

A Study on Air Traveller's Satisfaction of Service Quality for Jaipur International Airport (JIA)

Manoj Kumar, Krishan Kant Meena



Abstract: This paper explores on service quality of an Jaipur International airport, which is more influenced on the passenger satisfaction. Measuring and improving service quality has become an important. The quality of airport services for passenger is investigated in this paper using Airport Council international Airport service Quality (ASQ) method. The data were collected through structured questionnaire addressed to departing and arrival passengers. Passengers expressed their perceptions according to an ordinal verbal scale about some service factors concerning aspects such as Check-In, security, Airport facilities, access, and arrival services etc. We propose an ordered ACI ASQ model with the aim to investigate on the result from the analysis has suggested that all the dimensions of service quality influences the passenger satisfaction. The information endowed with the study can be used for designing the marketing strategies to improve the passenger satisfaction in aviation industry.

Keywords: Airport Service Quality (ACI ASQ), Passenger Satisfaction, ACI Dimensions, Airport Facilities

I. INTRODUCTION

The Indian Aviation Industry is among the world's fastest growing industries. It has undergone huge transformation following the liberalization of the aviation industry in India. the advancement of global economic integration, the rapid development of airports and the quality-of-service issues have become increasingly prominent. In particular, the dissatisfaction of large-scale stranded customers caused by flight delays and complaints are not uncommon, causing different degrees of economic losses to passengers and affecting airlines and even the reputation of the airport. Customer satisfaction is positively related to the quality of service, and they are mutually causal. In 2016, Chilean scholars Birds and Chiappa proposed that managers should pay attention to the communication between airport customers and service personnel and launch high-quality retail and catering services to help improve customer perception. Previous research on airport services has identified several important factors for passenger satisfaction such as flight timeliness, information convenience, efficient security and check-in procedures, signage and orientation, and terminal amenities [1]; [2], [3].

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The evaluation of the airport's passenger service is an ongoing process and requires continuous monitoring to maintain high levels of service quality across several distinctive service areas. Passenger satisfaction is a key performance indicator for the operation of an airport. The current study aims to recognize universal dimensions of air travel service quality by identifying the key satisfiers and dissatisfiers from a large sample of responses utilizing visual data mining techniques. Bearing in mind that "service quality begins at the airport" [4].

II. PROBLEM AREA

Indian aviation industry has faced several changes in the recent past. Open sky policies have resulted in fierce competition forcing the airport operations into cost cutting and new areas of revenues. Airports are a place where passengers encounter a bundle of tangible and intangible services in what Bitner (1992) has characterised as an "elaborate services cape". Only when the passengers are satisfied the airports can generate the revenue. [5] These passengers are made satisfied by providing various services and enhancing them for the sustainability. According to Fodness and Murray (2007) airport is not a tourist destination for passengers who travel by air but, a transition point. [3] Here, dimensions of service quality play a crucial role in creating such satisfaction among the passengers. [6] The aim of this study is to identify such dimensions of service quality which acts as a criterion to the passengers' satisfaction of Jaipur International Airport, Jaipur, Rajasthan.

III. LITERATURE REVIEW

A. Airports Service Quality and Passenger satisfaction:

Today the role of airport Service Quality (SQ) is considered as a fundamental contribution to airport attractiveness [7]. The evaluation of SQ is also relevant for airport authorities for better allocating resources and organizing their investment strategies [4]. Service business operators often assess SQ provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction. For this reason, the need to explore the nature of airport SQ and its components is evident in the relevant transport and marketing literature [3]. SQ is defined as "an assessment of how well a delivered service conforms to the client's expectations"; due to the complexity of the phenomenon, its measurement is not a trivial practice. Often, SQ assessment is made by capturing Customer Satisfaction, defined as "the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers" [8].



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SQ depends by many different variables that are not necessarily observed directly. The choice of the crucial variables depends on the type of service analysed, because it is necessary to identify attributes characterizing the service and influencing user perceptions. Generally, these variables must reflect the service environment investigated, so they are "context dependent" [9]. In an airport, there is a lot of different activities dealing with aviation, security controls, shopping, etc.; as a consequence, many different and independent attributes have to be considered in order to measure the delivered SQ. Within the airport-related literature,

Air transport has allowed societies to develop their economies by enhancing their capability for trade and tourism which in turn contributes to the creation of substantial benefits [10]. The quality of service has become an aspect of customer satisfaction. It has been proven by some researchers that service quality is related to customer satisfaction. Others used service quality dimensions to evaluate service quality. [11]. the ASQ measurement dimensions are bridging research with applications in the airport industry. The authors believe that this study can provide a comprehensive thought on using airport service quality measurement dimensions for future research. [12]. All parts of the airport value chain are likely to suffer when a service attribute fails. Failure of any of the individual service attributes negatively affects the likelihood of promoting an airport online [13]. To investigate the impact of airport service quality on passenger satisfaction, the measurement of service quality is becoming a relevant issue. [14]. Passenger satisfaction is achieved when an airport's facilities exceed passengers' expectations [1]. services cape and Image," "Signage," and "Service" are three distinct,

independent, and invariant characteristics that best define service quality [7].

B. Passenger satisfaction and Service quality:

Service is strictly associated with passengers' satisfaction. Service quality can be defined as the whole of the explicit and tacit components on which complete satisfaction of passenger's needs depend [15].

Passenger satisfaction is a measure of company performance as per the specific need for customer support. A consumer's perception of service quality is influenced by factors such as convenience, security, and time savings. [10].

Passenger's expectations of service providers' performance differ from their judgement of the services they received. Thus, service quality is generally defined as the difference between expectations and actual performance [16].

There are five dimensions of service quality that are used by customers in evaluating the quality of service. These five dimensions are tangible, empathy, reliability, responsiveness, and assurance [17].

SERVQUAL dimension can lead to the four factors that will affect passenger satisfaction. These considerations include product characteristics, employee performance, service quality, the environment, the location, and the cost of ownership. [18]. Passenger satisfaction is the most important factor considered in the marketing literature [19]. A passenger may anticipate an airport service factor. Expedited service improves passenger expectations. [3].

Table 1 shows examples of a few pieces of literature on airport service quality. Based on researcher was concluded that most studies agree that service quality is multi-dimensional.

Table .1 Research conducted in the field of airport service quality

Researcher	Research area and finding
(ACI, 2020) [20]	Airport service quality (ASQ) and the level of service in the passenger terminal
(Pamucar , Yazdani , Jos, & Araque-Padilla, 2021) [21]	Exploring the passengers' needs and their perception of services and facilities provided in airport terminals.
(Fodness & Murray, 2007) [3] , (Halpern & Graham, 2013) [19]	Analysing customer-oriented service performance
(ACI ASQ Brochure, 2021) [22] (Bezerra & Gomes, 2020) [23] (Bellizzi, Eboli, & Mazzull, 2020) [14] (Bazerra & Gomes, 2016) [24], (Carman, 1990) [12]	Analysing passenger perceptions of ASQ passenger perception towards Airports are expected to operate as self-sufficient service organizations providing efficient and high-quality services to a variety of customers.
(George , Bezerra, & Carlos , 2015) [25]	Effects of service quality dimensions and passenger characteristics on passenger's overall satisfaction with an airport
(Fernandes, Elton & Pacheco, Ricardo., 2002) [26]	Analysed the quality of airport services using 36 criteria reflecting the physical dimension of the quality of the airport. the methods of fuzzy multicriteria analysis and alpha-cut concept.
(Pabedinskait & Akstinait, 2014) [27]	Evaluation of the airport service quality using the dimension of Responsiveness, Assurance, Empathy

the Airport Council International (ACI) introduced the Airport Service Quality (ASQ) program in order to better understand passengers' expectations from an airport's facilities and services, and to measure passenger' experience in different airports. ACI introduces different SQ indicators, which focus on how passengers perceive the level of service and on objective measures of service delivery (ACI ASQ Brochure, 2021). Also, the Italian civil aviation authority (ENAC) defined the Charter of Airport Standard Services that established some parameters related to SQ, among them trip

security, overall waiting time, cleanliness, comfort, additional services, information to passengers, ticketing/ check-in/ passport control services, connections to the airport. Due to the complexity and variety of airport services, there is still absence of unique dimensions' definition. Also, for this reason is extremely important to investigate on the factors which describe the service offered at the airports, and to identify which are the most relevant factors on the overall satisfaction of the passengers.

Table 2: Dimensions of Airport Service Quality compared to SERVQUAL.

SERVQUAL [17]	Skytrax Yeh, C H; Kuo, Y L [9]	Plessis L; Saayman; Potgieter [28]	Fodness, Murray [3]
Tangibility	Comfort	Physical Comfort	Effectiveness
Reliability	Processing Time	Amenities	Efficiency
Responsiveness	Convenience	Visitor facilities	Interaction
Assurance	Courtesy of staff	Passenger services	Diversions
Empathy	Information Visibility	Accessibility	Productivity
	Security		Decor
			Maintenance

However, there are also works of literature related to airports (Bogicevic et al., 2013 [29]; [25]. that used service quality dimensions similar to the ones used by the industry namely ACI and Skytrax.

The comparison shown in table 2 are examples of a few pieces of literature on airport service quality that shows the similarity between the service quality dimensions used between the industry and academic. However, the dimensions

are mainly based on passengers’ perspectives and not based on objective measurements.

Based on Tables 1 and table 2, it can be concluded that most studies agree that service quality is multi-dimensional.

There are two school of thoughts, one that categorises the constructs based on the dimensions similar to SERVQUAL/SERVPERF, and another is based on the facilities and processes that passengers go through at the airport.

Table 3: Industry and recent literature-based constructs of Airport Service Quality

INDUSTRY-BASED COMPONENTS		v/s	LITERATURE-BASED COMPONENTS	
ASQ Elements [30]	Skytrax		Bezerra and Gomez (2015) [25]	Bogicevic et al. (2013) [29]
Access - Public transport - Car Park - Trolleys	Ground transport		Not Applicable	Accessibility Parking
Check-In - Waiting Time - courtesy of staff	Not Applicable		Check-In	Check-In
Passport Control - Waiting time - Courtesy of staf	Security & Immigration services		-	-
Security - Waiting time - Courtesy of staff - Feeling of safe and secure	Website Design		Security	Security Check
Finding Your Way - Flight connection - Flight Information - Walking distance	Terminal comfort & terminal facilities Shopping, food and beverage		Mobility	Signage
Airport Facilities - Shopping - Food & Beverage - Wifi - Lounge - Availability & cleanliness of toilets - Courtesy of staff			Basic Facilities Convenience Prices	Staff Baggage Luggage Adequate Seating Shopping
Airport Environment - Cleanliness - Ambience			Ambience	-
Arrival Services - Passport - Baggage Reclaim - Customs	Passenger arrivals, departure & transit		-	-

Source: adopted from [31] Key drivers of passengers’ overall satisfaction at klia2 terminal

IV. RESEARCH OBJECTIVE

This study examined whether the measures used for the ACI ASQ survey can be explained by a theoretical model and whether the airport service quality elements (related to the various airport service aspects) can predict the variance of the overall satisfaction scores. Since the ASQ survey data used for this study is only for JIA. Accordingly, the research objectives of this study are:

- i. To explore the airport service quality dimensions for JIA passengers based on the ASQ survey framework.
- ii. To determine the relationship between airport service quality dimensions as the drivers for passengers’ overall satisfaction at the JIA terminal.

V. RESEARCH GAPE

It is interesting to note that the aviation or specifically the airport industry rarely adopt neither the SERVQUAL nor SERVPERF dimensions, although there are some similarities, as seen in Table 1. Reliability from SERVQUAL dimension is similar to the function dimension by Fodness and Murray (2007), while tangibility is similar to physical

comfort, amenities and visitor facilities by Du Plessis et al. (2014). Literature from Fodness and Murray (2007) described the service quality from the service marketing and management perspectives.

VI. RESEARCH METHODOLOGY

The purpose of this study was to design, implement and test an objective approach to measuring passengers’ satisfaction with airport service quality. Quantitative research methods were being used to undertake an in-depth evaluation with comprehensive coverage. The population of this study consisted of passengers departing from the Jaipur International airport between October to December of 2021. Respondents are selected according to the passenger list provided by the Jaipur international airport because they happen to be in the right place and at the right time.

In this research, the researchers used probability stratified sampling in distributing the questionnaire.



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Stratified sampling means each entity (person, element, or object) is selected to study is divided into homogenous strata. This method is considered obtaining the responses Passengers were asked to complete a questionnaire while waiting in airport departure lounges. All questionnaires, whether completed or not, were returned before passengers boarded. Incomplete questionnaires with an excessive amount of missing data were excluded from further analysis. sample size is 385 determined by the Cochran formula. 400 questionnaires were distributed at Jaipur international airport. The questions covered eight dimensions of passenger Satisfaction as follows check-in, Security, Airport facility and finding your way etc. in airport. In this questionnaire, respondents had five choices from excellent to poor. Where 5 denotes strongly satisfied and 1 strongly dissatisfied. The questionnaire was adopted from the ASQ scale by ACI (ASQ ACI). Survey questionnaires attempt to address the overall satisfaction of passengers of Jaipur international airport (JIA).

VII. DATA ANALYSIS

In order to consider the different perceptions among passengers concerning the service aspects, data were

analysed according to three different partitions of the passengers; for each division, two different passengers' categories were identified. Specifically, they were divided by nationality, in "Indian" and "Other", by trip purpose, in "Leisure" "tourism" and "Other", by earliness of arrival, in "Less than 2 hours" and "More than 2 hours". Most of passengers comes from Indian (74%), and 26% from other countries. The major part of passengers travels for "leisure" (63%), and this percentage highlights a strong tourist vocation of the airport. Other trip purposes are "work and business" (19%), "medical care" (8%), study and university (2%), and "other" (8%). Regarding the arrival time of passengers at the airport, most of them (53%) arrives from one to two hours early, 10% arrives less than one hour before, and 37% more than two hours before. For each service attribute, the percentage of valid responses is for almost all the attributes higher than 90%. We calculated the relative frequency distributions of the judgements expressed by the passengers divided according to nationality, trip purpose and earliness of arrival. Concerning the opinion expressed for the overall service, the judgement "satisfied" is the most frequently expressed by the passengers, and none of users pronounced "strongly dissatisfied" judgment.

Table- 4: Descriptive Statistics

DEMOGRAPHIC VARIABLE	DESCRIPTION			Frequency	Percent	Valid Percent
NATIONALITY	Indian			270	74	74
	Foreigners			95	26	26
	Total			365	100	100
Gender	DESCRIPTION	Indian	Foreigners	Frequency	Percent	Valid Percent
	Male	188	82	270	73.97	73.97
	Female	61	34	95	26.03	26.03
Age	Total	249	116	365	100	100
	18 to 30 Years	43	18	61	16.7	16.7
	31 to 45 Years	89	28	117	32.1	48.8
	46 to 60 Years	106	41	147	40.3	89.0
	above 60 Years	32	8	40	11.0	10.9589
REASON	Total	270	95	365	100.0	100
	Business	43	18	61	16.7	16.7
	Tourism	89	28	117	32.1	32.1
	Other	138	49	187	51.2	51.2
SECTION	Total	270	95	365	100.0	100.0
	Economy	156	45	201	55.1	55.1
	Premium Economy	67	35	102	27.9	27.9
	Business	47	15	62	17.0	17.0
CHECK	Total	270	95	365	100.0	100.0
	Mobile Check- In	156	45	201	55.1	55.1
	Check In Desk	60	32	92	25.2	25.2
	Self Service Kiosk	47	15	62	17.0	17.0
	Bag Drop Off Desk	7	3	10	2.7	2.7
Total	270	95	365	100	100	

Concerning the two categories of passengers divided by nationality, we registered that the judgment "good" is expressed more by the non-Italian passengers for all the service attributes, and that the non-Italian passengers expressed the judgment level "very poor", while more than 20% of Italian passengers expressed this level. For certain attributes, even twice of the non-Italian users expressed the level "good" as regards the Italian ones, and specifically for all the service attributes concerning information and comfort. In general, we can conclude that non-Italian passengers are most satisfied with the service. Concerning the groups of passengers divided by trip purpose, we noted no relevant differences. On the other hand, some interesting differences

were registered concerning the groups of passengers divided by earliness of arrival. Specifically, passengers arriving more than two hours early are less satisfied with the attributes relating information as they expressed less "good" judgements and more "very poor" judgments as regards passengers arriving late. The same tendency can be observed for the attributes relating staff, security, cleanliness, and comfort.

From these results, it would seem that passengers arriving early discover more criticalities, because they spend more time in the airport and have more time to experience the various service aspects.

VIII. RESULT AND DISCUSSION

Table 5: Regression model

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.685	0.469	0.447	0.60236		
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.293	8	7.662	21.116	.000 ^b
	Residual	69.302	191	0.363		
	Total	130.595	199			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	parameters	-0.144	0.413		-0.348	0.029
	Access	0.152	0.063	0.162	2.409	0.001
	Personal Id Inspection	0.113	0.046	0.13	2.45	0.015
	Check-In	0.071	0.059	0.07	1.214	0.226
	Security Inspection	-0.014	0.063	-0.014	-0.222	0.824
	Finding Your Way	0.55	0.073	0.478	7.525	0.000
	Airport Environment	0.055	0.066	0.049	0.838	0.403
	Airport Facility	0.264	0.118	0.153	2.231	0.027
	Arrival Services	0.217	0.081	0.209	2.686	0.008

a. Dependent Variable: PSAT

The column parameter above contains the estimated regression parameters for this model, where the intercept is given first (see Constant) followed by the unstandardized regression slopes. In the context of multiple regression, the slope for each predictor is a partial regression coefficient (or partial slope) that represents the expected change on Y per one unit increase on X when holding all the other predictors constant.

The Problem:

To investigate airport access service has a significant relationship with passenger satisfaction.

Hypothesis

H₁: There is signification relation between Airport Access service and air passenger satisfaction.

The hypothesis tests if access service carries a significant relationship with air passenger satisfaction. The dependent variable passenger satisfaction was regressed on predicting variable access service to test hypothesis H₁. Access significantly predicted Passenger satisfaction, $F(8, 191) = 21.116, p < 0.001$, which indicates that the Access can play a significant role in shaping Passenger Satisfaction ($b = .152, p < .001$). These results clearly direct the positive relationship of the Access service. Moreover, the $R^2 = 0.469$ depicts that the model explains 46.9% of the variance in PS.

The table shows the summary of the findings.

Hypothesis	Regression Weights	Beta Coefficient	t-value	p-value	Hypotheses Supported
H ₁	AC → PS	.152	2.409	.000	SIGNIFICANT
H ₂	PI → PS	0.113	2.45	0.015	SIGNIFICANT
H ₃	CH → PS	0.071	1.214	0.226	NOT SIGNIFICANT
H ₄	SE → PS	-0.014	-0.222	0.824	NOT SIGNIFICANT
H ₅	FW → PS	0.55	7.525	0.000	SIGNIFICANT
H ₆	AE → PS	0.055	0.838	0.403	NOT SIGNIFICANT
H ₇	AF → PS	0.264	2.231	0.027	SIGNIFICANT
H ₈	AS → PS	0.217	2.686	0.008	SIGNIFICANT

To investigate airport access service has a significant relationship with passenger satisfaction.

Hypothesis

H₂: There is signification relation between Airport personal id control service and air passenger satisfaction.

The hypothesis tests if access service carries a significant relationship with air passenger satisfaction. The dependent variable passenger satisfaction was regressed on predicting variable access service to test hypothesis H₁. Access significantly predicted Passenger satisfaction, $F(8, 191) = 21.116, p < 0.001$, which indicates that the Access can play a significant role in shaping Passenger Satisfaction ($b = .152, p < .001$). These results clearly direct the positive relationship of the Access service. Moreover, the $R^2 = 0.469$ depicts that the model explains 46.9% of the variance in PS.

IX. DISCUSSION AND CONCLUSION

The objective of this study was to find out the satisfaction of the air passengers from the service quality of Jaipur international airport. four determinants of airport service quality were investigated to measure the level of satisfaction and result show that 2 service quality element of check-in process has no significant relationship with among tourists' satisfaction. Tourist not satisfied with this 2-service quality of check -in process. The result also indicates that airport security, airport facility and finding your way service attributes show a significant relationship with air tourist of Jaipur international airport. Above 3 determinant's 10 service element satisfied the passenger significantly. Airport industry is different than used to be, highly competitive market situation is forcing airports emphasize on fulfilling passengers' satisfaction. Management of airports must understand the requirement of passengers before making any improvement for airport service. Researchers also felt that Jaipur International Airport was facing problem when making service improvement. This study has developed the research framework that could be a reference for airport service quality. The study discovered that there is a direct relationship between passengers' expectation of airport service quality and passengers' satisfaction.

1. Managerial implications:

Instead of attributing more importance to managers' beliefs about what passengers expect from service quality at airports, this article recommends studying service quality perceptions in a customer-focused manner in order to best determine where and how airport service quality initiatives can make a significant difference to the passenger satisfaction. Thus, a key managerial implication of this study is a passenger-driven framework for the airport manager on how to enhance the service quality management process thereby improving service quality in the airport in ways that really do matter to the passenger satisfaction. Our evidence of the dimensionality of passengers' expectations of airport service quality reiterates recent ACI calls for focusing managerial attention on the central importance passengers. "Passengers, demand higher standards of service and where they have a choice, they will tend to choose the airports. which give the best quality of service We provide strong support for developing an approach to airport service quality measurement that supports managers who need to make informed decisions as to how best to fulfil their industry mandate and to achieve competitive advantage in the marketing.

2. Implications for future research:

This study only covered four constructs that might relate with tourist satisfaction. However, the researcher might ignore certain significant factors that play an important role in determining the satisfaction level towards the quality of service delivered by Jaipur International Airport. Check in service, security, airport facility and finding your way in airport are often emphasized by passengers. Thus, these four factors should be examined in future research to obtain in-depth understanding on passengers' satisfaction level in the operation of Jaipur International Airport and other similar Airports. Moreover, the relationship between service quality

and tourist satisfaction in services of airports requires research efforts, especially as the sector has not been covered in this work and other studies so far reviewed. Also, in this study, Airport council international (ACI) service quality model is used for tourist on domestic routes. This study holds implications for further research in the service quality and passenger satisfaction domains. Significant contributions could result from additional study of the relationships among service quality, check-in. The study leaves the scope for future research, where other airport services could be studied in the airport service quality area. The study could further be extended to the other areas of the country for more generalizability of the results. A more explicit and systematic investigation of how the check -in facilitates or frustrates customers' activity goals (productivity, maintenance, and leisure) should be of interest to researchers of service quality in check in where customers spend extended periods of time and to services marketers who focus on waiting time and queuing issues (e.g. Bus terminals, train stations and cruise ships). Given that prior academic research in airport service quality is limited and primarily focused on service performance measure methodologies, that literature could benefit from further application of gap theory methodology for analysing service quality. Two critical investigations needed are further study of the relationships between air tourist satisfaction and airport service quality/ important airport performance measures. The relative importance of service quality in the passengers' airport choice decision is currently the subject of speculation requiring empirical inquiry and specification. In a related area, the influence of passenger preferences for airports service on airports requires to further study.

3. Limitations of the study and scope of the future research:

Several limitations of this study must be recognized. To begin with, there is no focus on a particular type of airport (e.g., location, size, number of passengers per year, arrival services, covid 19 protocol, access etc). However, without direct insight into content of the comments, the differences between levels of satisfaction and dissatisfaction expressed for each factors remain relatively small. For instance, A passenger may perceive that employee who care about their working environment would care about their customers. Considering that majority of the identified factors can be characterized as performance factors, a particular attention should be given to performance factors in the airport context. Apparently, most occurring attributes in passenger comments were performance factors such as staff, baggage, and shopping options. As a result, a conclusion is that passenger satisfaction would depend on the performance of these attributes. Other side airport situations leave a strong impact on passengers' impressions with the overall service, generating positive and negative reputation of the airports. Furthermore, not only that good variety of retail stores and restaurants increases passenger satisfaction, but also it is closely connected with increase in revenue and profitability. Therefore, previously mentioned performance factors should unquestionably serve as benchmarks of airport service quality.

4. Implications for future research

This study only covered four constructs that might relate with tourist satisfaction. However, the researcher might ignore certain significant factors that play an important role in determining the satisfaction level towards the quality of service delivered by Jaipur International Airport. Check in service, security, airport facility and finding your way in airport are often emphasized by passengers. Thus, these four factors should be examined in future research to obtain in-depth understanding on passengers' satisfaction level in the operation of Jaipur International Airport and other similar Airports. Moreover, the relationship between service quality and tourist satisfaction in services of airports requires research efforts, especially as the sector has not been covered in this work and other studies so far reviewed. Also, in this study, Airport council international (ACI) service quality model is used for tourist on domestic routes. This study has service quality and passenger satisfaction consequences. Service quality, check-in relationships need more investigation. The study leaves the scope for future research, where other airport services could be studied in the airport service quality area. The study could further be extended to the other areas of the country for more generalizability of the results. Services marketers who emphasize waiting time and queueing concerns may be interested in more specific and systematic research into how the check -in supports or frustrates customers' activity goals (productivity, maintenance, and leisure). Considering that existing academic research in airport service quality is limited and focuses on service performance measure methodologies, gap theory could be applied to analyse service quality. Air tourist satisfaction and airport service quality/performance measures need more study and the comparative significance of service quality in the decision-making process that travellers go through to select an airport is a topic of discussion, requiring more empirical investigation and precision. There is a need for future investigations in the connected field of the impact that the preferences of airport passengers have on airport services.

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