customer's needs (Awoke, 2010: 10).

Tangibles are the physical aspects of service delivery i.e. the appearance of physical facilities, equipment, personnel, and communication materials (Awoke, 2010: 10).

The above dimensions identified by Parasuranam et al. (1988: 23) are the basis for SERVQUAL questionnaire designed by the same researchers for measuring the service quality. The same authors (1990: 180) conclude that the SERVQUAL questionnaire and therefore the five service quality dimensions are suitable for measuring the quality of internal services as well, and not just for measuring external service quality.

Service quality is considered as an important tool for a firm's struggle to differentiate itself from its competitors (Ladhari, 2008: 172). According to Douglas & Connor (2003: 166), the intangible elements of a service (inseparability, heterogeneity

and perishability) are the critical determinants influencing service quality perceived by a customer.

Chang (2008) supports the earlier line of thinking by Grönroos developed "The Gap Analysis Model", which is a well known model of service quality. This model shows an integrated view of the customer-company relationship. The main idea of the model is focused on the premise that service quality is dependent on the size and direction of the five gaps that can exist in the service delivery process.

- ***Gap 1:*** the gap between customer expectations and those perceived by management to be the customer's expectations.
- ***Gap 2:*** the gap between management's perception of customer expectations and the firm's service quality specifications.
- ***Gap 3:*** the gap between service quality specifications and service delivery.
- ***Gap 4:*** the service delivery, external communication gap.
- ***Gap 5:*** the perceived service quality gap, the difference between expected and perceived service.

(2-3): Perceived Price Fairness

The extant research on price fairness perceptions can be categorized into two themes: (1) exploration and identification of antecedents to price fairness perceptions (Dutilh & Graafland, 2008) and (2) examination of the impact of price fairness perceptions on customers' attitudinal and behavioral outcomes (Lii & Sy, 2009).

Findings from both streams provide insights into the study of price fairness perceptions under various pricing contexts (Martin et al., 2009) with respect to customers reactions' to a seller's pricing strategy (Choi & Mattila, 2009).

Conceptually, perceived price fairness is defined as customers' assessments of whether a seller's price can be reasonably justified (Xia et al., 2004). Fairness is more of a subjective than an objective judgment because it is what customers actually perceive regardless whether such perception is correct or not. Thus, price fairness perceptions may not be critical until customers perceive a price as unfair (Xia et al., 2004). Previous research has found that price fairness perceptions can be easily influenced by various factors.

In the comprehensive conceptual model developed to depict how buyers form price fairness judgments by Xia et al. (2004), the similarity of comparative transactions, the choice of comparative other parties (self, other customers, or other sellers), and buyer-seller relationship are believed to influence customers' judgment of price fairness. To be specific, Xia et al. (2004: 4) propose that price discrepancies will only become salient to customers when the comparison is made between two transactions of high similarity because "a fairness judgment may not even occur if customers consider the two transactions incomparable".

Findings from empirical studies have provided evidence that customers' price fairness perceptions are influenced by various factors. Overall, customers tend to rely on several reference points such as past prices, competitor prices, and cost of goods sold when inferring price fairness to make comparisons (Bolton et al., 2003). In studies

that examine price discrimination strategies, it was found that the price setting strategies (e.g. uniform vs. differential pricing, posted vs. auction pricing) influence price fairness perceptions (Choi & Mattila, 2009). Therefore, it is very likely that: (1) most fairness perceptions and judgments are based on comparison (Austin et al., 1980), and (2) people tend to choose others who are close to themselves as comparative other party (Wood, 1989). Thus, customers may see others who purchased the same product as a comparative reference and a price paid higher than other customers is likely to be perceived as less fair.

Bechwati et al., (2009) found that customers tend to compare prices to those paid by other customers when judging price fairness. Moreover, the buyer-seller relationship serves as a buffer to mitigate the negative impact of a disadvantageous price discrepancy on price fairness perceptions (Xia et al., 2004).

With respect to the impact of price fairness perceptions on customer attitudinal and behavioral outcomes, Xia et al. (2004) proposed that perceived price unfairness may lead to negative behaviors such as self-protection tendency, and even revenge actions, depending on the nature of fairness judgments. This proposition is consistent with other empirical findings in fairness perception research, showing that perceived price fairness is positively related to customer satisfaction and purchase intentions (Campbell, 2007).

(2-4): Customer behavioral intentions

Behavioral intention (BI) is defined as a person's perceived likelihood or "subjective probability that he or she will engage in a given behavior" (Committee on Communication for Behavior Change in the 21st Century, 2002: 31).

BI is behavior-specific and operationalized by direct questions such as "I intend to [behavior]," with Likert scale response choices to measure relative strength of intention. Intention has been represented in measurement by other synonyms (e.g. "I plan to [behavior]") and is distinct from similar concepts such as desire and self-prediction (Armitage & Conner, 2001).

Ajzen (1991) argued that BI reflects how hard a person is willing to try, and how motivated he or she is, to perform the behavior.

Due to its ability to predict customer's behavior, behavioral intention has been set as the dependent variable in many studies (Zeithaml et al., 1996). Customer's behavioral intention can be favorable or unfavorable: favorable behavioral intention can -and usually- result into brand or service provider loyalty, increased business volume, recommending the service provider to other customers and the inclination to pay higher prices. On other hand, unfavorable behavioral intention results in higher probability of customers changing service providers, plan to reduce business volume, spread negative experience via word of mouth and refuse to pay premium prices (Zeithalm et al., 1996). Due to such consequences, researchers encouraged studying and understanding customer's behavioral intentions, believing it must be the main concern

for marketing researchers (Malhotra & McCort, 2001), which was met by more exploration of the antecedents of customer's behavioral intentions; such as price, service quality, corporate image and customer satisfaction has influence on customer's behavioral intentions.

Basic behavioral intention (e.g. I intend to exercise more) may be elaborated in terms of how, when, and other specifics (e.g. I intend to jog for 30 minutes at least four times a week). The former has been labeled a goal intention and the latter an implementation intention (Milne et al., 2002). Research has shown that specification in planning is associated with a greater likelihood to perform the behavior (Scholz et al., 2008).

(2-5): Previous Studies

Degirmenci et al. (2012) under title ***"Consumer Satisfaction Measurement in Airline Services Using Servqual."***

Aimed to evaluate consumer satisfaction at Turkish Airlines, the factors affecting consumer's experience were analyzed using weighted SERVQUAL methodology. In addition, the gap between Turkish Airline's current service quality and 5-star service quality defined by SKYTRAX (the most accepted airline quality rating organization that uses evaluations of airline consumers' from all over the world) was measured. The analysis and the results were extended by constructing 5 hypotheses. In determining the factors affecting consumer's experience, unlike the studies in the literature,

SKYTRAX consumer satisfaction criteria were considered. Factor analysis grouped the questions included in the survey into 6 factors (dimensions): ground handling, employees, in-flight services, e-commerce, image and empathy. The results suggested that image dimension has the highest consumer satisfaction level; employees and empathy dimensions followed the image. E-commerce has the lowest satisfaction level; in-flight services and ground handling service followed that. Another result is that meals and passenger transferring services have the highest impact on consumer satisfaction. Furthermore, as expected none of service quality dimensions are around the desired 5-star consumer satisfaction level defined by SKYTRAX.

Malik (2012) under title ***"Customer Satisfaction, Perceived Service Quality and Mediating Role of Perceived Value."***

Aimed to first find out perceived service qualify using SERVQUAL and then the role of perceived value as a mediating variable in the service sector of Pakistan, Both descriptive and inferential statistical techniques are used to analyze the effects of independent variables (i.e. perceived service quality) on customer satisfaction (dependent variable) and the role of mediating variable (i.e. perceived value), Stepwise regression analysis is used to examine the effect of the mediating variable (i.e. perceived value) on customer satisfaction. Perceived value was found strongly correlated with satisfaction. Results suggested that perceived value is an important factor in customers' evaluation of satisfaction.

Ishaqa (2012) under title ***"Perceived Value, Service Quality, Corporate Image and Customer Loyalty: Empirical Assessment from Pakistan."***

Aimed to determine the antecedents of customer loyalty in telecommunication sector of Pakistan. Data were collected from mobile phones users through questionnaire-based survey and stepwise regression was applied to test the study hypotheses. The study helps the management of telecommunication companies to develop customer oriented strategies. Providing insights regarding relative importance of corporate image, perceived value and service quality for building customer loyalty.

Archana & Subha (2012) under title ***"Study on Service Quality and Passenger Satisfaction on Indian Airlines."***

Aimed to examine the underlying forces of service quality influences on passengers' satisfaction in aircraft transport. The study examines which dimensions have a positive influence on service quality and which dimensions have the most and least important impact on service quality in international air travel, as perceived by airline passengers. The findings of this study are based on the analysis of a sample of 270 respondents. This study analyzed the data from passengers of three classes: namely, economy, business and premium. The results suggest that there are different factors of in-flight service quality that are important according to the customer seat class. The dimensionality of perceived service quality in international air travel was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations. The findings reveal that

these three dimensions are positively related to perceive service quality in international air travel and of these dimensions. Cuisines provided and seat comfort safety are the most important dimension in in-flight service quality. Personal entertainment is the most important dimension as perceived by airline passengers in In-flight digital service quality. Online ticket booking is another dimension in back-office operations. In addition, the findings indicate that passengers' satisfaction on different airline companies varies on basis of the services delivered.

Akin (2011) under title ***"Predicting Customer's Behavioral Intentions with Perception of Brand Personality: A Study in Cell Phone Markets."***

Aimed to study the brand personality, which he considers as the most important factor affecting the attitude and intention of the customer. Akin collected data through questionnaires and analyzed the answers he received and reached positive results in regards to the link between brand personality and customer's behavioral intentions.

Pandey & Joshi (2010) under title ***"Service Quality and Customer Behavioral Intentions: A Study in the Hotel Industry."***

Aimed to examine the relationship among the constructs of service quality, customer satisfaction and behavior intentions in the hospitality industry. The study reviews a proposed model of service quality and its relationship with customer satisfaction and behavior intentions: service quality is positively related to satisfaction, and behavioral intentions. Similarly, customer satisfaction works as mediator between

service quality and behavioral intentions of the customers. The model is tested empirically with the data from a survey among 243 Asian, European and American customers who stay in five star hotels in Nepal. The four hypotheses establish the fact that service quality and behavioral intentions of the customer in the hotel industry are positively associated. Service quality has no relationship with customer satisfaction. Customer satisfaction has direct relationship with behavior intentions of the customer, but customer satisfaction has worked as a mediator between customer service quality and behavior intentions of the customer in the hotel industry.

Lai & Chen (2010) under title ***"Behavioral Intentions of Public Transit Passengers: the roles of service quality, perceived value, satisfaction and involvement."***

Aimed to study the behavioral intentions of public transit passengers and the roles of service quality, perceived value in directing these intentions. By using passenger survey system from the Kaohsiung Mass Rapid Transit (KMRT), they analyzed the conceptualized relationship model, which found that all casual relationships between the variables and customer behavioral intentions are statistically significant.

Clemes et al. (2009) under title ***"An empirical study of behavioral intentions in the Taiwan hotel Industry."***

Aimed to gain an improved understanding of behavioral intentions in the Taiwan hotel sector. A hierarchical model is developed and empirically tested in the analysis. The dimensions of service quality, as perceived by hotel customers, are identified through the literature review and focus group discussions. Hypotheses are formulated and tested to examine the interrelationships between behavioral intentions, service quality, customer satisfaction, perceived value and image, and to test if perceived value plays a moderating role between service quality and customer satisfaction. Finally, customer perceptions of these constructs are compared based on demographic factors such as age, gender and income. Statistical support is found for the use of a multi-level model, three primary dimensions, and twelve sub-dimensions. In addition, the statistical results support relationships between perceived value and service quality, image and service quality, customer satisfaction, perceived value, image and service quality, and behavioral intentions, image and customer satisfaction. The results also reveal that the perceptions of the constructs are primarily affected by purpose of travel and occupation of customers.

Saha & Theingi (2009) under title ***"Service quality, satisfaction, and behavioral intentions: A study of low-cost airline carriers in Thailand."***

The purpose of this paper is to examine the relationships among the constructs of service quality, satisfaction, and behavioural intentions in passengers of three low-cost carriers (LCCs) offering airline services in Thailand. The study finds that the order of importance of the dimensions of service quality tested here is: flight schedules; flight attendants; tangibles; and ground staff. Passenger satisfaction with these service-quality dimensions is found to be very important in explaining behavioural intentions. Satisfied passengers are mostly influenced by the schedule. Such customers engage in positive word-of-mouth communication and have high repurchase intentions. Dissatisfied passengers prefer to change airlines, rather than provide feedback to the LCCs.

The study has not definitively established causality among the constructs of service quality, satisfaction, and behavioural intentions. Moreover, satisfaction is based only on service quality. Future research should examine the causality and other possible satisfaction factors. Managers of LCCs who have not traditionally placed a high priority on quality should be aware of the importance of service quality and passenger satisfaction in determining the behavioural intentions of passengers of LCCs.

Van Eggermond et al. (2007) under title ***"Customer choice behavior and strategies of air transportation service providers."***

Aimed to study the relative valuation of non-monetary and monetary characteristics of an itinerary, based on revealed preference data and investigating the role of different choice sets. Data was collected through a number of datasets: a dataset that contains tickets bookings, a dataset with fares observed; they have been combined to form a comprehensive dataset for the analysis of itinerary choice. The findings provide two actors directly affecting traveler choice behavior: airlines and travel portals.

Alotaibi (2006) under title ***"An empirical investigation of passenger diversity, airline service quality, and passenger satisfaction."***

The importance of the airline service quality and passengers' satisfaction in the logistics management process has been recognized by scholars in the field. Yet, theoretical and empirical attention to relate them was lacking.

The study was designed to investigate the relationships among passenger diversity (airline class, purpose of the trip), airline service quality, and passenger satisfaction. Specifically, the study sought to achieve the following: (1) to examine the relationship between passengers' airline classes and airline service quality; (2) to examine the relationship between passengers' purpose of the trip and airline service quality; (3) to examine the relationship between the passenger diversity factors and

passenger satisfaction; (4) to examine the relationship between airline service quality and passenger satisfaction. An empirical investigation of air passengers traveling via Los Angeles International Airport was carried out through the use of a self-administered survey questionnaire. From the 2000 distributed questionnaires, 490 usable responses were received representing a 24.5% response rate.

The empirical results reveal that passengers were somewhat satisfied with the services provided by airlines. Passenger diversity factors do not influence airline service quality. First class passengers have a tendency to be more satisfied than business or coach travelers. Passenger satisfaction was the same among those traveling for business and pleasure/personal reasons. Airline service quality strongly influences passenger satisfaction. It was also found that in explaining the overall variation in passenger satisfaction, the quality dimensions of responsiveness, empathy, and assurance were the most significant to air travelers.

Park & Wu (2005) under title ***"Investigating the Effects of Airline Service Quality on Airline Image and Passengers' Future Behavioural Intentions: Findings from Australian international air passengers."***

This paper investigates how individual dimensions of airline service quality determine airline image and passengers' future behavioral intentions. To investigate the effects of individual dimensions of airline service quality, Structural Equation Modeling using a maximum likelihood estimator, was applied to data collected from

Australian international air passengers. It was found that there were significant relationships between the variables except one path. The dimension of in-flight service and the dimension of convenience and accessibility were each found to have a positive effect on airline image, which was directly related to Australian international air passengers' future behavioral intentions.

Anber Abraheem & Shireen Yaseen (2011) "***Service Quality Perspectives and Customer Satisfaction in Commercial Banks Working in Jordan"***

The aim of this research was to examine the level of service quality as perceived by customers of commercial bank working in Jordan and its effect customer satisfaction, Service quality measure is based on modified version of SERVQUAL as proposed by Parasuraman et al. (1988), which involve five dimensions of Service quality, namely Reliability, Responsiveness, Empathy, Assurance, and Tangibles. Customer satisfaction was measured by a nine item adapted from Walfried et al. (2000), 260 questionnaires were distributed randomly to customers of commercial banks branches located (thirteen commercial banks in Jordan) in IRBID (Acity of Jordan). Multiple regression analysis was employed to test the impact of service quality on customer satisfaction. The results of this study indicated that service quality is an important antecedent of customer satisfaction. It is apparent from the present study that managers and decision makers in Jordanian commercial banks to seek and improve the elements of service quality that make the most significant contributions on customer satisfaction.

Dr. Mohammed A. T. Alsudairi (2012) "***E-service Quality Strategy: Achieving Customer Satisfaction In Online Banking "***

Customer satisfaction is a challenging task in today's competitive world of e-businesses. Among these e-businesses is banking sector business. These businesses are tremendously trying to deploy customer relationship management and improve the connections between the business and customer for their satisfaction. Online banking offers facilities and services to the customers whereas the role of IT is very dominant factor for improving the quality of services to achieve customer satisfaction. So the objective of our research study is to build a customer satisfaction strategy and measuring e-service quality by relating it to the web service quality. This requires formulating a strategy of building the framework for web based e-service quality model in internet banking services. This paper will discuss the literature review of different models related to online banking for the customer satisfaction which can lead to build and measure an innovative e-service model that is applicable to evaluate the web based internet banking service quality.

Dakeel Allah Ghanam Al-Mutairi (2010) ***"The Impact of Service Quality and Relationship Marketing on Customer Loyalty: An Analytical Study on a Sample of Passengers on Jazeera Airways in Kuwait State"***

The Study aimed at detecting the Impact of Service Quality and Relationship Marketing on Customer Loyalty on Jazeera Airways in Kuwait State. The study indicated moderation in airways service quality from the sample of the study

passengers' perspectives for all quality dimensions (Tangibility, Reliability, Response, Security and Sympathy), where the scale showed that the level of the quality was medium from passengers' perspectives. Same for the level of company interest in building marking relations with its passengers, where the study effected the company's interest in building random relations with its passengers, in all three dimension (Reliability, Commitment, and Communications) in medium degree. The study showed also decrease in the level of company's passenger loyalty.

Kalil Aladwan, Abdullah Hersh & Abdelmo'ti Aburoub (2010), ***"Effect of Applying Quality Fundamentals on the Performance of Airline Companies Working in the Jordanian Market Field Study".***

This study aimed to perceive the impact of the pillars of application quality in the airline companies operating in the Jordanian market. This study aims to perceive the effect of applying quality fundamentals in the airlines companies working in the Jordanian market, as well as perceive the most prominent obstacles that prevent applying the basic elements of quality fundamentals. This study arrived to the following results: i. Applying philosophy of service quality management highly affected the profitability of airlines companies. ii. Applying philosophy of service quality management highly affected the annual growth of sales of airlines companies. iii. Applying philosophy of service quality management, highly affected decreasing quality costs in airlines companies. iv. There is a positive correlation of statistical indication between the level of applying philosophy of service quality management on one side

and the increase of profitability of airline companies on the other side, except the principle of work difference .v. There is a positive correlation of statistical indication between the level of applying philosophy of service quality management on one side and the annual growth of sales in airlines companies on the other side, except the principle of focusing on customer .vi. There is a positive correlation of statistical indication between the level of applying philosophy of service quality management on one side and decreasing of quality costs in airlines companies on the other side.

(2-6): Study Contribution to Knowledge

To clarify what distinguishes the current study from previous studies, some comparisons have been made, which are presented as follows:

1. Concerning the environment, all studies have been mainly conducted in American, European and Asian countries. In contrast, the current study was carried in Middle East, namely Royal Jordanian Airlines.

2. Most of the previous studies have been mainly focusing on service industry areas, while this one is Royal Jordanian Airlines.

CHAPTER THREE
Method and Procedures

(3-1): Introduction

(3-2): Study Methodology

(3-3): Study Population and Sample

(3-4): Demographic Variables to Study Sample

(3-5): Study Tools and Data Collection

(3-6): Statistical Treatment

(3-7): Validity and Reliability

(3-1): Introduction

In this chapter, the researcher will describe in detail the methodology used in this study, the study population, and its sample.

Next, the researcher will design the study model; explains the study tools and the methods of data collection. After that, she will discuss the statistical treatment that has been used in analysis of the collected data.

In the final section, the validation of the questionnaire and the reliability analysis that has been applied will be clearly stated.

(3-2): Study Methodology

Descriptive research involves collecting data in order to test hypotheses or to answer questions concerned with the current status of the subject of the study. Typical descriptive studies are concerned with the assessment of attitudes, opinions, demographic information, conditions, and procedures. The research design chosen for the study is the survey research. The survey is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables. The survey research of knowledge at its best can provide very valuable data. It involves a careful design and execution of each of the components of the research process.

The researcher designed a survey instrument that could be administrated to selected subjects. The purpose of the survey instrument was to collect data about the respondents on Marketing Variables and Customers' Behavioral Intentions.

(3-3): Study Population and Sample

To increase credibility, it is important to choose a sample which represents the population under investigation. The population of the study consisted of the air passengers of Royal Jordanian Airlines Company, with focus on the First Class passengers. To achieve the study objectives, the researcher chose a convenience sample of the company's flights, considering the capacity of each flights and number of passenger onboard consisted of (400). After distributing (400) questionnaires for passengers on selected Royal Jordanian flights, a total of (343) answered questionnaire were retrieved, which is (86%) of the total distributed questionnaires. After checking the retrieved questionnaires, the (306) questionnaires were valid for statistical analysis. Ultimately, (77%) of the total questionnaires distributed entered the analysis.

The researcher had more success acquiring completed questionnaires by female participants, in comparison to male participants, which is reflected in the overall percentage.

(3-4): Demographic Variables of the Study Sample

Tables (3-1), (3-2), (3-3), and (3-4) show the demographic variables of the study sample.

Table (3-1)

Sample Study Descriptive from the Gender

No.	*Variables*	*Categorization*	*Frequency*	*Percent*
1	*Gender*	Male	117	38.2
		Female	189	61.8
Total			306	100

Table (3-1) shows that the (38.2%) of the study sample are males and (61.8%) are females.

Table (3-2)

Sample Study Descriptive from the Age

No.	*Variables*	*Categorization*	*Frequency*	*Percent*
2	*Age*	30 years or less	164	53.60
		From 31 – 34 Years	72	23.53
		From 35 – 39 years	34	11.11
		40 Years More	36	11.76
Total			306	100

From the Age, table (3-2) shows (53.60%) of the study sample age ranged (30) years or less, (23.53%) of the study sample age ranged between 31 to 34 years, (11.11%) of the study sample age ranged between 35 to 39 years, and (11.76%) of the study sample age ranged 40 years and more.

Table (3-3)

Sample Study Descriptive from the Qualification

No.	*Variables*	*Categorization*	*Frequency*	*Percent*
3	*Qualification*	Diploma	49	16.01
		Bachelor	183	59.80
		High Diploma	26	8.50
		Master	44	14.38
		PhD	4	1.31
Total			306	100

From the Qualification, table (3-3) shows that all members of the study sample have a scientific qualification.

Table (3-4)

Sample Study Descriptive from the Frequency of Flying

No.	*Variables*	*Categorization*	*Frequency*	*Percent*
4	*Frequency of Flying*	At least once a week	94	30.72
		At least once a year	60	19.61
		At least once a month	34	11.11
		Less than once a year	42	13.72
		At least once a quarter	76	24.84
Total			306	100

Descriptive analysis for the Specialization is as flows: (30.72%) are flying at least once a week; (19.61%) are flying at least once a year; (11.11%) are flying at least once a month; (13.72%) are flying less than once a year and (24.84%) are flying at least once a quarter.

(3-5): Study Tools and Data Collection

The current study is two fold, theoretical and practical. In the theoretical part, the researcher relied on the scientific studies that are related to the current study. Whereas in the practical side, the researcher relied on descriptive and analytical methods using the practical manner to collect, analyze data and test hypotheses.

The data collection, manners of analysis and programs used in the current study are based on two sources:

1. ***Secondary Sources:*** Books, journals, theses to write the theoretical framework of the study.

2. ***Primary Source:*** Questionnaire designed to reflect the study objectives and questions.

In this study, both primary and secondary data were used. The data collected for the model was gathered through questionnaires. After conducting a thorough review of the literature, the researcher formulated the questionnaire for this study.

The ***questionnaire*** instrumental sections are as follows:

Section One: ***Demographic Variables***. The demographic information was collected with closed-ended questions, through four factors (Gender, Age, Qualification, and Frequency of Flying).

Section Two: ***Marketing Variables***. This section measured the Marketing Variables through three variables (Airline Image, Service Quality, and Customer

Satisfaction); 31 items used for measuring marketing variables, three items for measuring Airline Image, 20 items for measuring Service Quality, and eight items for measuring Customer Satisfaction on a five likert scale as follows:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Section Three: ***Perceived Price Fairness***. This section measured the Perceived Price Fairness through four items on a five likert scale as illustrated in section two.

Section Four: ***Customer Behavioral Intentions***. This section measured the Customer Behavioral Intentions through four items on a five likert scale as illustrated in section two.

(3-6): Statistical Treatment

The data collected from the responses of the study questionnaire was treated through *Statistical Package for Social Sciences* (*SPSS)* version 18 and Amos version 18 for analysis and conclusions. Finally, the researcher used the suitable statistical methods that consist of:

- *Percentage and Frequency.*
- *Cronbach Alpha reliability (a)* to measure strength of the correlation and coherence between questionnaire items.
- *Arithmetic Mean* to identify the level of response of the study sample individuals to the study variables.

- *Standard Deviation* to measure the responses spacing degree about Arithmetic Mean.
- *One sample t-test*.
- Multiple & Simple Regression analysis to Measure the impact of study variables.
- Path analysis to identify the direct and indirect effects.
- Relative important, assigning due to:

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{5-1}{3} = \frac{4}{3} = 1.33$$

The Low degree from 1- less than 2.33

The Medium degree from 2.33 – 3.66

The High degree from 3.67 and above.

(3-7): Validity and Reliability

(3-7-1): ***Validation***

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research elements was accurately performed by academic reviewers from Middle East University specialized in Business Administration and Marketing. Some items were added, based on their valuable recommendations. Some others were reformulated to become more accurate, and that is expected for the purpose of enhancing the research instrument. The academic reviewers were (5) and the overall percentage of respond was (100%), (see appendix "2").

(3-7-2): ***Study Tool Reliability***

The reliability analysis applied to the level of Cronbach Alpha (α) is the criteria for internal consistency, which was at a minimum acceptable level (Alpha ≥ 0.60) suggested by (Sekaran, 2003).

These results are the acceptable levels as suggested by (Sekaran, 2003). The results were shown in Table (3-5).

Table (3-5)

Reliability of Questionnaire Dimensions

No.	*Dimensions*	*No. of Items*	*Alpha Value (α)*
1	***Marketing Variables***	31	0.913
1 – 2	Airline Image	3	0.720
1 – 3	Service Quality	20	0.869
1 – 4	Customer Satisfaction	8	0.741
2	***Perceived Price Fairness***	4	0.728
3	***Customer Behavioral Intentions***	4	0.712

CHAPTER FOUR

Analysis Results & Hypotheses Test

(4-1): Introduction

(4-2): Descriptive analysis of study variables

(4-3): Study Hypotheses Test

(4-1): Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means and Standard Deviations for the questions of the study; one sample t-test, Multi, Simple Linear Regression analysis used and path analysis to test the direct and indirect effect.

(4-2): Descriptive analysis of study variables

(4-2-1): ***Marketing Variables (Airline Image)***

The researcher used the arithmetic mean, standard deviation, item importance and item level as shown in Table (4-1).

Table (4-1) clarifies the Airline Image, where the arithmetic means range between (3.50- 3.85) compared with General Arithmetic mean amount of (3.66). The researcher observes that the highest mean was for the item "***I have always had a good impression of this airline***" with arithmetic mean (3.85), Standard deviation (0.82). The lowest arithmetic mean was for the item "***Image I believe that this airline has a better image than its competitors***" with Average (3.50) and Standard deviation (1.00). In general, it appears that the Airline Image level from the study sample viewpoint was Median.

Table (4-1)

Arithmetic mean, SD, item importance and Airline Image level

No.	Airline Image	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
1	I have always had a good impression of this airline	3.85	0.82	18.04	0.000	1	High
2	Image I believe that this airline has a better image than its competitors	3.50	1.00	8.81	0.000	3	Median
3	In my opinion, this airline has a good image in the minds of passengers	3.63	0.91	12.09	0.000	2	Median
General Arithmetic mean and standard deviation		3.66	0.76				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-2-2): ***Marketing Variables (Service Quality)***

The researcher used the arithmetic mean, standard deviation, item importance and item level as shown in Table (4-2).

Table (4-2) clarifies the Service Quality, where the arithmetic means range between (3.20- 4.10) compared with General Arithmetic mean amount of (3.58). The researcher observes that the highest mean was for the item "***Employees give passengers personal attention***" with arithmetic mean (4.10), Standard deviation (0.67). The lowest arithmetic mean was for the item "***Sincere interest in solving problems (flight cancellation, baggage loss, etc.)***" with Average (3.20) and Standard deviation (0.82). In general, it appears that the Service Quality level from the study sample viewpoint was Median.

Table (4-2)
Arithmetic mean, SD, item importance and Service Quality level

No.	Service Quality	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
4	Up-to-date aircraft and in-flight facility	3.75	0.80	16.25	0.000	6	High
5	Meal service (items, tastes, freshness, quantity, appearance, etc)	3.53	0.83	11.17	0.000	10	Median
6	Seating comfort	3.21	0.97	3.79	0.000	18	Median
7	Seat space and Legroom	3.35	0.77	7.97	0.000	16	Median
8	In-flight entertainment services (books, newspapers, movies, magazines, etc.)	3.68	0.98	12.25	0.000	9	High
9	Convenience of reservation and ticketing	3.87	0.83	18.38	0.000	3	High
10	Promptness and accuracy of reservation and ticketing	3.74	0.91	14.13	0.000	7	High
11	Performance is on-time	3.30	0.92	5.64	0.000	17	Median
12	Sincere interest in solving problems (flight cancellation, baggage loss, etc.)	3.20	0.82	4.26	0.000	20	Median
13	Quality Check-in service (waiting time, efficiency, etc)	3.21	1.00	3.62	0.000	18	Median
14	Promptness and accuracy of baggage delivery	3.41	1.15	6.16	0.000	14	Median
15	The amount imposed for overweight baggage	3.87	0.74	20.56	0.000	3	High
16	Providing seat that passengers prefer	3.83	1.03	13.99	0.000	5	High
17	Neat appearance of employee	3.70	1.06	11.64	0.000	8	High
18	Employees who are willing to help passengers	3.51	0.71	12.53	0.000	11	Median
19	Employees are courteous	3.36	0.71	8.84	0.000	15	Median
20	Employees who have the knowledge to answer passengers' questions	3.48	0.83	10.17	0.000	13	Median
21	Employees give passengers personal attention	4.10	0.67	28.87	0.000	1	High
22	Convenient flight schedule	3.51	0.96	9.30	0.000	11	Median
23	Non-stop flight	3.96	0.34	23.07	0.000	2	Median
General Arithmetic mean and standard deviation		3.58	0.85				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-2-3): ***Marketing Variables (Customer Satisfaction)***

The researcher used the arithmetic mean, standard deviation, item importance and item level as shown in Table (4-3).

Table (4-3) clarifies the Customer Satisfaction, where the arithmetic means range between (3.12- 3.78) compared with General Arithmetic mean amount of (3.48). The researcher observes that the highest mean was for the item "***There are sufficient non-stop flights***" with arithmetic mean (3.78), Standard deviation (0.75). The lowest arithmetic mean was for the item "***Frequencies of flights are acceptable***" with Average (3.12) and Standard deviation (0.94). In general, it appears that the Customer Satisfaction level from the study sample viewpoint was Median.

Table (4-3)
Arithmetic mean, SD, item importance and Customer Satisfaction level

No.	Customer Satisfaction	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
24	There are sufficient non-stop flights	3.78	0.75	18.07	0.000	1	High
25	Frequencies of flights are acceptable	3.12	0.94	2.30	0.022	8	Median
26	The amount of fare meets my expectations	3.58	1.02	9.96	0.000	4	Median
27	Delays and cancels are rarely happen	3.30	0.77	6.80	0.000	6	Median
28	Flight schedules are convenient	3.55	0.73	13.19	0.000	5	Median
29	Baggage problem operations were sufficient	3.30	0.85	6.22	0.000	6	Median
30	Delayed passengers were tolerated fairly	3.63	0.55	19.82	0.000	2	Median
31	Transfer passenger transportation is sufficient	3.61	0.72	14.82	0.000	3	Median
General Arithmetic mean and standard deviation		3.48	0.46				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-2-4): ***Perceived Price Fairness***

The researcher used the arithmetic mean, standard deviation, item importance and item level as shown in Table (4-4).

Table (4-4) clarifies the Perceived Price Fairness, where the arithmetic means range between (3.21- 3.61) compared with General Arithmetic mean amount of (3.43). The researcher observes that the highest mean was for the item "***The price I paid was justified***" with arithmetic mean (3.61), Standard deviation (0.71). The lowest arithmetic mean was for the item " ***The price I paid was fair***" with Average (3.27) and Standard deviation (1.00). In general, it appears that the Perceived Price Fairness level from the study sample viewpoint was Median.

Table (4-4)
Arithmetic mean, SD, item importance and Perceived Price Fairness level

No.	Perceived Price Fairness	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
32	The price I paid was fair	3.27	1.00	4.79	0.000	4	Median
33	The price I paid was justified	3.61	0.71	14.92	0.000	1	Median
34	The price I paid was honest	3.54	1.23	7.65	0.000	2	Median
35	The price I paid was questionable	3.29	0.81	5.88	0.000	3	Median
General Arithmetic mean and standard deviation		3.43	0.94				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-2-5): ***Customer Behavioral Intentions***

The researcher used the arithmetic mean, standard deviation, item importance and item level as shown in Table (4-5).

Table (4-5) clarifies the Customer Behavioral Intentions, where the arithmetic means range between (2.81- 3.97) compared with General Arithmetic mean amount of (3.40). The researcher observes that the highest mean was for the item "***I would recommend Royal Jordanian Airlines to other people***" with arithmetic mean (3.97), Standard deviation (0.88). The lowest arithmetic mean was for the item "***I would sign up for Royal Jordanian frequent flyer membership in the near future***" with Average (2.81) and Standard deviation (0.94). In general, it appears that the Customer Behavioral Intentions level from the study sample viewpoint was Median.

Table (4-5)
Arithmetic mean, SD, item importance and Customer Behavioral Intentions level

No.	Customer Behavioral Intentions	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
36	I would consider flying Royal Jordanian Airlines again in the future	3.54	1.23	7.65	0.000	2	Median
37	I would recommend Royal Jordanian Airlines to other people	3.97	0.88	19.46	0.000	1	High
38	I would recommend Royal Jordanian as the airline of choice despite the increase of tickets prices	3.27	0.81	5.88	0.000	3	Median
39	I would sign up for Royal Jordanian frequent flyer membership in the near future	2.81	0.94	3.57	0.000	4	Median
General Arithmetic mean and standard deviation		3.40	0.96				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)
t- Value Tabulate was calculated based on Assumption mean to item that (3)

(4-3): Study Hypotheses Test

The researcher in this part tested the main hypotheses, through one sample t-test, multi, and simple linear Regression analysis with (F) test using ANOVA table and Path analysis as follows:

$H0_1$: There is no significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions, as shown in Table (4-6).

Table (4-6)

Multiple regression analysis test results of the effect of Marketing Variables on Customer Behavioral Intentions

	(R)	(R^2)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Customer Behavioral Intentions	0.601	0.361	42.061	3	0.000	Airline Image	0.312	6.926	0.000
				302		Service Quality	0.439	7.426	0.000
				305		Customer Satisfaction	0.401	7.113	0.000

* the effect is significant at level ($\alpha \leq 0.05$)

From table (4-6), the researcher observes that there is a significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions. The ***R*** was (0.601) at level ($\alpha \leq 0.05$), whereas the R^2 was (0.361). This means the (0.361) of Customer Behavioral Intentions

changeability's results from the changeability in Marketing Variables. As ***β*** was (Airline Image = 0.312; Service Quality = 0.439; Customer Satisfaction = 0.401), this means the increase of one unit in Customer Behavioral Intentions concerned will increase Marketing Variables value (Airline Image = 0.338; Service Quality = 0.454; Customer Satisfaction = 0.414). Confirms significant impact F calculate was (41.634) and its significance at level ($\alpha \leq 0.05$), and that confirms valid first main hypothesis, rejected hypothesis:

There is significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) **on Customer Behavioral Intentions at level (α ≤ 0.05).**

To ensure the effect of each Marketing Variables on Customer's Behavioral Intentions. The researcher divides this hypothesis into four sub hypotheses, and uses the simple regression analysis to test each sub-hypothesis, as follows:

$H0_{1\text{-}1}$: There is no significant effect of Airline Image on Customer Behavioral Intentions at level (α ≤ 0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Airline Image on Customer Behavioral Intentions. As shown in Table (4-7).

Table (4-7)

Simple Regression Analysis test results of the effect of Airline Image on Customer Behavioral Intentions

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Customer Behavioral Intentions	0.513	0.263	108.635	1 304 305	0.000	0.472	10.423	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-7) the researcher observes that there is a significant effect of Airline Image on Customer Behavioral Intentions. The ***R*** was (0.513) at level ($\alpha \leq 0.05$), whereas the R^2 was (0.263). This means the (0.263) of Customer Behavioral Intentions changeability's results from the changeability in Airline Image. As ***β*** was (0.472), this means the increase of one unit in Airline Image will increase Customer Behavioral Intentions value (0.472). Confirms significant effect F Calculate was (108.635) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-second hypotheses, and rejected hypothesis:

There is significant effect of Airline Image on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

H0$_{1\text{-}2}$: There is no significant effect of Service Quality on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Service Quality on Customer Behavioral Intentions. As shown in Table (4-8).

Table (4-8)

Simple Regression Analysis test results of the effect of Service Quality on Customer Behavioral Intentions

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Customer Behavioral Intentions	0.376	0.142	50.134	1 304 305	0.000	0.833	7.081	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-8) the researcher observes that there is a significant effect of Service Quality on Customer Behavioral Intentions. The ***R*** was (0.376) at level ($\alpha \leq 0.05$), whereas the ***R^2*** was (0.142). This means the (0.142) of Customer Behavioral Intentions changeability's results from the changeability in Service Quality. As ***β*** was (0.833), this means the increase of one unit in Service Quality will increase Customer Behavioral Intentions value (0.833). Confirms significant effect F Calculate was (50.134) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-third hypotheses, and rejected hypothesis:

There is significant effect of Service Quality on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

$H0_{1-3}$: There is no significant effect of Customer Satisfaction on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Customer Satisfaction on Customer Behavioral Intentions. As shown in Table (4-9).

Table (4-9)

Simple Regression Analysis test results of the effect of Customer Satisfaction on Customer Behavioral Intentions

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Customer Behavioral Intentions	0.687	0.473	54.654	1 304 305	0.000	0.468	7.393	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-9) the researcher observes that there is a significant effect of Customer Satisfaction on Customer Behavioral Intentions. The ***R*** was (0.687) at level ($\alpha \leq 0.05$), whereas the R^2 was (0.473). This means the (0.473) of Customer Behavioral Intentions changeability's results from the changeability in Customer Satisfaction. As ***β*** was (0.468), this means the increase of one unit in Customer Satisfaction will increase Customer Behavioral Intentions value (0.468). Confirms

significant effect F Calculate was (54.654) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-fourth hypotheses, and rejected hypothesis:

There is significant effect of Customer Satisfaction on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

H0₂: There is no significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Perceived Price Fairness at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Perceived Price Fairness, as shown in Table (4-10).

Table (4-10)

Multiple regression analysis test results of the effect of Marketing Variables on Perceived Price Fairness

	(R)	(R^2)	F Calculate	DF	Sig*	β		T Calculate	Sig*
Customer Behavioral Intentions	0.723	0.523	82.646	3	0.000	Airline Image	0.305	5.304	0.000
				302		Service Quality	0.617	14.817	0.000
				305		Customer Satisfaction	0.374	5.452	0.000

* the effect is significant at level ($\alpha \leq 0.05$)

From table (4-10) the researcher observes that there is a significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Perceived Price Fairness. The ***R*** was (0.723) at level ($\alpha \leq 0.05$), whereas the ***R²*** was (0.523). This means the (0.523) of Perceived Price Fairness changeability's

results from the changeability in Marketing Variables. As ***β*** was (Airline Image = 0.305; Service Quality = 0.617; Customer Satisfaction = 0.374), this means the increase of one unit in Perceived Price Fairness concerned will increase Marketing Variables value (Airline Image = 0.305; Service Quality = 0.617; Customer Satisfaction = 0.374). Confirms significant impact F calculate was (82.646) and its significance at level ($\alpha \leq$ 0.05), and that confirms valid second main hypothesis, rejected hypothesis:

There is significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) **on Perceived Price Fairness at level (α ≤ 0.05).**

To ensure the effect of each Marketing Variables on Perceived Price Fairness, the researcher divides this hypothesis into four sub hypotheses, and uses the simple regression analysis to test each sub-hypothesis, as a follows:

$H0_{2\text{-}1}$: There is no significant effect of Airline Image on Perceived Price Fairness at level (α ≤ 0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Airline Image on Perceived Price Fairness. As shown in Table (4-11).

Table (4-11)

Simple Regression Analysis test results of the effect of Airline Image on Perceived Price Fairness

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Perceived Price Fairness	0.121	0.015	4.518	1 304 305	0.034	0.081	2.126	0.034

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-11) the researcher observes that there is a significant effect of Airline Image on Perceived Price Fairness. The ***R*** was (0.121) at level ($\alpha \leq 0.05$), whereas the R^2 was (0.015). This means the (0.015) of Perceived Price Fairness changeability's results from the changeability in Airline Image. As ***β*** was (0.081), this means the increase of one unit in Airline Image will increase Perceived Price Fairness value (0.081). Confirms significant effect F Calculate was (4.518) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-second hypotheses, and rejected hypothesis:

There is significant effect of Airline Image on Perceived Price Fairness at level ($\alpha \leq 0.05$).

$H0_{2\text{-}2}$: There is no significant effect of Service Quality on Perceived Price Fairness at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Service Quality on Perceived Price Fairness. As shown in Table (4-12).

Table (4-12)

Simple Regression Analysis test results of the effect of Service Quality on Perceived Price Fairness

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Perceived Price Fairness	0.677	0.458	257.160	1 304 305	0.000	0.791	16.036	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-12) the researcher observes that there is a significant effect of Service Quality on Perceived Price Fairness. The ***R*** was (0.677) at level ($\alpha \leq 0.05$), whereas the $\boldsymbol{R^2}$ was (0.458). This means the (0.458) of Perceived Price Fairness changeability's results from the changeability in Service Quality. As ***β*** was (0.791), this means the increase of one unit in Service Quality will increase Perceived Price Fairness value (0.791). Confirms significant effect F Calculate was (16.036) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-third hypotheses, and rejected hypothesis:

There is significant effect of Service Quality on Perceived Price Fairness at level ($\alpha \leq 0.05$).

$H0_{2-3}$: There is no significant effect of Customer Satisfaction on Perceived Price Fairness at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Customer Satisfaction on Perceived Price Fairness. As shown in Table (4-13).

Table (4-13)

Simple Regression Analysis test results of the effect of Customer Satisfaction on Perceived Price Fairness

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Perceived Price Fairness	0.411	0.169	61.615	1 304 305	0.000	0.452	7.850	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-13) the researcher observes that there is a significant effect of Customer Satisfaction on Perceived Price Fairness. The ***R*** was (0.411) at level ($\alpha \leq 0.05$), whereas the R^2 was (0.169). This means the (0.169) of Perceived Price Fairness changeability's results from the changeability in Customer Satisfaction. As ***β*** was (0.452), this means the increase of one unit in Customer Satisfaction will increase Perceived Price Fairness value (0.452). Confirms significant effect F Calculate was

(7.850) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-fourth hypotheses, and rejected hypothesis:

There is significant effect of Customer Satisfaction on Perceived Price Fairness at level ($\alpha \leq 0.05$).

H0₃: There is no significant effect of Perceived Price Fairness on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Perceived Price Fairness on Perceived Price Fairness. As shown in Table (4-14).

Table (4-14)

Simple Regression Analysis test results of the effect of Perceived Price Fairness on Customer Behavioral Intentions

	(R)	(R^2)	F Calculate	DF	Sig*	β	T Calculate	Sig*
Customer Behavioral Intentions	0.500	0.250	20.281	1 304 305	0.000	0.542	4.503	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

From table (4-14) the researcher observes that there is a significant effect of Perceived Price Fairness on Customer Behavioral Intentions. The ***R*** was (0.500) at level ($\alpha \leq 0.05$), whereas the R^2 was (0.250). This means the (0.250) of Customer Behavioral Intentions changeability's results from the changeability in Perceived Price

Fairness. As ***β*** was (0.542), this means the increase of one unit in Perceived Price Fairness will increase Customer Behavioral Intentions value (0.542). Confirms significant effect F Calculate was (20.281) and its significance at level ($\alpha \leq 0.05$), and that confirms valid sub-fourth hypotheses, and rejected hypothesis:

There is significant effect of Perceived Price Fairness on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

H0₄: There is no significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions under Perceived Price Fairness at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the path analysis (Amos Programming) to ensure the effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions under Perceived Price Fairness. As shown in Table (4-15).

Table (4-15)

Path analysis test results of the effect of Marketing Variables on Customer Behavioral Intentions under Perceived Price Fairness

	Chi^2 Calculate	GFI	CFI	RMSEA	Direct Effect		Indirect Effect	Path	T alculateC	Sig.*
Customer Behavioral Intentions	39.097	0.968	0.910	0.047	Marketing Variables on Perceived Price Fairness	0.558	0.507	MV → PPF	9.234	0.000
					Perceived Price Fairness on Customer Behavioral Intentions	0.909		PPF → CBI	6.558	0.000

RMSEA: Root Mean Square Error of Approximation must Proximity to Zero
GFI: Goodness of Fit Index must Proximity to One
CFI: Comparative Fit Index must Proximity to One

From table (4-15), the researcher observes that there is a significant effect of Marketing Variables on Customers' Behavioral Intentions under Perceived Price Fairness. The Chi^2 was (39.097) at level ($\alpha \leq 0.05$), whereas the GFI was (0.968) approaching to one. On the same side the CFI was (0.910) approaching to one, while the RMSEA was (0.047) approaching to zero, like Direct Effect was (0. 0.558) between Marketing Variables and Perceived Price Fairness, (0.909) between Perceived Price Fairness and Customer Behavioral Intentions. As well as, the Indirect Effect was (0.507) between Marketing Variables on Customer Behavioral Intentions through Perceived Price Fairness. Unaccepted null hypotheses and accepted alternative hypothesis:

There is a significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) **on Customer Behavioral Intentions under Perceived Price Fairness at level (α ≤ 0.05).**

CHAPTER FIVE
Results and Recommendations

(5 -1): Results

(5-2): Recommendations

(5 -1): Results

1. The level of the Airline Image level from the study sample viewpoint was Median.

2. The level of the Service Quality level from the study sample viewpoint was Median.

3. The level of the Customer Satisfaction level from the study sample viewpoint was Median.

4. The level of the Perceived Price Fairness level from the study sample viewpoint was Median.

5. The level of the Customer Behavioral Intentions level from the study sample viewpoint was Median.

6. There is significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

7. There is significant effect of Airline Image on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

8. There is significant effect of Service Quality on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

9. There is significant effect of Customer Satisfaction on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

These results agree with Ishaqa (2012) whose results provide insights regarding relative importance of corporate image, and service quality for building customer loyalty; and also agree with Pandey & Joshi (2010) whose results reveals customer satisfaction has direct relationship with behavior intentions of the customer.

10. There is significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Perceived Price Fairness at level ($\alpha \leq 0.05$).

11. There is significant effect of Airline Image on Perceived Price Fairness at level ($\alpha \leq 0.05$).

12. There is significant effect of Service Quality on Perceived Price Fairness at level ($\alpha \leq 0.05$).

13. There is significant effect of Customer Satisfaction on Perceived Price Fairness at level ($\alpha \leq 0.05$).

These results agree with Saha & Theingi (2009) whose results found that the passenger's satisfaction with service quality dimensions is very important in explaining behavioral intentions.

14. There is significant effect of Perceived Price Fairness on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

These results agree with Park & Wu (2005) whose results confirmed a significant relationship between the Airline Service Quality on Airline Image and Passengers' Future Behavioral Intentions.

15. There is a significant effect of Marketing Variables (***Airline Image, Service Quality, and Customer Satisfaction***) on Customer Behavioral Intentions under Perceived Price Fairness at level ($\alpha \leq 0.05$).

These results agree with Huang (2009) that the service value is the major factor that can influence the behavioral intention.

(5-2): Recommendations

1. To better understand customers' response to a disadvantage price discrepancy as the result of dynamic pricing, it is essential to explore the key antecedents of price fairness perceptions in the context of dynamic pricing.
2. The study results have shown that Royal Jordanian image is highly effecting the customers' behavioral intentions. As a result, Royal Jordanian should sustain its favorable image among its current customers and to be able to attract new customers.
3. Royal Jordanian should maintain the good service quality they offer for their passengers as it is internationally compared with other airlines and it is considered competitive in the airline market field.
4. Royal Jordanian should increase the ability to obtain its customers' satisfaction,
5. Royal Jordanian Airlines must try to keep the price reasonable.
6. Royal Jordanian Airlines must train their employees so to have higher capability to answer passengers' questions.

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Appendices

Appendix (1)

Names of arbitrators

No.	Name	Specialization	University
1	Dr. Abdullah AL-Batayneh	Marketing	MEU
2	Dr. Mustafa AL-Sheikh	Marketing	Zarqa
3	Dr. Mamdouh Ziadat	Marketing	Applied Science
4	Dr. Abdel Moneim Sheltoni	Marketing	Petra

Appendix (2)
Questionnaire

Mr/Mrs …….. Greeting

The researcher purposed to explore the "*The Effect of Some Marketing Variables on Customers' Behavioral Intentions: Case Study : Royal Jordanian Airlines*"

This Questionnaire is designed to collect information about your opinion towards Royal Jordanian Airlines. I would be very grateful if you could answer ALL questions as completely and accurately as possible.

Thank you for answering all the items in the Questionnaire

First Section: Demographics Information

(1) Gender:			
Male	☐	Female	☐
(2) Age:			
30 years or less	☐	From 31 – 34 Years	☐
From 35 – 39 years	☐	40 Years More	☐
(3) Qualification:			
Diploma	☐	Bachelor	☐
High Diploma	☐	Master	☐
PhD	☐		
(4) Frequency of Flying:			
At least once a week	☐	At least once a year	☐
At least once a month	☐	Less than once a year	☐
At least once a quarter	☐		

Second Section: *Marketing Variables*

No	Dimension / Item	Answer alternatives				
	Airline Image	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have always had a good impression of this airline					
2	I believe that this airline has a better image than its competitors					
3	In my opinion, this airline has a good image in the minds of passengers					
	Service Quality					
4	Up-to-date aircraft and in-flight facility					
5	Meal service is excellent (items, tastes, freshness, quantity, appearance, etc)					
6	Seating is comfortable					
7	Seat space and Legroom are adequate					
8	In-flight entertainment services availability (books, newspapers, movies, magazines, etc.)					
	Service Quality					
9	Convenience of reservation and ticketing					
10	Promptness and accuracy of reservation and ticketing					
11	Performance is on-time					
12	Sincere interest in solving problems (flight cancellation, baggage loss, etc.)					
13	Quality Check-in service (waiting time, efficiency, etc)					
14	Promptness and accuracy of baggage delivery					
15	The amount imposed for overweight baggage is reasonable					
16	Providing seat that passengers prefer					
17	Neat appearance of employee					
18	Employees are willing to help passengers					
19	Employees are courteous					
20	Employees have the knowledge to answer passengers' questions					
21	Employees give passengers personal attention					
22	Convenient flight schedule					
23	Non-stop flight preferable					

No	Dimension / Item	Answer alternatives

Service Quality		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
24	There are sufficient non-stop flights					
25	Frequencies of flights are acceptable					
26	The amount of fare meets my expectations					
27	Delays and cancels are rarely happen					
28	Flight schedules are convenient					
29	Baggage problem operations were sufficient					
30	Delayed passengers were tolerated fairly					
31	Transfer passenger transportation is sufficient					

Third Section: *Perceived Price Fairness*

No	Dimension / Item	Answer alternatives				
	Perceived Price	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
32	The price I paid was fair					
33	The price I paid was justified					
34	The price I paid was honest					
35	The price I paid was questionable					

Fourth Section: *Customers' Behavioral Intentions*

No	Dimension / Item	Answer alternatives				
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
36	I would consider flying Royal Jordanian Airlines again in the future					
37	I would recommend Royal Jordanian Airlines to other people					
38	I would recommend Royal Jordanian as the airline of choice despite the increase of tickets prices					
39	I would sign up for Royal Jordanian frequent flyer membership in the near future					