



**THE IMPACT OF SERVICE QUALITY ON CLIENT
SATISFACTION: ANALYTICAL STUDY ON A
SAMPLE OF PASSENGERS OF (LIBYAN
AIRLINES)**

**2020
MASTER'S THESIS
BUSINESS ADMINISTRATION**

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**THE IMPACT OF SERVICE QUALITY ON CLIENT SATISFACTION:
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AIRLINES)**

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Master's Thesis

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KARABUK

SEPTEMBER 2020

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THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Salah Mosa Mohammed MADI titled “THE IMPACT OF SERVICE QUALITY ON CLIENT SATISFACTION: ANALYTICAL STUDY ON A SAMPLE OF PASSENGERS OF (LIBYAN AIRLINES)” is fully adequate in scope and in quality as a thesis for the degree of Master's Thesis.

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This thesis is accepted by the examining committee with a unanimous vote in the Department of Business Administration as a Master's Thesis. 09/09/2020

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22/09/2020

The degree of Master of Science by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

Prof. Dr. Hasan SOLMAZ
Director of the Institute of Graduate Programs

DECLARATION

I hereby declare that this thesis is the result of my own work and all information included has been obtained and expounded in accordance with the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

Name Surname : Salah Mosa Mohammed MADI

Signature :



FOREWORD

This investigation remained made conceivable for the reason that the commitment of numerous individuals. Since I have the chance to offer my thanks to every one of them, as a matter of first importance I might want to state how obligated as well as appreciative I am to my direct supervisor, Dr Hasan Terzi. His understanding as well as logical technique which have been made a great value towards my work. Moreover, his great guidance as well as encouragement which was linked with supportive. In addition, a grateful thanks furthermore goes towards all the staff of karabuk Business School, who facilitated the completion of this thesis.

Also, I deeply would like towards expressing sincere gratitude to all my colleagues in at the karabuk Business School for their support as well as encouragement towards completing this research.

Moreover, I would like to thank the clientele of the Libyan Air lines in Libya for their collaboration. Furthermore, I would also like towards thank all the respondents who completed the research questionnaire. What is more, I wish to express appreciation to my classmates, Mohammed Altubji as well as Khaled Elgomati for their great encouragement.

As a final point, I would like towards dedicating this work towards my country Libya.

SALAH MADI, SEPTEMBER 2020.

“I declare that all the information within this thesis has been gathered and presented in accordance with academic regulations and ethical principles and I have according to the requirements of these regulations and principles cited all those which do not originate in this work as well.”

Salah Mosa Mohammed MADI

ABSTRACT

Nowadays, business success is depending on the client satisfaction as well as increase in client expectations have challenged businesses to come up with unique methods of enhancing any organizations service quality (SQ). Furthermore, airlines have transformed their marketing strategies to ensure success all over the world in terms of (SQ), in order to compete efficiently in the global market. The marketing models of (SQ), for instance, (SERVQUAL) as well as (AIRQUAL) which were has been made to help organizations measure which is associated with enhancing client experiences. Likewise, (SERVQUAL) has been extensively researched which is associated with applied in many manufacturing. Similarly, (AIRQUAL), a model for the airline industry. Therefore, the research study aimed at detecting the impact of (SQ) (expected which is associated with perceived quality) on client satisfaction in Libyan airlines. Consequently, the study sample consisted of (400) random member, the questionnaires remain distributed on them, while the number of the recovered which is associated with valid questionnaires towards analysing (396) in percentage (99) percent from the total number of distributed questionnaires. Additionally, this study utilized software (SPSS) towards validating as well as test the reliability of measuring tool then to analyze as well as compare the results of diverse variables utilized in the research questionnaires. The research demonstrated balance in the airways, e.g. tangibility, durability, sensitivity, health and compassion, from the research 's viewpoint to the passengers in all dimensions. This research investigates linkages among (SQ), service provider image, client expectations, perceived value which is associated with its effect on client satisfaction according to client s' demographic characteristics in Libyan airlines. Initially, the determinants of (SQ) remained identified utilizing the (SERVQUAL). As a consequence, the thesis has important consequences for the creation of organizational promotional methodologies for Libyan aviation organisations, even as human-based approach will enable Libyans enter problems with airing organisations. The research may be beneficial in countries with a common aeronautical tradition to Libya. In addition, this review contributes to

an understanding of (SQ) the specific situation of the Libyan air organisations. Furthermore, the additional estimation of this examination exudes from the reality the exploration remained directed in Libya (a creating nation with an incredibly restricted measure of (SQ) research led in that), just as the reality it estimated just as surveyed the (SQ), (Perceived just as anticipated quality) which stayed utilized towards estimating consumer loyalty.

Key Words: Client satisfaction, Service quality, client value, Libyan Airlines, Perceived quality, expected quality.

ÖZ

Günümüzde, iş başarısı müşteri memnuniyetine bağlıdır ve müşteri beklentilerindeki artış, işletmeleri herhangi bir kuruluşun hizmet kalitesini artırma konusunda benzersiz yöntemler geliştirmeye zorlamıştır. Ayrıca, havayolları küresel pazarda verimli rekabet edebilmek için tüm dünyada hizmet kalitesi (SQ) açısından başarı sağlamak için pazarlama stratejilerini değiştirmiştir. Örneğin, (SQ) 'nun (SERVQUAL) ve (AIRQUAL)' in pazarlama modelleri, kuruluşların müşteri deneyimlerini geliştirme ile ilişkili olanları ölçmelerine yardımcı olmak için yapılmıştır. Benzer şekilde, (SERVQUAL) birçok imalatta uygulanan ile ilgili kapsamlı bir şekilde araştırılmıştır. Benzer şekilde, (AIRQUAL), havayolu endüstrisi için bir model. Bu nedenle, (SQ) 'nun (algılanan kalite ile ilişkili olması beklenen) Libya havayollarında müşteri memnuniyeti üzerindeki etkisini tespit etmeyi amaçlayan araştırma çalışması. Sonuç olarak, çalışma örneği (400) rasgele üyeden oluşmakta olup, anketler onlara dağıtılırken, toplam dağıtılmış anket sayısından analize (396) geçerli anketlerle ilişkilendirilen kurtarılan sayısı (% 99) . Buna ek olarak, bu çalışmada ölçme aracının güvenilirliğini test etmek ve sonra test anketlerinde kullanılan çeşitli değişkenlerin sonuçlarını analiz etmek ve karşılaştırmak için yazılım (SPSS) kullanılmıştır. Çalışma, yolcuların tüm kalite boyutları, örneğin Somutluk, Güvenilirlik, Müdahale, Güvenlik ve Sempatı perspektifinden örnek olarak hava yollarındaki (SQ) ılımlılığı gösterdi. Bu araştırma, müşterilerin Libya havayollarındaki demografik özelliklerine göre müşteri memnuniyeti üzerindeki etkisi ile ilişkili (SQ), hizmet sağlayıcı imajı, müşteri beklentileri, algılanan değer arasındaki bağlantıları araştırmaktadır. Başlangıçta, (SQ) 'nın belirleyicileri (SERVQUAL) kullanılarak tanımlandı. Sonuç olarak, araştırmanın Libya hava şirketleri için operasyonel, pazarlama ve insan kaynakları stratejileri geliştirme açısından önemli etkileri olduğu gibi, Libya hava şirketlerinin (SQ) konularını stratejik planlamalarına dahil etmelerine yardımcı olabilir. Çalışma, Libya ile benzer Havacılık kültürüne sahip ülkelerde uygulama için yararlı olabilir. Ayrıca, bu çalışma Libya hava şirketleri bağlamında (SQ) anlayışına katkıda bulunmaktadır. Buna ek olarak, bu araştırmanın katma değeri,

arařtırmanın Libya'da (içinde son derece sınırlı miktarda (SQ) arařtırmaya sahip geliřmekte olan bir ÷lke) yürüt÷lmesi ve ayrıca (SQ) ölç÷lmesi ve deęerlendirilmesinden kaynaklanmaktadır. Beklenen kalite kadar algılanan kalite) ve müşteri memnuniyetinin ölç÷lmesinde kullanılmıřtır.

Anahtar Kelimeler: Müřteri memnuniyeti, Hizmet kalitesi, müşteri deęeri, Libyan Havayolları, Algılanan kalite, beklenen kalite.

ARCHIVE RECORD INFORMATION

Title of the Thesis	The Impact of Service Quality on Client Satisfaction: Analytical Study on A Sample of Passengers of (Libyan Airlines)
Author of the Thesis	Salah Mosa Mohammed MADI
Supervisor of the Thesis	Assoc. Prof. Dr. Hasan TERZI
Status of the Thesis	Master
Date of the Thesis	2019 -2020
Field of the Thesis	Business Administration
Place of the Thesis	Karabuk University
Total Page Number	135
Keywords	Client Satisfaction, Service Quality, Client Value, Libyan Airlines, Perceived Quality, Expected Quality.

ARŞİV KAYIT BİLGİLERİ

Tezin Adı	Hizmet Kalitesinin Müşteri Memnuniyeti Üzerindeki Etkisi: (Libya Havayolları) Yolcu Örneği Üzerine Analitik Çalışma
Tezin Yazarı	Salah Mosa Mohammed MADİ
Tezin Danışmanı	Dr. Öğr. Üyesi Hasan TERZİ
Tezin Derecesi	Yüksek Lisans
Tezin Tarihi	2019-2020
Tezin Alanı	İşletme
Tezin Yeri	Karabük Üniversitesi
Tezin Sayfa Sayısı	135
Anahtar Kelimeler	Müşteri Memnuniyeti, Hizmet Kalitesi, Müşteri Değeri, Libyan Havayolları, Algılanan Kalite, Beklenen Kalite.

SUBJECT OF THE RESEARCH

This research study has conducted on (SQ) based on (AIRQUAL scale model) in Libyan airlines as well as its effect on client satisfaction according to client s' demographic characteristics. The main reason why this research study is selected, in relation to its application in manufacturing companies or organizations, is to assess the extent to which (SQ) has affected the model overcomes as well as the limitations of (SERVQUAL) scale. Therefore, this research aimed to contribute with the (SQ) knowledge via the confirmation, assessment which is associated with validation of (AIRQUAL) scale. This research study has aimed to evaluate the quality service as well as its impact on client satisfaction. Furthermore, The key explanation why this analysis was selected is to test the degree to which the element in the model meets the specified size (SQ) and perceived (SERVQUAL), principally, with regard to its applications in the Aviation manufacturing or organizations. In addition, this research study will contribute to knowledge via confirming, evaluating which is associated with verifying the quality of airlines (SQ) in Libya. This is also based on the second stage (Haming et al., 2019) of validity procedures proposed through. In order to empirically test its strength from a different contextual point of view, it will also be used for a new markets in the validated scale (STATE OF LIBYA).

PURPOSE AND IMPORTANCE OF THE RESEARCH

The main objective of this research study remains towards reviewing as well as evaluate (SQ) that has been received a great deal of attention from both scholars which remains associated with practitioners in last periods. In addition, service industries companies will recognize (SQ) as a core strategic concern for the future of their company. Likewise, this study is led to uncover the effect of the (SQ) on consumer loyalty at Libyan Airlines, through explaining the nature of the administrations gave which is the most significant motor for keeping up piece of the overall industry of members or expanding it, which is immediate effect on consumer loyalty. Furthermore, those specialist co-ops who build up an elevated level of (SQ) hold a significant level of consumer loyalty; they acquired an economical upper hand just as advantage. Besides, research shows that organizations with a significant level of client support has been archived seventy-two percent expansion in benefit per worker,

contrasted with comparable associations that have exhibited helpless client care; it is likewise multiple times costlier to pull in new clients than to hold existing clients. As a result, accomplishing elevated levels of administration stays one technique to keep clients both fulfilled which is related with steadfast. Superiority (SQ) has also contributed to important performance-related benefits such as productivity, successful marketing strategies, retention of customers as well as response to demand. The importance of this study is also due to the importance of the globalization of international airlines, as described by the head manager of the company. Likewise, the importance of the study is also important to domestic airlines recognize the importance of the (SQ) provided which is associated with their importance to ensure client satisfaction. This is why it is important to assess the value of the analysis both by actual and planned focus (SQ). Furthermore, the emphasis on the principle that the consumer tests (SQ) is given in domestic airlines, therefore, departments must recognize the importance of meeting client requirements; the client should expect towards finding the service from airlines.

AIM OF THE RESEARCH STUDY

This research study aimed explores which is associated with evaluating the effect of airline (SQ)-(AIRQUAL scale) on client satisfaction on Libyan airlines as below:

- To evaluate if the airline (SQ)-(AIRQUAL) has an impact on client satisfaction as well as increase profit.
- To evaluate and comprehend the relationship amongst services quality in addition the passenger's satisfaction degree.
- To address the impacts of the services quality (SQ) on client satisfaction.
- To achieve the services quality as well as the passengers satisfaction in (Libyan Airlines) according to client s' demographical characteristics.
- To shed the light on the existing problems and impediments in the airline manufacturing or organizations in general and Libyan airline firms in a specific domain.
- To contribute with Libyan airline industries services quality as well as the passenger's satisfaction.

- To increase scientific knowledge about Libyan airline industries services quality which is associated with the passenger's satisfaction.
- To help researchers that conducting in the same field in the future in Libya.
- To retain client s, stem from the fact that the cost of acquiring the cost of retaining the current client,
- To achieve the main goal by developing as well as improving the services quality via building and increase their client s' satisfaction.
- To show and evaluate the impact of the efficiency in (SQ) on client s, in improving the quality of Libyan airports as the indication of high-level efficiency.
- To show as well as evaluate the importance of services quality on client s in Libyan airports to improve their services which is associated with business quality.
- To determine the benefits which is associated with the advantages of services quality on client s via improving the quality of Libyan airports in terms of high-level efficiency.

HYPOTHESIS OF THE RESEARCH / RESEARCH PROBLEM

- H1: There is a significant effect of expected (SQ) dimensions on client 's satisfaction.
- H2: There is a significant effect of perceived (SQ) dimensions on client 's
- Sub Hypothesis:
 - H3.1 Perceived tangibility has significant and direct effect on perceived reliability
 - H3.2 Perceived tangibility has significant and direct effect on perceived responsiveness
 - H3.3 Perceived tangibility has significant and direct effect on perceived assurance
 - H3.4 Perceived reliability has significant and direct effect on perceived empathy
 - H3.5 Perceived reliability has significant and direct effect on perceived assurance

- H3.6 Perceived responsiveness has significant and direct effect on perceived empathy
- H3.7 Perceived tangibility has significant and direct effect on perceived assurance
- H3.8 Perceived empathy has significant and direct effect on client satisfaction
- H3.9 Perceived assurance has significant and direct effect on client
- H4: There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airline among client 's demographic variables satisfaction
- H4.1.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's gender
- H4.1.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's gender
- H4.1.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's gender
- H4.2.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Marital Status
- H4.2.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Marital Status
- H4.2.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Marital Status
- H4.3.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Residence Location
- H4.3.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Residence Location
- H4.3.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Residence Location
- H4.4.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Age
- H4.4.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Age
- H4.4.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Age

- H4.5.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Monthly Income
- H4.5.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Monthly Income
- H4.5.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Monthly Income
- H4.6.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Occupation Sector
- H4.6.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Occupation Sector
- H4.6.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Occupation Sector
- H4.7.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Education Level
- H4.7.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Education Level
- H4.7.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Education Level

THE RESEARCH PROBLEM

Airport services around the world are very important which is reflects the country technical advancement. Furthermore, Libya is one of the third development countries that seek to develop its services in all domains, especially in the Libyan airports which are express the extent of the country's development. Moreover, this research is considered an effective model for measuring which is associated with evaluating the (SQ) that provided via Libyan airports via evaluating the participants who they are a random sample of Libyan travelers from various Libyan airports

RESEARCH QUESTIONS

- RQ1: What is the effect of the expectations and perceptions of (SQ) on client s' satisfaction for the Libyan Airlines in Libya?
- RQ2: Which quality of service dimension has the highest effect on client s' satisfaction for the Libyan Airlines in Libya?

- RQ3: What are the regression paths of perceived quality dimensions effect on client s' satisfaction?
- RQ4: Do expected (SQ), perceived (SQ) as well as client satisfaction vary according to client s' demographic characteristics?

POPULATION AND SAMPLE (IF AVAILABLE)

The questionnaires were distributed to a number of Libyan Airlines passengers, where the success rate of the questionnaire was (100%) related to the number of questionnaires obtained (400) and the total percentage (6) questionnaires were excluded for ineffectiveness in the statistical analysis software. This brings the number of valid questionnaires (394) one, or 98.5%, which is an acceptable percentage.

SCOPE AND LIMITATIONS / DIFFICULTIES

The scope of study

The scope of this study is limited to the local customers of Libyan Airlines only.

The limits of the study:

1. Time limits:

The preparation period is limited in the academic year 2019-2020.

2. Spatial boundaries

limited in Libyan Airlines in the state of Libya

3. Human Borders:

The study sample is restricted to Libyan air lines passengers.

Difficulties of study

Among the most prominent obstacles and difficulties encountered in the implementation of the study is:

- 1. Difficulty in obtaining basic data on the activity of airlines because of the war situation in Libya.
- 2. Lack of studies completed on aviation service in the North Africa region.
- 3. Weak of the cooperation with the staffs of Libyan airlines.

1. CHAPTER ONE

INTRODUCTION

The airline industry services quality (SQ) has advanced quickly in the ongoing decades. Furthermore, it remained a rich type of movement right off the business in the last century yet has gotten one of the most widely recognized strategies for the movement today (Khraim, 2013); (Kasim and Mahmut, 2020) . In the present time, airline firms' explorers have progressively decision in the choice of their movement suppliers than remained already accessible (Khraim, 2013). In addition, airports are not only areas where aircraft land correlated with departure, but also normal connections between ground and air transport types (Park and Almanza, 2020); (Otto et al., 2019); (Iglesias et al., 2019); (El-Adly, 2019); (Thakur, 2019); (Widjaja et al., 2019). Similarly, airports have always been understood to be locations where aircraft operations, including runways, control towers and terminals, are linked to other aircraft, passenger and other installations. (Abdullahi et al., 2020), as well as cargo. The growth of standardized air transportation operation has, likewise, enhanced the need for airport facilities, related to the need of more productive aircraft, passenger and (SQ) servicing processes (Abugeddida, 2019); (Abdullahi et al., 2020). In fact, the carriers must comprehend the significant of client steadfastness so as to keep their clients. Likewise, consumer loyalty is a significant thought as clients conclude whether to remain faithful to their suppliers or imperfection (Iglesias et al., 2019); (El-Adly, 2019); (Thakur, 2019); (Widjaja et al., 2019). In fact, clients select their movement suppliers dependent on how well the movement suppliers live up to their administration desires (Shirazi and Mohammadi, 2020). To do as such, carrier the board must comprehend the basic achievement components of administration quality. Furthermore, a huge measure of exploration remained done into the fields of administration quality which is associated with living up to clients' desires as well as accordingly being recognizable from contenders are key objectives so as to flourish in the present globalized world. Moreover, it is basic that administration giving organizations quantify as well as investigate administration quality which is associated with picture as a modus operand into impacting the social aims of their clients (Cuomo et al., 2020). Similarly, existing speculations can be refined to envelop new factors that are fundamental to clarify which is associated with foresee client conduct (Widjaja

et al., 2019). About operational costs, it is important that carriers offer excellent assistance to their main consumers, passengers, in order to attain their profitability. Client base guarantees a favored provider status from diverse undertakings (Das et al., 2019), upgrades planned pieces; incomes would advantage essentially from these rises (Iglesias et al., 2019).

1.1. Service Quality (Sq) Conceptual Meaning

As declared by Sameena, (2020); Akdere et al., (2020); Das et al., (2019) (SQ) remains an important factors for any successful organization towards ensuring client satisfaction which is associated with making time towards market (Ellynia and Widjaja, 2020); (Arora and Gill, 2020). Likewise, (SQ) is related in a broad way to consumer loyalty dependent on (Sameena, 2020); (Akdere et al., 2020); (Ellynia and Widjaja, 2020); and (Aroras & Gills, 2020), which also represents a large degree of economic and financial performance (Sameena, 2020). Furthermore, service sector companies consider (SQ) as a strategic feature of their marketing strategy. Organizations will thus gain better consumer loyalty (SQ), a higher degree of loyalty and a persistent competitive edge (Arora and Gill, 2020). Likewise, for the reason that cultural as well as environmental effects client s required services behind diverse international boundaries perceive (SQ) diversely (Sameena, 2020); (Arora and Gill, 2020). Consequently, leaders should recognize that some environmental factors can affect (SQ) perceptions as well as second that (SQ) should be clearly defined which is associated with conceptualized (Akdere et al., 2020); (Ellynia and Widjaja, 2020); (Arora and Gill, 2020). In addition, a good (SQ) provides a competitive advantage to any business a good (SQ) gives a competitive advantage to any business (Das et al., 2019). On the other hand, it is particularly important in airlines industry all over the world (Kasim and Mahmut, 2020) has proposed that client (SQ) perceptions have an important influence on any firm success.

1.2. Definition Terms

The conceptual classification remains presented in this section, for each of the research constructs remains presented. In addition, the operational characterization otherwise the way the research variables were assessed remains explained.

1.2.1. Service Quality (SQ)

(SQ) continues to be an amount that meets the (SQ's) expectations delivered. In turn (SQ) as a common market perception of the association's relative inferiority as well as dominance and its (SQ) (Alam, 2020); (Shah et al., 2020); (Ratnayaka et al., 2020). In addition, (SQ) has shed the light on client s' perceived overall judgment of the excellence which is associated with the (SQ) performance (Alam, 2020); (Ratnayaka et al., 2020).

1.2.2. Tangibles

Evidence in a greatest cases of service offerings remain service provider's physical facilities, equipment as well as personnel (Dawi, 2016). Furthermore, adapting operationalization in the consumption of (SQ), tangibles in this research study remains the appearance of physical facilities, equipment, personnel as well as communication resources provider (Dawi, 2016).

1.2.3. Reliability

This term remains the capability of a service provider towards providing a precise which remains associated with high level (SQ) (Dawi, 2016). Furthermore, it remains operationalization need to include technical (SQ) in term of the ability of supporting frameworks linked with devices utilized in order towards delivering a reliable service.

1.2.4. The Need for High (SQ) Departments in Libyan Airports

The national mechanical advancements are quickly progressing all through the world. Airports everywhere throughout the world know about the training intensity of human asset the board as well as have utilized the (SQ) to satisfy human asset which is associated with the advanced web to associate with air terminal establishments. Furthermore, the general population specifically to make trust, accordingly improving the nature of (SQ) that has been provided via offices administrations is a significant issue. Moreover, Libya is taking part in a general renewal (Eshtaiwi et al., 2018); nonetheless, the nation's evaluating in worldwide computerized government reports isn't that high level of efficiency. In this manner, the Libyan airlines offices, needs to fundamentally change carefully to bring Libya's profile up in the propelled world. In addition, to this end, Libya is participating in genuine endeavors to build up its own

specific electronic administrations just as human asset preparing in the Libyan airlines (El Sabu, 2016). Additionally, there are several Libyan airports which is presented as below:-

Tripoli airport since the UN bombarding effort arrived at an end, Tripoli airplane terminal remained at long last given over to the transitional expert on (2012). Furthermore, the airport remained under the control of volunteer army warriors (2011). Moreover, the airplane terminal stayed in the hands of local army contenders detachments until (2014), when dissident units from the "Libya pomp Dawn" partnership assumed control over the airports; decimating enormous areas as well as numerous planes all the while (Yahia and Ismail, 2014). Also, Sabha Airport has "re-emerged" for the business that all administrations come back to normal airports as stated on (2012) through the Prime Minister's Office. Likewise, both on (2012) Ghadames Airport and the Transitional Government Representative authoritatively declared open that they would resume complete administration in the last two flights between Tripoli and the Ghadames region.

Tobruk just as Alabrek Airports the two airplane (SQ) were authoritatively reported in (2012). Furthermore, it remained announced that Alburaq Air had multiplied its trip among Alabrek which is associated with Tripoli to four flights. Moreover, this implies all the primary airline (SQ) (SQ) in Libya are currently back to ordinary. On (2014), the two airlines (SQ) will begin working worldwide flights to Tunis. In addition, Misrata Airport after the conflicts at Tripoli Airport (2014) Misrata Airport as well as Mitiga Airport was utilized for national in addition worldwide flights.

Zuwarah Airport, the legislature has approved designs to plan Zuwarah Airport which is associated with increasing (SQ) for global flights in (2014). Although the airplane (SQ) runway must be reached out so as to suit the sort of planes utilized for worldwide route which is associated with improving the airport (SQ) to ensure passengers satisfaction. For now, just medium-sized Libyan airports planes can land as well as takeoff from the airport and still seeking for client satisfaction with high level of (SQ). The international airport Tripoli is, in comparison, located in the Ben-Ghashir district, approximately (34 km) south of downtown Ben-Ghashir. In addition, Libyan airports (SQs), which are connected to the Weather Bureau, are managed by the

Libyan Civil Aviation which handles approximately (1,5) million travelers yearly. In addition, as per Islamic law in Libya not permitted into the nation a few things which is associated with items, for instance, Israeli items, liquor, drugs, pork items, safeguarded meat, as well as indecent writing.



Figure 1. Tripoli International Airport (TIP) source.

Additionally, there are several Libyan Airways which included Libyan Private as well as Commercial Operators, for instance, Libyan Airways; Afriqiyah Airway; Buraq Air Transport; Nayzak Air Transport; Air Libya; Alajnihah Airways as well as Petro Air.

1.2.5. Thesis Structure

This research study has been divided into five chapters as follows:

- **Chapter one:** This chapter gives a background to the research and describes its problem statement, aim, questions and objectives and (SQ) conceptual meaning. This research also describes the significance, expected contribution to knowledge, and the thesis structure.
- **Chapter two:** this chapter presents the services quality airport, (SQ) perceptions, client expectations, expectations conceptual framework, expectations conceptual framework, quality objectives, Dimensions of

SERVQUAL, (SQ) (SERVQUAL.), AIRQUAL model, client Satisfaction, The relation amongst client satisfaction and loyalty, The Relationship of (SQ) and Client Satisfaction, the relationship amongst services quality expectations and perceptions and client satisfaction, The relationship between perceived quality dimensions effect and client s' satisfaction and the relationship between expected (SQ), perceived (SQ) and client satisfaction .

- **Chapter three:** In this chapter, research methodology, target sample.
- **Chapter four:** This chapter contains a detailed description and statistical analysis of operational processes of an airport, Descriptive Statistics of Demographic Variables, Descriptive Statistics of Scales, Subscales and Items.
- **Chapter five:** this chapter contain discussion, conclusion limitations of the research and suggestions and recommendations.

1.2.5.1. Previous Studies

Study Abtin & Pouramiri (2016) aims to explore the influence of marketing ties in Kerman Iran insurance business on the enhancement of consumer loyalty. A survey method with questionnaires was used as the key tool for this analysis. In the evaluation, the Pearson coefficient of correlation used to measure a loyalty-dependent variable as independent variables, which found that there was a strong positive relationship between them. The coefficient of happiness, management, communication which competence.

Elmayar (2011) study aimed at assessing and analyzing levels of service quality in the Libyan private and public sector in order to evaluate whether there are major variations in the level of service quality between the private and public banking sectors viewed by bank customers. The study has taken a survey questionnaire focused on the adjusted scale of the standard of the banking service. It comprised six dimensions of the standard of service, which were divided into 31 statements, to capture the broad spectrum of banking services. Customers from both the public and private sector (740) were presented with a total of 2,000 questionnaires, which reflects a response rate of 37 percent. The study results indicate that there are major variations in the understanding of customer service quality and the degree of focus put on different

aspects of service quality between the private and public bank sectors in Libya. Furthermore, the findings indicate a correlation between bank status and age, profession, number of visits to branches and duration of contact with a bank. The study has shown that consumer gender and bank status are not related.

Study by Alotaibi(2015) modified and tested the revised scale of AIRQUAL in 30 objects. The scale then was verified for the Saudi Arabia aviation industry. Furthermore, a large model is introduced where the effect on customer retention, attitude engagement, word of mouth, repurchasing intentions and negative actions of the established scale of service quality was analyzed. The evaluation and confirmation process is split into two main stages: first qualitative; four focus group interviews, yielding 46 elements for the required size, were performed. These elements reflect airline customers' expectations of service quality and have been listed on the basis of the Parasuraman system. The second was to create a validated scale of thirty subjects, containing five dimensions: observable, accurate, sensitive, confident and empathic, using a tripartite, quantitative survey. In addition, a new Saudi market (Saudi market) evaluated the enhanced scale in order to measure Saudi Airlines' service efficiency. The airline customers got 500 self-administered questionnaires. Thorough checking and cleaning was carried out on the returned questionnaires. The reliability of the scale was measured by the Alpha of Cronbach, followed by a five dimensional exploratory factor analysis (EFA). The validities were defined in form, convergent and oppressive. A group of American airline passengers received additional scale evidence. Finally , the theoretical model has been evaluated with nine hypotheses and findings for all the hypotheses suggested are statistically important.

The document Hussain, Al Nasser & Hussain (2015) explores the connections between quality service, consumer preferences, consumer reputation and perceived worth of the airline, satisfaction with its customer and brand loyalty. Initially, the service quality determinants were defined, with some change, using the SERVQUAL system. The standard of the service was then used to calculate customer satisfaction, which could contribute to brand loyalty. Data from 253 questionnaires were evaluated in a research effort using a quantitative methodology. The data analysis reveals that the level of service, perceived worth, and brand perceptions have a substantial positive effect on the customer's satisfaction and in turn contribute to brand loyalty by structure equation modelling. It addresses scientific and organizational aspects.

Jahmani (2017) research aims at analyzing the impact on customer comfort of the related aspects of the quality of operation of the Royal Jordanian airline. Measurement of service quality is based on the SERVQUAL variant as suggested by Parasuraman et al . (1988) with five service quality dimensions: Efficiency, Accessibility, Empathy, Performance and Specification. In September 2016-December 2016 475 respondents answered, and questionnaires have been randomly distributed to passengers flying by Royal Jordan airline. The effect of service quality on customer satisfaction was evaluated using multiple regression analyzes. This research shows that all aspects of service efficiency have a good customer satisfaction relationship. The research found that the quality of service is a significant factor in the happiness of travelers. The Royal Jordanian must eventually be able to realize the value of consistency of service elements in order to please customers and boost the service efficiency which is the most important thing in the aviation industry.

Service efficiency for airlines is a significant strategic advantage in the airline industry. As airlines rely on travelers, travelers are the key driver in this business, and businesses must therefore recognize the passengers' need and wish to offer high-quality services and experiences (Kim and Lee 2011). Understand the determinants of passengers that lead to full satisfaction. In addition , higher standards of service may contribute to the happiness of passengers and then to better behaviour. Increased retention of customers is a gateway to a service provider's ability to earn revenues.

Zeithaml et al (1996) concentrated on service quality as a highly essential for the airlines to increase their market share and enhance their profitability. Generally , the aim of airlines is to establish services that draw customers and hold them happy to represent their good experience to others.

According to Hu et al (2009), excellent service efficiency will improve customer loyalty, contribute to customer engagement and enable airlines to distinguish their airline representations from other rivals, resulting in current passengers being retained and passengers drawn from other airlines. Ghotbabadi et al (2015) argued that happy consumers share impressions with others and that improves advertisement. This raises the future clients in the airline industry.

Marketing has been an important consideration for the production of high-quality airline services under intense pressure, according to Ostrowski et al. (1993). It

is critical for airlines to thrive and improve their competitiveness that they continue to provide high-quality services to passengers. To show high-quality airline operation, it is important to distinguish itself from its rivals.

Ganiyu (2016) suggested that passengers in airlines appear to be faithful to those airlines regardless of their service characteristics. Also passengers not happy with the quality of their services will continue to use a given airline instead of going on to other firms. In the aviation sector, customer loyalty has been key. Study in the airline sector has since improved dramatically in terms of quality service and customer loyalty.

The standard of operation is one of the most promising fields for researchers in the airline industry, according to Masarrat et al. (2014). This study will, however, analyze the dimensions of service quality which affect passenger satisfaction in the Royal Jordanian airline in order to improve the level of service. The standard of the airline service is much more difficult to identify than the other service.

Researchers have nevertheless indicated that many aspects remain in the standard of airline services. Quality airline services research have tracked passenger services with a special emphasis on time of arrival and departure, meals standard, inflight operation, check-in and checking luggage.

Park et al (2004) dealt with the size of the cabin, the holding space, aircraft model and flight servants. Quality airline services vary from services in other sectors. Airline travelers are carried to destination by aircraft, and intangible services influence customer experience such as on-time performance, in-flight operation and frequency of operation. Gronroos (2001) indicated that consistency is dependent on what is genuinely offered to the customer and the manner in which the service is given.

2. CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

This chapter has observed the electronic database to review the main research subject and some definition about the relationship amongst (SQ) which is associated with client satisfaction. Furthermore, this chapter presents the services quality airport, (SQ) perceptions, client expectations, expectations conceptual framework, expectations conceptual framework, quality objectives, Dimensions of (SERVQUAL), (SQ) (SERVQUAL.). Moreover, this chapter also included (AIRQUAL) model, client Satisfaction, The relation amongst client satisfaction and loyalty, the Relationship of (SQ) as well as client satisfaction, the relationship amongst services quality expectations as well as perceptions and client satisfaction. In addition, the relationship amongst perceived quality dimensions effect which is associated with client s' satisfaction and the relationship amongst expected (SQ), perceived (SQ) as well as client satisfaction.

2.2. Definition Of Service Quality

(SQ) stays an assessment of client wants of help with client execution (SQ) (Dawi, 2016); (Singh and Prasher, 2019). Moreover, this conceptualization of organization quality has its beginning stages in the desire for a disconfirmation perspective (Khraim, 2013); (Hadiuzzaman et al., 2019). While still financially genuine, a business with high (SQ) meet or outperform the customer (Hadiuzzaman et al., 2019). Besides, verification from trial examinations suggests that improved (SQ) extends advantage which is related with long stretch budgetary force (Khraim, 2013); (Das et al., 2019). Upgrades towards (SQ) may be practiced by means of improving operational techniques; perceiving issues quickly just as effectively; setting up generous which is related with reliable help execution gauges just as assessing shopper dependability and other execution results (Das et al., 2019). Additionally, (SQ) is a significant precursor of consumer loyalty which is related with general a significant essential for the endurance just as achievement of an organization (Das et al., 2019). Due to the specific characteristics of governments (SQ)is an abstract and intangible nature, which is distinct from the definition of product quality and can be accurately measured by indicators. The number of defects or durability, for example (Das et al., 2019); (Mowrin et al., 2019).

Quality of services is a customer support achievement. In addition, the arrangement of consumers (SQ) wishes from prior experiences textual, linked to shows of interactions (Das et al . 2019); (Mowrin et al . 2019). However, consumers distinguish obvious guidance and expected help, which is correlated with the last clients who become disappointed because they lose the trademark. The estimate of emotional components of customer care also relies on the similarity between the normal advantage and the obvious result (Das et al., 2019); (Mowrin et al . , 2019). Similarly, this may be focused on the customer's desires as far as the management is concerned, and on the ability of the professional co-op to enforce this routine service (Alam, 2020); (Shah et al., 2020); (Ratnayaka et al . , 2020). Effective organisations, as well as shock and joy, add advantages to their contribution. Enchanting clients involves surpassing their desires. (SQ) can be identified with administration potential (for instance, specialist's capabilities); administration process, for instance, the snappiness of administration, as well as administration an outcome (consumer loyalty) (Alam, 2020); (Shah et al., 2020); (Ratnayaka et al., 2020). In addition, individual (SQ) states the (SQ) of workers as particular from the quality that the client's perception (Das et al., 2019); (Mowrin et al., 2019).

Pace of growth and (SQ) competitiveness has made it necessary that businesses evaluate and assess the standard of service meets in all of these developed and developing countries (Alam, 2020); (Shah et al., 2020); (Ratnayaka et al., 2020). In addition, numerous mathematical frameworks were developed by different measurement researchers (SQ). The conceptual model (SQ) is intended to allow management to recognize quality problems that are linked to preparing for the execution of a quality assurance initiative, enhancing productivity, income and overall results (Alam, 2020); (Shah et al., 2020); (Ratnayaka et al., 2020). While the meanings differ, what consumers consider as essential aspect of qualitatively high quality writers are both conceived from the customer's viewpoint, arguing that a customer's perception of a service has not been checked (Ratnayaka et al., 2020). In addition to the functional, expressive performance of the (S Q) as (2) critical dimension of (SQ), the tangible aspects of the service delivery will be. Similarly (2020), Ellynia and Widjaja (5) (SQ) indicated security, measurable, efficiency, sensitivity, confirmation, and sympathy. In addition, reliability also signifies the ability of the service provider to perform the service with confidence (Sameena, 2020). In reality, consumers expect a

timely delivery of services that remains connected to (SQ) delivery in good time and error free (Alam, 2020); (Shah et al., 2020); (Ratnayaka et al., 2020). Similarly, (SQ) continues to be used to express various concepts. Alam, (2020); Shah et al., (2020); Ratnayaka et al., (2020) analyzed how an company handles its clients with (SQ). The SQ also requires how the needs of consumers related to the criteria of the wishes are fulfilled and the service offered correlates to the preferences of the consumer. Moreover, Johnston and Clark indicated that (SQ) is not only about the efficiency remaining (Alam 2020); (Shah et al. 2020); (Ratnayaka et al. 2020) but also about the general print of a business company, like satisfaction. Furthermore, (SQ) represents a degree of customer satisfaction which remains the product of an appraisal of the (SQ) provided by the company. Additionally, this appraisal is based on a contrast with past views regarding their experiences regarding service quality. Ratnayaka et al., (2020) said that (SQ) is an essential customer satisfaction precedent. The findings from a review of consumers with what they think service firms can deliver, as well as the expectations of services offered by businesses, have been recorded by SingH and PRASHER, (2019); Ratnayaka et al., +2020; Shah et al., +2020); Alam, +220 (2009); Mowrin et al . , (2019); Lies et al., (2019). The results of consumer comparison between their perceptions-related expectations are Alam, (2020); Mowrin et al . (2019); Das et al., (2019); Hadiuzzaman et al., (2019) (SQ). In addition to offer(3) suggestions and tracks, the following studies were conducted: "Singh and Prashr, (2019), Ratnayaka et al, (2020); Shah et al., (2020); Das et al., (2019)."

- (SQ) remains diverse based on some sorts which is not as easy for a client towards evaluating as goods quality;
- (SQ) perception remains the outcome of the comparison that a client makes amongst their expectations besides the performance of a (SQ) (Das et al., 2019);
- Quality assessment requires examination of the service transition process. The approach to dominance of service (small and large), even if it is also linked to a single transaction, was developed by Shah et al. (2020); Alam (2020), Mowrin et al. (2019); Die et al. (2019). Hadiuzzaman et al. (2019). In addition to the contrast between the perceptions of a client and their expectations, this clearly indicates that (SQ) remains a general judgment of a

(SQ) provider (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). Petridou and al . (2007) has reported that (SQ) is both a help to a business company and an advantage in organizational competitiveness in their effort to deliver a broad dimension in (SQ) focused on the importance of (SQ) to please the customer by way of an entity. Moreover, the expected external customer (SQ), while the internal customer describes the efficiency of the systems that make the (SQ), is regularly regarded as the (SQ) result (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020). Instead the involvement of the customer in determining the level (SQ) that is still a significant factor offered by the company. Therefore, the amount (SQ) remains the partnership between the planned facilities, in addition to that viewed from a consumer need perspective. In addition, co-operative activity, a sense of influence and mutual welfare, as well as individualized care (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019) has reported that (SQ) as the end of the hole among client s" desires just as their recognitions. Mowrin et al., (2019) has announced that client has a one of a kind other than reason for characterizing what (SQ) is required other than wanted what's more client desires can't be summed up, or for sure anticipated (Das et al., 2019). For the explanation that the level of division in the meanings of (SQ), a few specialists has characterized (SQ) as per its estimation setting regarding the degree of similarity among the standard of the administration conveyed to the client just as the client's desires (Shah et al., 2020); (Alam, 2020). Others characterize it as the capacity of the client's desires which stretches out past the item to incorporate each part of the relationship that develops among the association just as the client (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). In addition, (Singh and Prasher, 2019); (Ratnayaka et al., 2020) has documented that (SQ) as measuring the ideal service standards that satisfy the customer's expectations. In addition, Alam, (2020); Mowrin et al. (2019); Das et al . (

2019); Hadiuzzaman et al . (2019) have announced the product of (2)-dimensional definitions of (SQ) which consists of "method production." Similarly, the model proposed via Hadani and Kons, (2020) clarifies the job of (2) measurements (Shah et al., 2020); (Alam, 2020). Similarly, the specialized measurement alludes to the buyer, for example, an answer gave by means of an expert or a dinner by means of a café. In addition, the procedure measurements alludes to how the end a result of the procedure is moved to the purchaser; at the end of the day, how workers in an assistance association play out their errands which is related with jobs, how the administration is conveyed, just as what they state to their clients. Focutilizing on meanings of (SQ) in light of discernment, (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019) has examined that (SQ) can be characterized as the apparent degree of administration execution. Similarly, the model proposed via Hadani and Kons, (2020) explains the role of (2) dimensions (Shah et al., 2020); (Alam, 2020). Similarly, for example, a remedy given by a consultancy or a dinner through a restaurant applies to the technological aspect of the customer. In addition, the dimension of the process refers to the transfer of the outcome for the consumer; in other terms, how employees in a service organization perform their roles-related tasks, how the service is delivered and how they say to their customers. Focus on perception-based definitions of (SQ), (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019) has discussed that (SQ) termed as the perceived level of service performance.

- Likewise, Akdere et al. (2020) that (SQ) remains the expected standard of (SQ) that results from an estimation of the varying perceptions of the (SQ) output. It has also been argued that the level of (SQ) is high if perceptions are higher than expectations (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). Therefore, (SQ) can be measured via knowing as well as identifying the client's perceptions which remains associated with prospects. This strongly supports the opinion that (SQ)

depends on some aspects, such as experiences, desires and satisfaction. Therefore, the diversity of abstractions (SQ) can be measured by identifying the different. For example, if (Ratnayaka et al. 2020), which is the difference between expectations and views that can be derived from satisfaction levels, (Shah et al. 2020), then the measurements of diversity between the different (2) seem logical, on the other hand, not to lead to measuring their existence and nonexistence (SQ) as well (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). Similarly, the calculation is called distance analysis (Arora & Gill, 2020). The calculations are distinct. Regardless of what is above, (SQ) contains general definitions which give an idea of how to do the work. For example , many companies develop a quality service policy that is associated with its use as the basis of every task and guidelines on how the company is expected to treat its customers (Arora and Gill, 2020).

2.2.1. Service Quality Perceptions

Ratnayaka et al., (2020); Shah et al., (20 20); Alam, (2020); Mowrin et al., (2019); das et al., (2019); Hadiuzzaman et al . , (2019) Customer access connections to services (Bitner, Brown and Meuter, 2000), company assessments while communicating at a specified period with the service (Shah et al., 2020); In addition, the consumer assesses the true performance of the services (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019), the process via which an individual selects, interprets which is associated with organizing stimuli into a coherent which is associated with meaningful image of the world (Singh and Prasher, 2019); (Hadiuzzaman et al., 2019), which is associated with client s'' opinions about the service level (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). In fact , customer understanding of the real results of the company is market judgement. It is often correlated with how consumer assessment is linked to the calculation of the level of service provided. More significantly, their perception is determined by their evaluation, which is linked to judgments. For eg, if you are pleased when you review and analyze your service, you will be really comfortable with your expectations. Similarly, Stampa et al., (2020) reported that views are the assessment of an evaluation of the superiority of the service by the consumer. The

client perceptions will therefore be based in comparison with the perceived service on both the assessment and evaluation of quality and the actual performance. Furthermore, customers' perceptions of a service (SQ) should be placed aside too easily and a correspondence between them (SQ) should occur as perceived through customer judgment (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Hadiuzzaman et al., 2019).

There are two important cases when considering the formalization of client observations. Just off the bat, the instance of the proximity of customer information that relates to administration comprehension. Additionally, an encounter becomes indispensable when the client makes a decision about the administration (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). An occurrence is, in essence, an emotional cycle containing reactions that are linked to emotions experienced by the individual during administration (Chen and Chen, 2009). Furthermore, customer recognition is not consistent, which can also change because of the diverse variables of the association, such as culture, time and taste (Zeithaml, Bitner & Gremler, 2009). Again, the structure of customer discernments consists of four key factors. In like manner, these variables are administration experiences which are identified with client s'' verbal just as non-verbal conduct (Pantano, 2020) proof of administration which is identified with the credits that help clients to decide their recognitions on the real assistance execution, for example, representatives, process, just as physical proof (Wu et al., 2020); picture held in the memory of the client about the specialist organization, for example, different investigations of administration associations have discovered that (SQ) is the absolute most significant determinant of picture. The picture therefore also impacts the buying behaviour and is therefore capable of affecting the customer's perception of received quality (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al. , 2019), which corresponds to the price value that a customer has to pay in order to receives the service (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020). Palmer (2008) mentions that value choices influence clients' desires just as their impression of (SQ), just as the administration association's capacity to convey the nature of administrations. However, Palmer has shown the tremendous influence the value element has on consumer

acceptance, suggesting that if any other aspect is equal the prospective buyer should use the expense as an appraisal (SQ) explanation.

Ratnayaka et al., (2020); Shah et al., (2020) has reported that client observations will differ dependent on numerous variables, including rivalry, the effect of advancement, past encounters, corporate brand, item, just as changing client tastes with time. On the other hand, the subsequent case is identified with the nonappearance of client information in regards to specialized quality, which thusly influences the specialized attributes of the administration. For this situation, work quality drives the primary formalization of client perceptions (Singh and Prasher, 2019).

Client perceptions have been generally utilized in exploring the degree of nature of administration gave by means of administration associations. For instance, a few specialists which is related with researchers in experimental examinations have just utilized client observations as a reason for recognizing (SQ) level, instead of using various among client desires which is related with discernments (Singh and Prasher, 2019); (Ratnayaka et al., 2020); (Shah et al., 2020); (Alam, 2020); (Mowrin et al., 2019); (Das et al., 2019); (Hadiuzzaman et al., 2019). Tešić, (2020) has announced that using recognitions as the single premise makes the undertaking of estimating (SQ) simpler. Then again, different specialists have utilized the diversities among observations just as desires as a desires recognitions hole investigation) as the premise to recognize (SQ) level (Malik et al., 2020); (Kukanja et al., 2020). In outline, (SQ) recognitions alludes to shopper assessment which is related with judgment of the real execution of an assistance. Furthermore, it implies how clients see administrations, how they assess which is related with judge the administration, regardless of whether they have related knowledge or not, just as whether they are fulfilled or not. With respect to formalizing observations, it is likewise critical to make reference to that client discernments are impacted via means of essential components, for example, administration experiences, proof of administration, picture just as cost (Malik et al., 2020); (Kukanja et al., 2020).

2.2.2. Client Expectations

The conceptual structure of desires assumes a fundamental job in latest contentions found in (SQ) point of view (Fornell et al., 2020). Moreover, the idea of desires has been actualized in differing zones of business. For example, desires have been perceived as significant, particularly as far as fulfillment with a help which is

related with item execution (Dinçer et al., 2020). Of late, desires have been viewed as a specific component of the administration tasks the executives field (Damali et al., 2020). What's more, desires issues have plainly risen in connection towards (SQ) concerns (Fornell et al., 2020).

2.2.3. Expectations Conceptual Framework

Fornell et al., (2020) has documented that the expectations theoretical structure while talking about just as breaking down the nature just as the executives of administrations. By and large, to find by and large (SQ) which is related with consumer loyalty there is a need to look at client desires just as the status of their view of administration execution (Fornell et al., 2020). Besides, this assignment really helps specialists which are related with administrators to assess which is related with estimating (SQ) levels which is related with consumer loyalty. In addition, the previously mentioned creators likewise note the differing among three ideas: (SQ), administration experience fulfillment, just as all out fulfillment. In comparison, consumer loyalty "can be used for the purposes of transport as fulfillment. For eg, the customer's lack of management would represent the customer 's viewpoint on a certain connection between current reality (Damali et al . , 2020). Despite the fact that there is an accord that (SQ) which is related with consumer loyalty are generally affected via expectations.

According to Kolhe, (2020) customer expectations are "convictions concerning support transport that fulfill principles or references that are judged for execution." The customer's criteria was characterised by Meirovich et al., (2020) as "standards , principles, specifications." Typically , there are two distinct features of the desire idea found in hierarchical writing. The first one is defined by concentrating on consumer behavior. A desire is viewed as self-probability in which the conduct wills a result in explicit results. Moreover, there is a trade among this methodology just as the term of anticipation (Meirovich et al., 2020).

Over-all, expectations can be observed as the probability of people, in the quick or not so distant future, encountering a specific example of occasions. This wide idea has risen in a few settings as administration execution desires (Zheng et al., 2020), item evaluation (Gürlek and Uygur, 2020), work concerns which is related with worker

jobs (Luu, 2020). Inside assistance the board writing, there are clear diversities among meanings of desires. (Zheng et al., 2020); (Luu, 2020) has revealed that desires exist in two head conceptualizations. The main rule conceptualization is identified with consumer loyalty/disappointment, for example, Gürlek and Uygur, (2020) has announced that desires as expectations made through clients identified with what is probably going to occur during a looming trade or exchange. This definition suits prescient desires likelihood of the event of future issues. Also, the elective conceptualization considers desires to by and large be what clients preferably need.

Scientists have characterized client desires as what clients accept ought to occur (Arslan, 2020) what clients wish for (Feng et al., 2020) what clients anticipate from a phenomenal specialist co-op (Feng et al., 2020), which is related with what clients foresee item just as administration execution (Meirovich et al., 2020). These definitions found in (SQ) writing show that when all is said in done, desires are articulations of what clients accept a specialist co-op should offer desires, as opposed to would offer. It tends to be assumed that these two points of view are, much of the time, utilized commonly in contentions on (SQ), making it hard to decipher results, especially in assessment what's more estimation issues. Besides, the idea of client desires ought to envelop both what clients accept which is related with what clients need, in spite of the fact that this depends on the ability of the specialist organization. In addition, proceeding with this conceptualization (Meirovich et al., 2020).

According to this model, the client form expectations, pre-consumption perception's associated with goods which is associated with services before the consumption of the offerings (Barney et al., 2019) the client perceives which is associated with the client's goods. Furthermore, the disconfirmation is caused via the discrepancy amongst the expectations as well as actual performance that a client perceives through the consumption of goods which is associated with the required services. When the client's expectations are not met, the (SQ) is considered unacceptable as well as the client feels dissatisfied. On the other hand, there are situations in which it is impossible for the client to form expectations, evaluate the performance (Budianto, 2019).

2.2.4. Quality Main Objectives

There are (2) sorts of quality objectives, for instance, the objectives of (SQ) control which remains related towards standards at which the client want the

institution in the province (Pengra et al., 2020); (Morrison et al., 2019), where these criteria are often established in the organization as a whole, using lower requirements relevant to the defining characteristics, for instance, safety as well as satisfy currencies. In addition, the objectives of quality improvement are often confined towards reducing errors which is associated with developing new products which is associated with services that satisfy client s with greater efficiency (Pengra et al., 2020); (Morrison et al., 2019).

- The organization's external performance objectives include markets, the environment, as well as society.
- Performance goals for the service that meets client needs besides competition.
- Operations objectives as well as addresses the capacity, effectiveness, linked with scalability of operations.
- The internal performance objectives cover the institution's capacity which is associated with effectiveness, its response to changes which is associated with the work environment.
- Performance objectives for employees as well as address skills, capabilities, motivation as well as employee development.
- The quality of the product or service depends on whether it contains a number of features which are specified when complied with. The conformity is achieved with the requirements of the client , including the existing client

2.2.5. Dimensions of SERVQUAL

There are several services quality dimensions of SERVQUAL model (Evers et al., 2019); (Tešić, 2020); (Haming et al., 2019) according to which is presented as below.

- **Reliability:** Ability to perform the promised service, dependably as well as accurately (Yuan and Gao, 2019); (Gregory, 2019).
- **Responsiveness:** willingness to help client s which is associated with providing prompt service (Murray et al., 2019).

- **Assurance:** knowledge, courtesy of employees as well as their ability towards inspiring trust as well as confidence (Yuan and Gao, 2019); (Gregory, 2019).
- **Empathy:** caring, individualized, attention the firm provides its clients (Gregory, 2019).
- **Tangibility:** physical facilities, equipment, the appearance of personnel (Yuan and Gao, 2019); (Gregory, 2019).



Figure 2. Services quality dimensions of SERVQUAL model

2.2.6. Service Quality (SERVQUAL.)

Though great quality can be controlled into, just as awful quality out of, the creation procedure for merchandise, on account of administrations this is made considerably more troublesome through heterogeneity (Yuan and Gao, 2019); (Gregory, 2019). Subsequently, (SQ) should be deliberately overseen. With the end goal for it to be overseen, it should be estimated (Yuan and Gao, 2019); (Gregory, 2019). Intuitive, Web-based polls are a helpful which is related with reasonable method of gathering clients' impression of (SQ) just as some other part of

administration. Figuring just as (IT) administrations at the University of Michigan have an on-line study for its clients to finish. An on-line variant of (SERVQUAL), a generally utilized proportion of (SQ), can catch clients' desires which is related with view of (SQ) which is related with messages these information to a statistical surveying firm. The genuine result of Web-based polls is in diminishing the length of the criticism circle so that (SQ) issues are quickly identified just as adjusted before such a large number of clients are irritated (Yuan and Gao, 2019); (Gregory, 2019).

This degree has been broadly applied in various endeavors in numerous nations. In any case, various Inconsistencies inside the range. For instance, the first five QoS Dimensions suggested through (Zhong et al., 2020); (Wang et al., 2020) it has been scrutinized by means of man, for the explanation that of the irregularity among businesses. That is the reason analysts Began to include which is related with erase measurements in the first QoS measure (SERVQUAL) just as giving it names dependent on the business being referred to, for instance, at the carrier business is known as the proposed (AIRQUAL-QoS) (Zhong et al., 2020); (Wang et al., 2020). The scale developed which is associated with indicated via Barry et al. (2001)

2.2.7. AIRQUAL Model

In estimating aircraft (SQ), scientists have been faithful in creating quality measurements. Examination identified with exploring the components of aircraft (SQ) stays broad just as progressing (Yuan and Gao, 2019); (Gregory, 2019). Considering the accessible data on air explorers' inclinations, research instrumentation on (SQ) measures explicit to the aircraft business remained esteemed fundamental. The (AIRQUAL) scale created by means of (Yuan and Gao, 2019); (Gregory, 2019) has (5) unmistakable measurements, in particular, aircraft physical assets, terminal effects, staff, sympathy, just as picture. In North Cyprus, their analysis was carried out to decide whether AIRQUAL could effectively assess the aircraft customer's view (SQ). These (5) measurements in the AIRQUAL system inquire about various sections of the aircraft structure. For example, carrier physical property contains questions about aircraft inside, the type of food on the plane, the cleanliness of the aviation latrines, the cleanliness of the aircraft's seats, the solace of the aircraft's seat as well as the air-conditioning nature of the aircraft (Liu et al . 2019).

AIRQUAL contain questions increasingly identified with air terminals. In this measurement, respondents are gotten some information about the neatness of the air terminal latrines, accessibility of shop in the air terminal, parking spot accessibility in air terminal, size of the air terminal, cooling of the air terminal, committed zones for smokers, adequacy of signage in the air terminal, accessibility of streetcars in the air terminal, the proficiency of the security control structures in an air terminal, worker's outfits, which is related with solace of holding up lobby of the air terminal (Md Shaleh and Reza, 2020); (Brochado et al., 2019); (Munir et al., 2019); (Park and Almanza, 2020). The 3rd element of AIRQUAL, staff, stayed intended to assess representatives working in aircrafts. Questions remembered for this measurement are about representatives' demeanor, information, experience, which is related with level of training, individual consideration of workers to everybody, the loyalty of representatives, just as aircrafts' without blunder reservations which is related with tagging exchanges (Md Shaleh and Reza, 2020); (Brochado et al., 2019); (Munir et al., 2019); (Park and Almanza, 2020).

2.2.8. Client Satisfaction

Customer satisfaction remained a general measurement on the basis of the all-out bought goods (Dawi, 2016); (Otto et al., 2019); (Iglesias et al . , 2019); (El-Adly, 2019); (Thakur, 2019). (Thakur, 2019). In fact , the development of market satisfaction means that it discovers the customer's interest to see if the goods are sold by management across the company (Otto et al., 2019); (Iglesias et al., 2019); (El-Adly, 2019); (Thakur, 2019). What's more, significant data on how towards making clients fulfilled with outcome (Scheffler, 2018).

Consumer loyalty is a key idea in promoting writing (Scheffler, 2018). Therefore, a few meanings of consumer loyalty followed through the introduction of the anticipation disconfirmation hypothesis (Otto et al., 2019); (Iglesias et al., 2019); (El-Adly, 2019); (Thakur, 2019), various conceptualizations which is related with segments of consumer loyalty, just as its job in the business setting (Dawi, 2016). Also, it is gotten from items or administrations that are fulfilling the client can give what the client thinks to be sufficient (Scheffler, 2018). Consumer loyalty, like customer maintenance and repurchasing, is a crucial part of a business technique. In

order to improve customer satisfaction companies, the most relevant findings will be made accessible in relation to approaches following execution (Iglesias et al., 2019); (El-Adly, 2019); (Thakur, 2019). In fact, consumers can purchase a vehicle by analyzing it, for example, whether the motor starts, what the configuration is and how many miles, and separates or not it moves. Therefore, in the aftermath of the transaction they are not disturbed. If the business would not use the promotional strategy it may anticipate the consumers to get feedback if something goes wrong because the car is just like they see in photographs or at the show that is affiliated with the product later on. Moreover, customer satisfaction is a barometer, predicting future behavior of customers (Otto et al . 2019); (Iglesias et al., 2019); (El-Adly, 2019); (Thakur, 2019).

The product that is associated with its features, features, reliability, sales and customer support are however the most important issues that are required in order to exceed customer satisfaction. In fact, happy consumers usually come back and purchase more. In addition to purchasing additional products they also operate as a network to share experiences with other potential customers (Hague and Hay, 2016); The value of maintaining a customer is just one tenth of a new one. So, when a consumer enters an company, a healthy friendship with the consumer will proceed. Providing products and services in the 20th century is a secure place not just to satisfy the consumers ' needs. This has greatly benefitted the customer in the consumption of quality products (Scheffler, 2018).

Otto et al. (2019); Iglesias et al . (2019); El-Adly (2019); Thakur (2019) also disclosed that Clients are also searching for opportunities for all-out assistance, which include the coordination within the Group within the Group to be accountable for a variety of donation components such as the element center, element documents etc. In addition, only exercises that produce an incentive should be completed from the standpoint of profitability and profitability. Subsequently, businesses tend to learn their consumers even better than they normally do. However, it would be easy for the business to create comfort with the client, and feedback from the consumer is anything but challenging.

Consumer loyalty is dynamic, just as companies generally help improve customer satisfaction so that customers are really not able to increase customer loyalty,

but can then be unfortunate (Iglesias et al . , 2019); (El-Adly, 2019); (Thakur, 2019). While market satisfaction needs to be enhanced, customer preferences should be remembered. (SQ), commodity consistency linked to monetary rewards has an obvious beneficial influence on commitment to customers. The performance of the worker before the loyalty of the consumer is equally important. If members have a good result, they will take on a big job at that stage to improve their degree of customer satisfaction. Achieving this target is heading towards the aim that should be achieved by a certain amount of factors over a certain period (Otto et al., 2019); (Iglesias et al . , 2019); (El-Adly, 2019). In general, when item use or administration experience occurs after a certain period of time, the fulfillment of items can depend exceptionally on where in the use or experience cycle one is focused (Scheffler, 2018).

Specific product or service features that are associated with quality perceptions influences customer satisfaction. The emotional responses of the customer, their attributes to their perception of shareholdings (Scheffler, 2018) also affect their satisfaction. In addition , increased customer satisfaction can offer corporate benefits, such as customer loyalty, extend the customer's life cycle, extend the life of a good, and increase customer communication. Furthermore, the user will also make sales that are connected to suggest goods or services to prospective consumers while pleased with the company's product or service. Furthermore, if the company does not follow or ignore consumer expectations (Tao, 2014); (Scheffler, 2018), the business enterprise can not expand.

2.2.9. The Relationship Between Client Satisfaction and Loyalty

Widjaja et al., (2019) has detailed that there are two basic limits affecting on the association among consumer loyalty which is related with client reliability. Besides, when fulfillment accomplishes a specific level, devotion drastically increments, at a similar second fulfillment diminished to a particular point, unwaveringness dropped similarly significantly (Widjaja et al., 2019). The consumer is connected to company success. Moreover, loyalty of consumers related to loyalty should be coordinated into a company's defined goal. In the same manner, market satisfaction is a core component for a organization that wants to improve customer service and accomplish the best profits. In addition, the job of fulfilling fidelity shows

basically that the former was a key determinant of the latter (El-Adly, 2019); (Thakur, 2019); (Iglesias et al., 2019); (Otto et al., 2019).

Fulfillment is identified with a disposition, while reliability is depicted as a conduct. Besides, El-Adly, (2019); Widjaja et al., (2019); As an evaluation of consistency between previous desires, Thakur (2019) offers a perspective on consumer loyalty as an obvious aid. This gives an important explanation for the positive evaluation of the item and administration the client receives, just as an important column for strengthening his dedication. the relationship with the management or items of an association is important. Furthermore, fulfilled customers are increasingly sensitive to repurchase, reduce cost-effectiveness and commitments to positive informal proposals that are linked to the fact that they prove themselves permanent customers (Otto et al. 2019).

2.2.10. The Relationship between (SQ) and Client Satisfaction

Scheffler, (2018) has announced that (SQ) as well as client satisfaction are closely connected, however, they are not synonymous. Both of them involve a comparison of the expectations which is associated with the actual performance of the (SQ) delivery. Furthermore, this might lead to confusion about the separation of the concepts. On the other hand, several diverse amongst the concepts of (SQ) which is related with consumer loyalty. Initially, seeing quality doesn't really require the experience of utilization. Similarly, to shape a supposition on the nature of an item or (SQ), it is sufficient to identify with other clients' encounters or their portrayals of the item or administration (El-Adly, 2019); (Widjaja et al., 2019); (Thakur, 2019); (Iglesias et al., 2019); (Otto et al., 2019). For the development of a condition of fulfillment, then again, it is required to have encountered the item or (SQ) (Scheffler, 2018). Also, a second different among (SQ) just as consumer loyalty are the measurements or characteristics that underlie the assessment. While quality is a result of the assessment of rather explicit measurements, fulfillment can be decided with any measurement (Thakur, 2019); (Iglesias et al., 2019); (Otto et al., 2019). Moreover, (SQ) just as consumer loyalty vary by means of whether they are assessed through perception or influence. Quality, from one viewpoint, is chiefly characteristic based just as in result, a fairly intellectual judgment. Fulfillment incorporates both intellectual which is related with full of feeling components. Another huge difference

of the two ideas is that (SQ) is a worldwide judgment, though fulfillment is an exchange explicit assessment (Scheffler, 2018). (SQ) identifies with the overall prevalence of the (SQ) that is passed judgment on dependent on impressions of past encounters as synopsis judgment (El-Adly, 2019); (Widjaja et al., 2019); (Thakur, 2019); (Iglesias et al., 2019); (Otto et al., 2019). Interestingly, consumer loyalty is assessed after a (SQ) conveyance process just as is just founded on that understanding. Close to the diverseiation of the two ideas, the causal heading of the relationship among (SQ) just as consumer loyalty is a point that is bantered about. (SQ) is viewed as a predecessor of consumer loyalty. The better the (SQ), the higher is the consumer loyalty (Widjaja et al., 2019). In any case, there are likewise analysts that guarantee that consumer loyalty prompts (SQ) or that the two ideas are free of one another. In this examination, the primary kind of relationship will be tried, subsequently if (SQ), estimated through the AIRQUAL scale, will impact the degree of consumer loyalty (Scheffler, 2018).

2.2.11. Related Work

Scheffler, (2018) has declared that with the rising competition in the markets, a goal that many firms follow is satisfying their client s which is associated with ensuring high levels of (SQ). Furthermore, especially in the highly competitive airline industry, which has gotten significantly progressively serious because of the development of minimal effort transporters (LCCs), (SQ) just as consumer loyalty gain significance so as to hold clients which is related with increasing a profitable situation in the market. Besides, a difficult that goes up against scientists which is related with advertisers is the estimation of (SQ). As of late, the (AIRQUAL) scale has been created to beat this impediment. In like manner, the unwavering quality of the (AIRQUAL) scale, to analyze the impact that the (SQ) measurements have on consumer loyalty which is related with towards distinguishing the measurement that has the biggest effect on the fulfillment. Progressively, the diversifies in the (SQ) observations among differing carrier sorts are researched. Thus, discoveries from past examination in regards to the ideas of consumer loyalty just as (SQ) are surveyed, just as diversifies among particular aircraft sorts. Similarly, these structure the reason for the improvement of the speculations that were tried in the investigation. An online poll stayed conveyed which included inquiries regarding the (SQ) observations as indicated

by the (AIRQUAL) scale, the degree of fulfillment, the overall travel conduct, which is related with the segment foundation of the respondents. Factual strategies, for example, spellbinding examination dependent on some measurable investigation, for example, Cronbach's Alpha, connection investigation, stepwise relapse examination, just as the Mann-Whitney U test were applied. Moreover, the results show that solitary a portion of the (AIRQUAL) measurements are dependable, the things from different measurements were examined all alone. It stayed discovered that (SQ) impacts the degree of consumer loyalty in the carrier business just as that the work force establishes the most significant measurement. Moreover, the (SQ) view of practically all the (AIRQUAL) measurements or things contrast among minimal effort other than full-administration airlines.

Wang et al., (2011) has reported that the (SQ) not only impacts the altruism just as shopper fulfillment of aircraft firms yet in addition decides the key components of their working costs which is related with gainfulness. Moreover, not exclusively can aircraft firms with great (SQ) hold their unique clients, then again, verbal correspondence can expand their client sources which related with improving interior working accomplishments, thusly, fortifying their upper hand in the business sectors. In addition, the relations among the different variables of (SQ). In like manner, the assembling which is related with scholastics have utilized different assessing devices to assess the (SQ) of carrier firms in decades for the explanation that the different various stressed in the results of Multiple Criteria Decision Making, the results have been dissatisfactory to numerous individuals. Essentially, it is dire just as imperative to explain the procedure through which shoppers assess aircraft firms. Moreover, the purposive examining strategy stayed utilized towards gathering successful poll INFO gave by means of (145) clients from China Airlines just as (EVA) Airways. What's more, the dynamic preliminary just as assessment research facility stayed utilized towards testing the reason impact relations just as level of the connection among the different assessment models. Moreover, administrative ramifications gave as references to airline firms.

DAWI, (2016) has documented that (SQ) which is associated with client satisfaction are believed to affect client behavior. Furthermore, the dynamic relationship amongst (SQ) which is associated with client satisfaction, as well as their impact on client behavior. Although this research area has been examined quite

extensively, the nearness just as significance of exchanging obstructions in anticipating client conduct are ineffectively comprehended in the compensation media business. What's more, this exploration additionally points towards decide (SQ) measurements for the flow research setting. Social trade which is related with hypothesis of arranged conduct, a structure portraying the interrelationships among (SQ), consumer loyalty, exchanging obstructions just as conduct aim is proposed. The exploration structure predicts the principle impacts of the fundamental factors which is related with directing impacts of exchanging hindrances. The information were dissected using basic condition demonstrating. Seven components of (SQ) were recognized: physical assets, unwavering quality, content quality, client care, comfort, value, connected to intuitiveness (DAWI, 2016). The discoveries bolstered the immediate connections among (SQ), consumer loyalty, which is related with what's more social goal. Above all, there are two novel just as significant discoveries in this examination that add to the assortment of two segments of exchanging boundaries which is changing expenses notwithstanding Seven components of (SQ), for example, physical assets, dependability, content quality, client care, accommodation, cost, just as intuitiveness. The discoveries upheld the immediate connections among (SQ), consumer loyalty, which is related with conduct expectation. Two parts of exchanging hindrances which are exchanging costs just as the engaging quality of options don't direct the connections among consumer loyalty which is related with conduct expectation; which is related with second, the recently presented exchanging obstructions' segment, which is the social ties moderate the relationship among consumer loyalty just as repurchase aim, which is related with positive suggestion. What's more, a significant ramifications of this examination is that social ties go about as a significant factor that will stick client to remain with an association (DAWI, 2016).

Świtała et al.,(2019) has conducted an examination on quality which is related with fulfillment Service execution just as client. What's more, the results show that two fundamental attributes influence consumer loyalty levels, in particular coordinations costs just as shorter conveyance time's improved operational adaptability. In like manner, Khosravi and Anvari, (2013) has revealed that great conduct with patients, qualified administrations, responsibility of work force just as fulfillment. Besides, the effect of the nature of administration on purchaser fulfillment. Besides, the constructive relationship among great conduct with patients, qualified administrations,

responsibility of work force which is related with fulfillment of clients. Furthermore, the fulfillment level of patients in the private area is higher than that in the open segment. In the complexity, Aladdin, (2017) Quality of administrations which is related with their effect on accomplishing consumer loyalty. Also, the Sudanese Islamic Bank just as the Savings which is related with Social Development Bank.

3. CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

In addition to study, the essence and the choice of the correct theory of tests are also very significant considerations for shaping test design (Saunders et al. 2009). First of all, the segment starts with the completion of the review report, which applies to hypothesis destinations. Additionally, research hypothetical point of view, methodologies just as strategies encompassing this examination remain investigated. Similarly, this incorporates a conversation of the nature just as significance of examination strategies follows, correspondingly the picked quantitative exploration study approaches accessible for (INFO) assortment. Besides, the methodology utilized to direct the client s" review remains introduced. Inlike manner, the exploration instrument picked to quantify apparent worried about Expected (SQ) in Libyan Air lines. In addition, as well as the critique from this report , the following segment explains the technique used for pilot training. Similarly, test strategies are discussed. Furthermore, incorporates the strategies for test size which remains related with segment qualities choice which is related with the techniques for (INFO) analysis.

3.2. Study Sample

The study sample size is (400) Passenger from passengers on Libyan Airlines. A convenience sample consisting of (400) remained approved Traveler, questionnaires were distributed to them, which is associated with the number of retrieved questionnaires reached (400) questionnaires via a percentage (100%), which is associated with a overall of (6) surveys were omitted because of their inefficiency in the statistical analysis procedures as well as a consequence the number of valid questionnaires becomes (394) one, or 98.5%, which is an acceptable percentage.

3.3. Questionnaire Development

The first segment includes general details on demographic survey features of individuals. In addition, there were questions concerning the different dimensions of AIRQUAL in the main section of the questionnaire. A total of 44 questions have been taken from previous research on Predicted Perceived (SQ). Parasuraman et al . (1989)

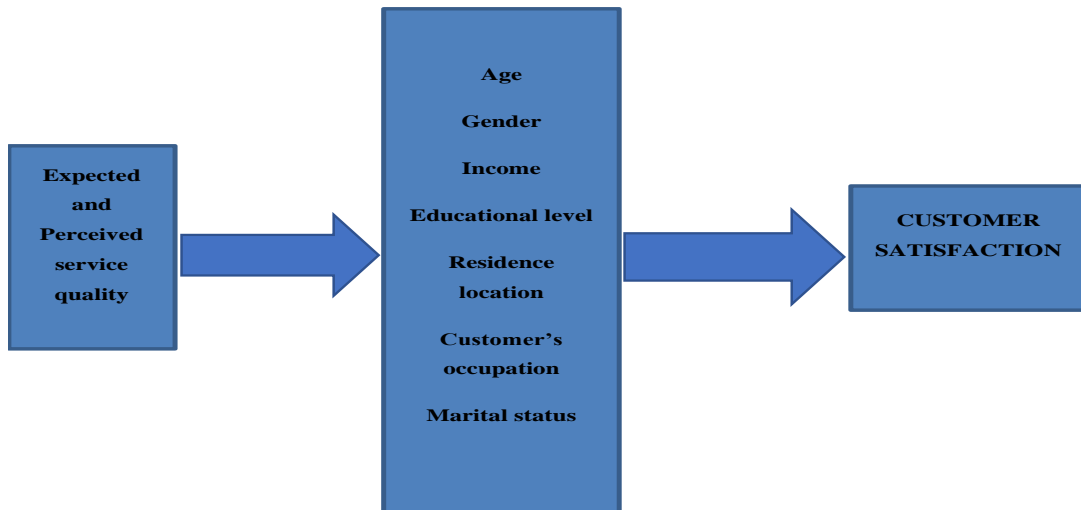
and Bari et al. (2001) are especially important studies in this field of study. The scale of 44 objects consisted of five distinctive attributes, namely, tangibility, durability, trust, and empathy. These items had 22 perceived quality products, respectively associated with (22) expected quality. Finally, the questionnaire was structured to gather customer satisfaction results, which included 19 customer satisfaction queries.

3.4. Descriptive Statistics of Demographic Variables

Table 1. Descriptive statistics of demographic variables

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Males	299	75.9	75.9	75.9
	Females	95	24.1	24.1	100.0
	Total	394	100.0	100.0	
Age	from 18 to 29	47	11.9	11.9	11.9
	from 30 to 39	140	35.5	35.5	47.5
	from 40 to 49	134	34.0	34.0	81.5
	from 50 to 59	57	14.5	14.5	95.9
	from 60 as well as above	16	4.1	4.1	100.0
	Total	394	100.0	100.0	
Marital status	Single	84	21.3	21.5	21.5
	Married	307	77.9	78.5	100.0
	Total	391	99.2	100.0	

Table 1. Shows descriptive statistics of demographic variables. Study sample is made up of 75.9% males which is associated with 24.1 percent females. About 81% of sample members are below the age of 49 as well as about 78.5% are married. Half the sample members are in the income group of 500 to 1000 LD which is associated with nearly 63% live inside Libya. About 59% of sample members are government employees which is associated with about 67% had higher education qualifications.



Source : By Researcher

Figure 3. Validity as well as Reliability of Scales

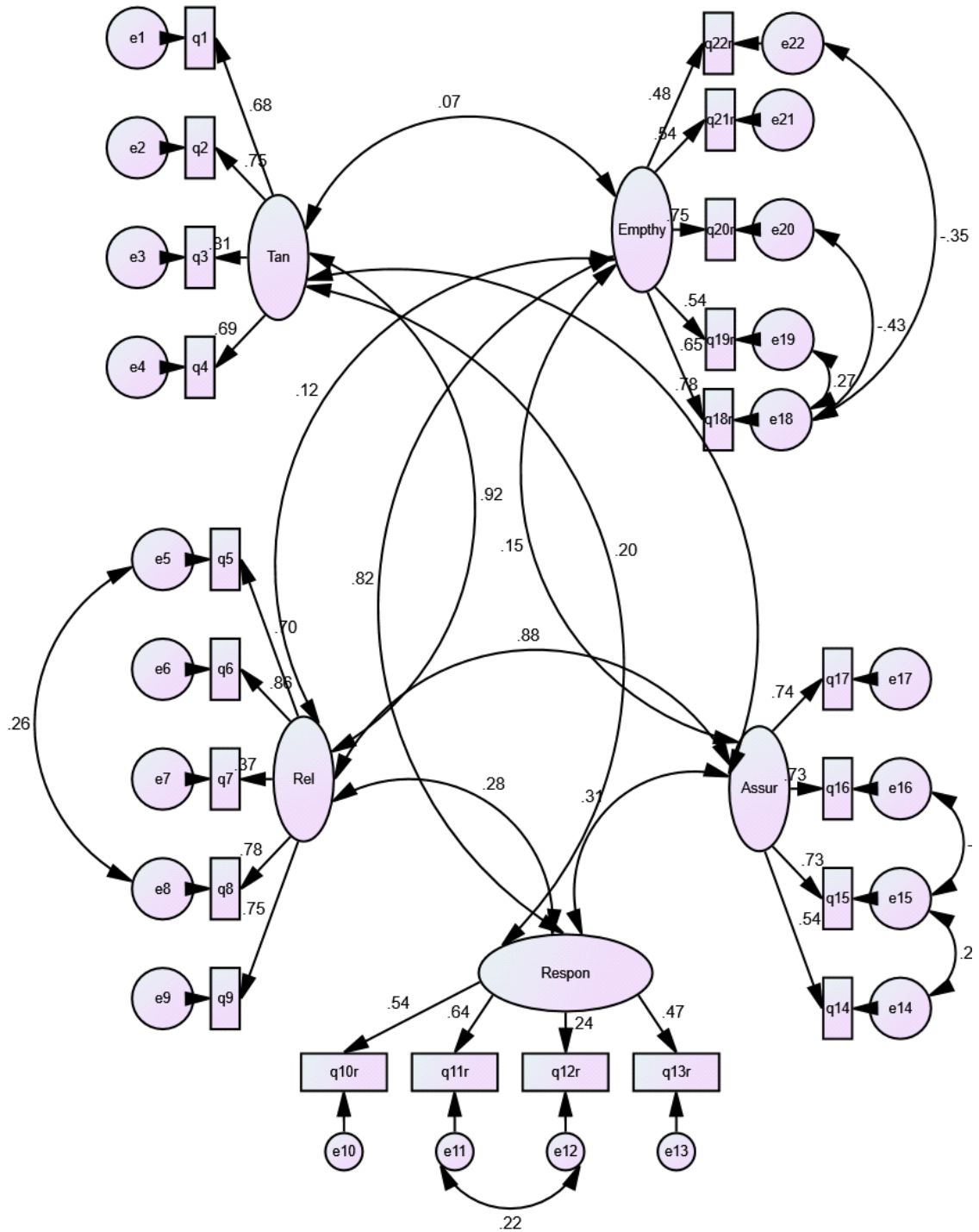


Figure 4. First-order confirmatory factor model of expected quality scale

3.5. Model Fit

To validate the factor analysis of the five subscales structural equation modeling is utilized. This is a confirmatory factor analysis that utilizes AMOS

Software, (V.24). It is, also, known as testing the measurement model where expected quality sub-scales are tested utilizing the first-order confirmatory factor model to assess construct validity utilizing the maximum likelihood method (figure...). Table () shows the final confirmatory factor analysis indicators for expected quality scale. Significant correlations amongst expected quality subscales ranged between 0.12 which is associated with 0.92.

Table 2. Confirmatory factor analysis indicators for expected quality scale.

Name of the Scale	Comparative Fit Index (CFI)	Root Mean Squared Error of Approximation (RMSEA)	an outcome
Expected Quality	.900	.068	Satisfactory model fit

The outcomes show that the comparative fit index (CFI) score is .900 as well as Root Mean Squared Error of Approximation (RMSEA) is .068. According to Byrne, 2010, these outcomes indicate satisfactory model fit.

3.6. The Main Hypothesis

- H1: There is a significant effect of expected (SQ) dimensions on client 's satisfaction.
- H2: There is a significant effect of perceived (SQ) dimensions on client 's
- Sub Hypothesis:
- H3.1 Perceived tangibility has significant and direct effect on perceived reliability
- H3.2 Perceived tangibility has significant and direct effect on perceived responsiveness
- H3.3 Perceived tangibility has significant and direct effect on perceived assurance
- H3.4 Perceived reliability has significant and direct effect on perceived empathy
- H3.5 Perceived reliability has significant and direct effect on perceived assurance

- H3.6 Perceived responsiveness has significant and direct effect on perceived empathy
- H3.7 Perceived tangibility has significant and direct effect on perceived assurance
- H3.8 Perceived empathy has significant and direct effect on client satisfaction
- H3.9 Perceived assurance has significant and direct effect on client
- H4: There is a statistically significant difference in the expected and perceived (SQ) of Libyan airline among client's demographic variables. satisfaction
- H4.1.1 There is a statistically significant difference in the expected (SQ) of Libyan airline among client's gender
- H4.1.2 There is a statistically significant difference in the perceived (SQ) of Libyan airline among client's gender
- H4.1.3 There is a statistically significant difference in client satisfaction with Libyan airline among client's gender
- H4.2.1 There is a statistically significant difference in the expected (SQ) of Libyan airline among client's Marital Status
- H4.2.2 There is a statistically significant difference in the perceived (SQ) of Libyan airline among client's Marital Status
- H4.2.3 There is a statistically significant difference in client satisfaction with Libyan airline among client's Marital Status
- H4.3.1 There is a statistically significant difference in the expected (SQ) of Libyan airline among client's Residence Location
- H4.3.2 There is a statistically significant difference in the perceived (SQ) of Libyan airline among client's Residence Location
- H4.3.3 There is a statistically significant difference in client satisfaction with Libyan airline among client's Residence Location

- H4.4.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Age
- H4.4.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Age
- H4.4.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Age
- H4.5.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Monthly Income
- H4.5.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Monthly Income
- H4.5.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Monthly Income
- H4.6.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Occupation Sector
- H4.6.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Occupation Sector
- H4.6.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Occupation Sector
- H4.7.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Education Level
- H4.7.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Education Level
- H4.7.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Education Level

Table 3. The impact of (SQ) on client satisfaction: analytical study on a sample of passengers of (Libyan Airlines)

THE IMPACT OF (SQ) ON CLIENT SATISFACTION: ANALYTICAL STUDY ON A SAMPLE OF PASSENGERS OF (LIBYAN AIRLINES)		
objectives	Research questions	Developing the study hypotheses The following hypotheses are devised for the present study:
		The main Hypothesis:
<ul style="list-style-type: none"> • To confirm that the Airline (SQ) (AIRQUAL) directly affects client satisfaction. <ul style="list-style-type: none"> • To comprehend the relationship between quality of services and the satisfaction of passengers. • To address the impacts of the quality of services on client satisfaction. <ul style="list-style-type: none"> • To bring about new research regarding the quality of services and the satisfaction of passengers on (Libyan Airlines). • To shed light on the existing problems of the airline industry <ul style="list-style-type: none"> • To contribute to increasing scientific knowledge. • To help researchers in this field in the future in Libya. 	<ol style="list-style-type: none"> 1. What is the effect of the expectations which is associated with perceptions of services quality on client s' satisfaction for the Libyan Airlines in Libya? 2. Which quality of service dimension has the highest effect on client s' satisfaction for the Libyan Airlines in Libya? 3. What are the regression paths of perceived quality dimensions effect on client s' satisfaction? 4. Do expected (SQ), perceived (SQ) which is associated with client satisfaction vary according to client s' demographic characteristics? 	<p>H1: There is a significant effect of expected (SQ) dimensions on client 's satisfaction.</p> <p>H2: There is a significant effect of perceived (SQ) dimensions on client 's</p> <p>Sub Hypothesis:</p> <p>H3.1. Perceived tangibility has significant as well as direct effect on perceived reliability</p> <p>H3.2. Perceived tangibility has significant as well as direct effect on perceived responsiveness</p> <p>H3.3. Perceived tangibility has significant as well as direct effect on perceived assurance</p> <p>H3.4. Perceived reliability has significant as well as direct effect on perceived empathy</p> <p>H3.5. Perceived reliability has significant as well as direct effect on perceived assurance</p> <p>H3.6. Perceived responsiveness has significant as well as direct effect on perceived empathy</p> <p>H3.7. Perceived tangibility has significant as well as direct effect on perceived assurance</p> <p>H3.8. Perceived empathy has significant as well as direct effect on client satisfaction</p> <p>H3.9. Perceived assurance has significant as well as direct effect on client</p> <p>H4: There is a statistically significant diverse in the expected which is associated with perceived (SQ) of Libyan airline among client 's demographic variables. satisfactionsatisfaction</p> <p>H4.1.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's gender</p> <p>H4.1.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's gender</p> <p>H4.1.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's gender</p> <p>H4.2.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Marital Status</p> <p>H4.2.2 There is a statistically significant</p>

		<p>diverse in the perceived (SQ) of Libyan airline among client 's Marital Status</p> <p>H4.2.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Marital Status</p> <p>H4.3.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Residence Location</p> <p>H4.3.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Residence Location</p> <p>H4.3.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Residence Location</p> <p>H4.4.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Age</p> <p>H4.4.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Age</p> <p>H4.4.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Age</p> <p>H4.5.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Monthly Income</p> <p>H4.5.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Monthly Income</p> <p>H4.5.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Monthly Income</p> <p>H4.6.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Occupation Sector</p> <p>H4.6.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Occupation Sector</p> <p>H4.6.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Occupation Sector</p> <p>H4.7.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Education Level</p> <p>H4.7.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Education Level</p> <p>H4.7.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Education Level</p>
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3.7. Hypotheses

The following hypotheses are devised for the present study:

The main Hypothesis:

- There is a statistically significant diverse in the expected which is associated with perceived (SQ) of Libyan airline among client 's demographic variables.
- H1. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among client 's age.
- H2. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among client 's gender.
- H3. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among client 's income groups.
- H4. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among client 's educational level group.
- H5. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among client 's residence location.
- H6. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among client 's occupation.
- H7. There is a statistically significant diverse in the expected and perceived (SQ) of Libyan airlines among marital status group.

3.8. Validity and Reliability of Scales

3.8.1. Validity of Expected Quality Scale

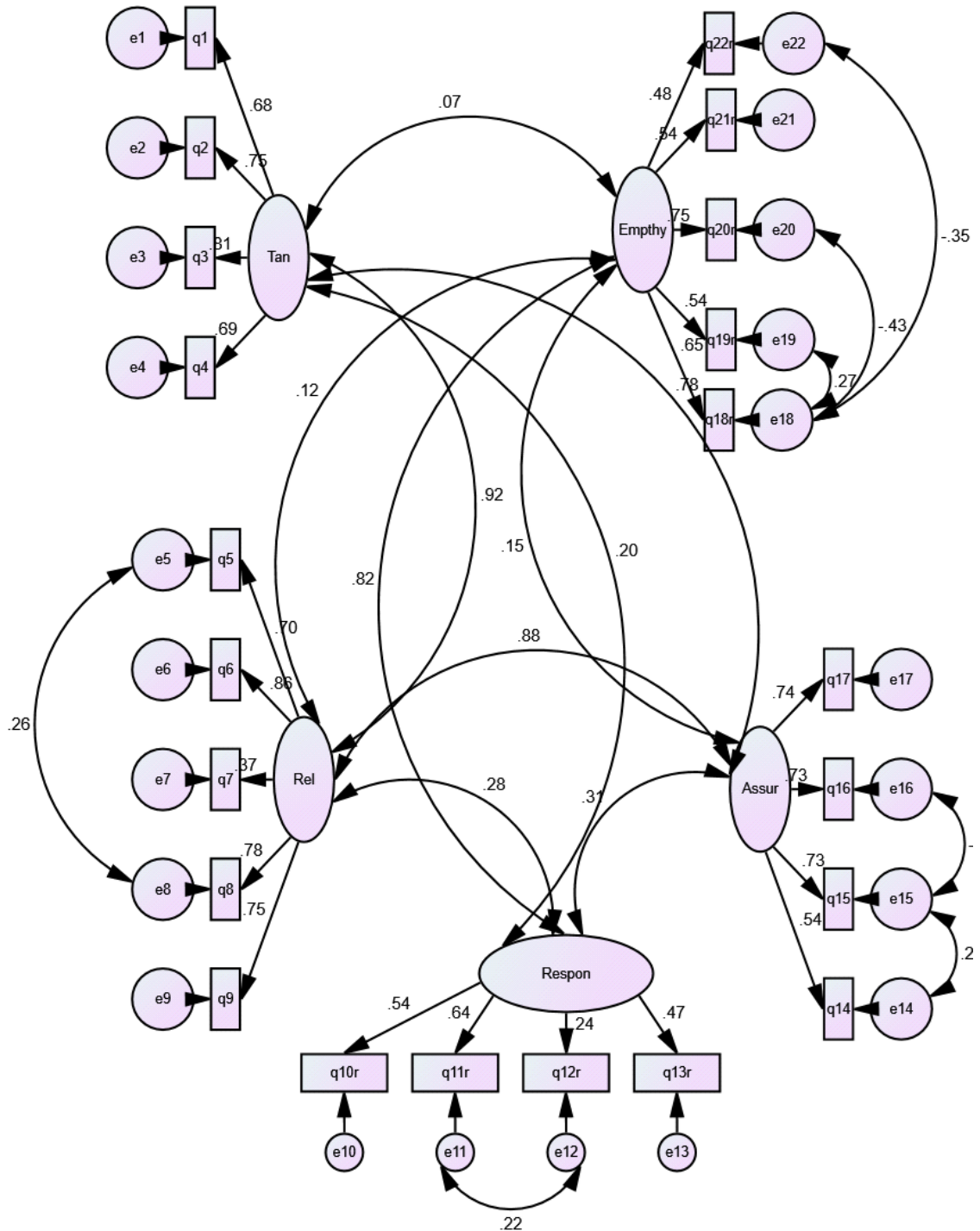


Figure 5. First-order confirmatory factor model of expected quality scale

2.8.2. Model fit

To validate the factor analysis of the five subscales structural equation modeling is utilized. This is a confirmatory factor analysis that utilizes AMOS Software, (V.24). It is, also, known as testing the measurement model where expected quality sub-scales are tested utilizing the first-order confirmatory factor model to assess construct validity utilizing the maximum likelihood method (figure...). Table () shows the final confirmatory factor analysis indicators for expected quality scale. Significant correlations between expected quality subscales ranged between 0.12 which is associated with 0.92.

Table 4. Confirmatory factor analysis indicators for expected quality scale.

Name of the Scale	Comparative Fit Index (CFI)	Root Mean Squared Error of Approximation (RMSEA)	an outcome
Expected Quality	.900	.068	Satisfactory model fit

Results show that the comparative fit index (CFI) score is .900 which is associated with Root Mean Squared Error of Approximation (RMSEA) is .068. According to Byrne, 2010, these results indicate satisfactory model fit.

Table 5. Standardized Regression Weights of expected quality items

			Estimate
Q22R_1	<---	Empathy	.484
Q21R_1	<---	Empathy	.539
Q20R_1	<---	Empathy	.752
Q19R_1	<---	Empathy	.538
Q18R_1	<---	Empathy	.651
Q4_1	<---	Tangibility	.693
Q3_1	<---	Tangibility	.807
Q2_1	<---	Tangibility	.751
Q1_1	<---	Tangibility	.676
Q9_1	<---	Reliability	.747
Q8_1	<---	Reliability	.779
Q7_1	<---	Reliability	.372
Q6_1	<---	Reliability	.859
Q5_1	<---	Reliability	.697
Q17_1	<---	Assurance	.738
Q16_1	<---	Assurance	.732
Q15_1	<---	Assurance	.733
Q14_1	<---	Assurance	.543
Q13R_1	<---	Responsiveness	.465
Q12R_1	<---	Responsiveness	.240
Q11R_1	<---	Responsiveness	.644
Q10R_1	<---	Responsiveness	.542

Table 5. Shows Standardized Regression Weights of expected quality items. Items Q7_1 which is associated with Q12R_1 have regression weights less than .4, therefore they are excluded from further calculations of total scores of subscales.

3.9. Validity of Perceived Quality Scale

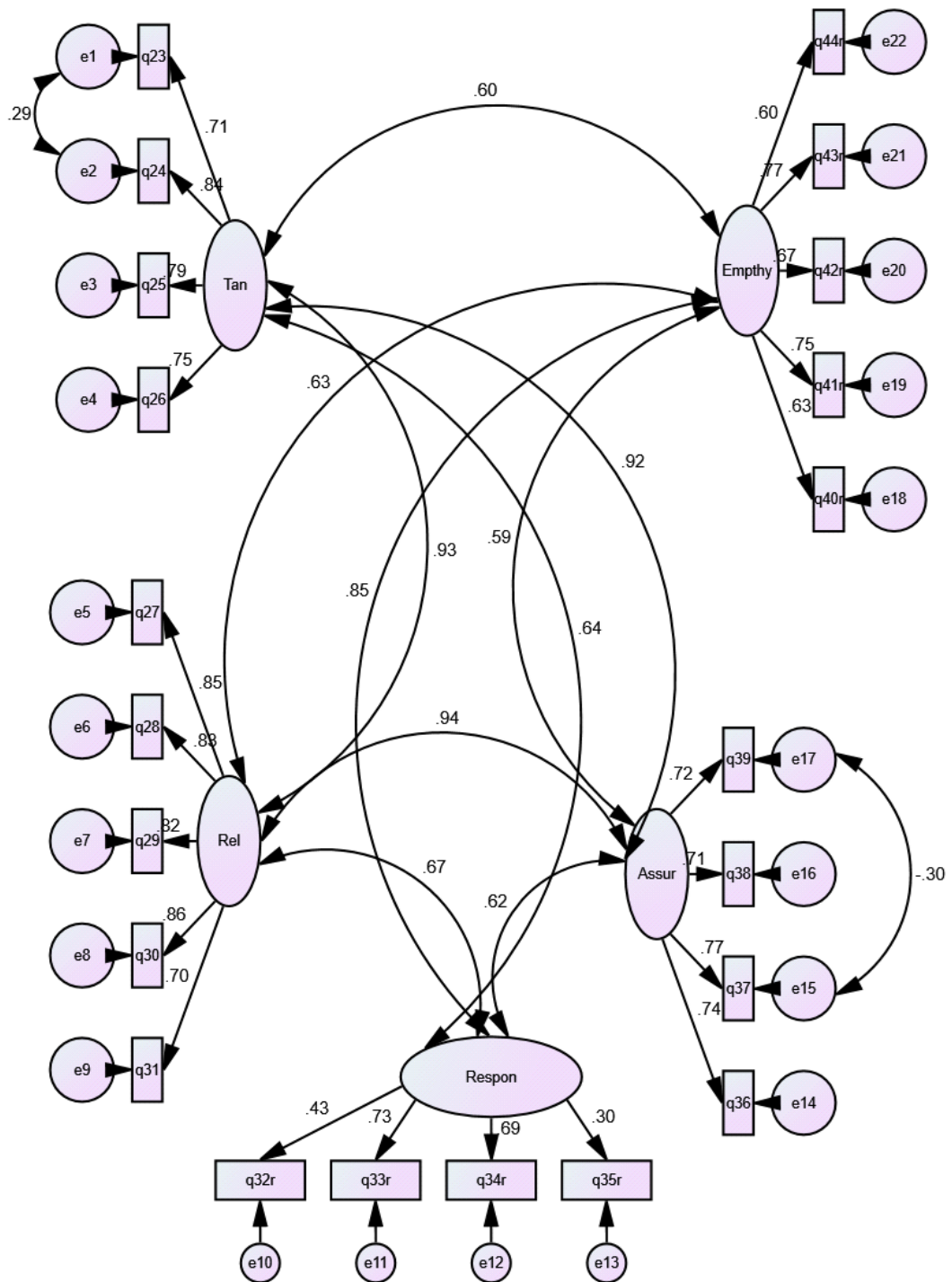


Figure 6. First-order confirmatory factor model of perceived quality scale

3.9.1. Model fit

Table 6. Confirmatory factor analysis indicators for perceived quality scale.

Name of the Scale	Comparative Fit Index (CFI)	Root Mean Squared Error of Approximation (RMSEA)	Result
Perceived Quality	.911	.076	Satisfactory model fit

Table 6. shows the final confirmatory factor analysis indicators for perceived quality subscales. Significant correlations between perceived quality subscales ranged between 0.59 as well as (0.94). Moreover, results show that the comparative fit index (CFI) score is .911 which is associated with Root Mean Squared Error of Approximation (RMSEA) is .076. According to Byrne, (2010), these results indicate satisfactory model fit.

Table 7. Standardized Regression Weights of perceived quality items

			Estimate
Q44R_1	<---	Empathy	.603
Q43R_1	<---	Empathy	.773
Q42R_1	<---	Empathy	.675
Q41R_1	<---	Empathy	.749
Q40R_1	<---	Empathy	.629
Q26_1	<---	Tangibility	.754
Q25_1	<---	Tangibility	.791
Q24_1	<---	Tangibility	.843
Q23_1	<---	Tangibility	.713
Q31_1	<---	Reliability	.701
Q30_1	<---	Reliability	.862
Q29_1	<---	Reliability	.816
Q28_1	<---	Reliability	.833
Q27_1	<---	Reliability	.852
Q39_1	<---	Assurance	.724
Q38_1	<---	Assurance	.710
Q37_1	<---	Assurance	.768
Q36_1	<---	Assurance	.744
Q35R_1	<---	Responsiveness	.295
Q34R_1	<---	Responsiveness	.691
Q33R_1	<---	Responsiveness	.729
Q32R_1	<---	Responsiveness	.425

Table 7. Shows Standardized Regression Weights of perceived quality items. Item Q35R_1 has a regression weight less than .4, (.295), therefore it is excluded from further calculations of total scores of subscales.

3.10. Validity of Client Satisfaction Scale

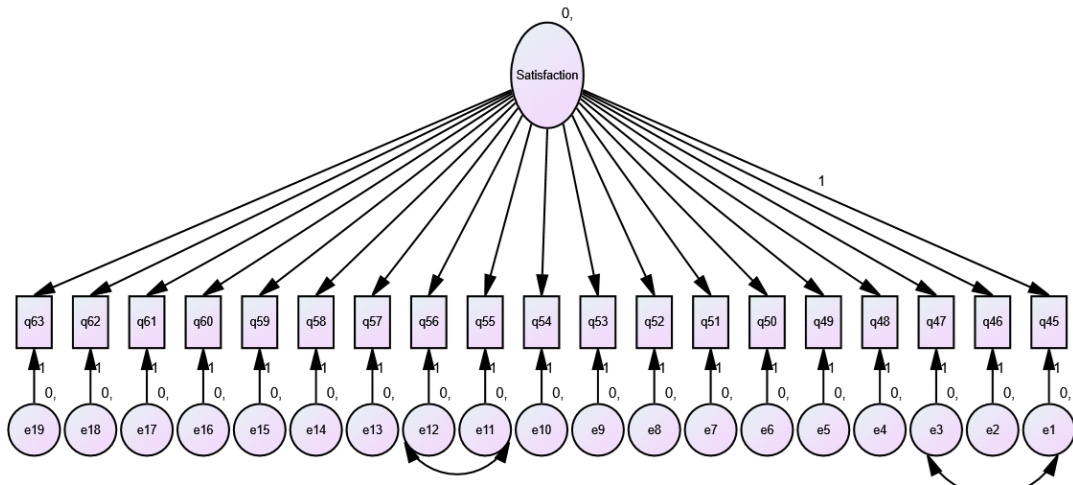


Figure 7. First-order confirmatory factor model of Client Satisfaction scale

3.10.1. Model fit

Table 8. Confirmatory factor analysis indicators for Client Satisfaction scale.

Name of the Scale	Comparative Fit Index (CFI)	Root Mean Squared Error of Approximation (RMSEA)	Result
Client Satisfaction	.918	.081	Satisfactory model fit

Table. 8. shows the final confirmatory factor analysis indicators for Client Satisfaction scale. Results show that the comparative fit index (CFI) score is .918 which is associated with Root Mean Squared Error of Approximation (RMSEA) is .081. According to Byrne, 2010, these results indicate satisfactory model fit.

Table 9. Standardized Regression Weights of Client Satisfaction items

			Estimate
Q45_1	<---	Satisfaction	.738
Q46_1	<---	Satisfaction	.716
Q47_1	<---	Satisfaction	.715
Q48_1	<---	Satisfaction	.714
Q49_1	<---	Satisfaction	.705
Q50_1	<---	Satisfaction	.811
Q51_1	<---	Satisfaction	.817
Q52_1	<---	Satisfaction	.686
Q53_1	<---	Satisfaction	.707
Q54_1	<---	Satisfaction	.701
Q55_1	<---	Satisfaction	.699
Q56_1	<---	Satisfaction	.735
Q57_1	<---	Satisfaction	.682
Q58_1	<---	Satisfaction	.736
Q59_1	<---	Satisfaction	.607
Q60_1	<---	Satisfaction	.666
Q61_1	<---	Satisfaction	.763
Q62_1	<---	Satisfaction	.825
Q63_1	<---	Satisfaction	-.378

Table 9. Shows Standardized Regression Weights of Client Satisfaction items. Item Q63_1 has a regression weight less than .4, (-.378), therefore it is excluded from further calculations of total score of the scale.

3.11. Reliability of Scales And Subscales

Table 10. Reliability Statistics of scales and subscales

Scale and sub-scales	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Expected Quality	.850	.861	22
<i>Expected Tangibility</i>	.823	.823	4
<i>Expected Reliability</i>	.803	.817	5
<i>Expected Responsiveness</i>	.575	.575	4
<i>Expected Assurance</i>	.785	.785	4
<i>Expected Empathy</i>	.709	.708	5
Perceived Quality	.937	.935	22
<i>Perceived Tangibility</i>	.869	.868	4
<i>Perceived Reliability</i>	.906	.905	5
<i>Perceived Responsiveness</i>	.607	.605	4
<i>Perceived Assurance</i>	.811	.811	4
<i>Perceived Empathy</i>	.816	.814	5
Client Satisfaction	.937	.938	19

Table. 10. shows reliability statistics of scales which is associated with subscales. Results of Cronbach's Alpha indicate satisfactory reliability for all scales. The scales had a good reliability, Cronbach's α ranged between (.85) as well as (.937). Sub-scales reliability ranged between .575 which is associated with .906. Although Cronbach's Alphas for expected also perceived responsiveness subscales are below .700, the mean inter-item correlations were (.253) which is associated with (.277) respectively (as presented in Tables 3.11. which is associated with 3.12. below). Results indicate that the scales which is associated with subscales can be utilized in measurement of the indicated variables.

Table 11. Summary Item Statistics for Expected Responsiveness

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.253	.122	.337	.216	2.772	.007	4

Table 12. Summary Item Statistics for Perceived Responsiveness

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Inter-Item Correlations	.277	.160	.515	.355	3.216	.015	4

4. CHAPTER FOUR: STATISTICAL ANALYSIS

4.1. Descriptive Statistics of Demographic Variables

Table 13. Descriptive statistics of demographic variables

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Males	299	75.9	75.9	75.9
	Females	95	24.1	24.1	100.0
	Total	394	100.0	100.0	
Age	from 18 to 29	47	11.9	11.9	11.9
	from 30 to 39	140	35.5	35.5	47.5
	from 40 to 49	134	34.0	34.0	81.5
	from 50 to 59	57	14.5	14.5	95.9
	from 60 and above	16	4.1	4.1	100.0
	Total	394	100.0	100.0	
Marital status	Single	84	21.3	21.5	21.5
	Married	307	77.9	78.5	100.0
	Total	391	99.2	100.0	
	frameworks missing	3	.8		
	Total	394	100		
Monthly Income	from 500 to 1000 LD	196	49.7	50.4	50.4
	from 1001 to 1500 LD	146	37.1	37.5	87.9
	from 1501 LD and above	47	11.9	12.1	100.0
	Total	389	98.7	100.0	
	frameworks missing	5	1.3		
	Total	394	100.0		
Residence Location	Inside Libya	248	62.9	62.9	62.9
	Outside Libya	146	37.1	37.1	100.0
	Total	394	100.0	100.0	
Occupation Sector	Private sector employee	83	21.1	21.4	21.4
	Student	35	8.9	9.0	30.4
	Government Employee	229	58.1	59.0	89.4
	Businessman	41	10.4	10.6	100.0
	Total	388	98.5	100.0	
	frameworks missing	6	1.5		
	Total	394	100.0		
Education Level	High school and less	9	2.3	2.3	2.3
	Diploma	120	30.5	30.5	32.7
	High diploma master's Bachelor	164	41.6	41.6	74.4
	Ph.D. or it is equivalent	101	25.6	25.6	100.0
	Total	394	100.0	100.0	

Table 13. Shows descriptive statistics of demographic variables. Study sample is made up of 75.9% males which is associated with (24.1%) females. About 81% of sample members are below the age of 49 which is associated with about 78.5% are married. Half the sample members are in the income group of 500 to 1000 LD as well as nearly 63% live inside Libya. About 59% of sample members are government employees which is associated with about 67% had higher education qualifications.

Table 14.Descriptive statistics of Expected Quality Scale, Subscales and Items

	N	Mean	Std. Deviation
Expected Quality	394	3.7380	.40477
<i>Expected Tangibility</i>	394	4.0863	.57585
q1	394	4.124	.6933
q2	394	4.043	.7103
q3	394	4.127	.7644
q4	394	4.051	.6786
<i>Expected Reliability</i>	394	3.9693	.58257
q5	394	4.023	.7495
q6	394	4.018	.8022
q8	394	4.056	.6553
q9	394	4.046	.7670
<i>Expected Responsiveness</i>	394	3.4282	.59912
q10r	394	3.3919	.91309
q11r	394	3.5013	.89421
q13r	394	3.3325	.92937
<i>Expected Assurance</i>	394	3.9207	.61736
q14	394	3.698	.7668
q15	394	3.787	.8166
q16	394	4.137	.8080
q17	394	4.061	.7758
<i>Expected Empathy</i>	394	3.3298	.61949
q18r	394	3.3053	.99023
q19r	394	3.2995	.92829
q20r	394	3.3079	.90482
q21r	394	3.4184	.88440
q22r	394	3.3181	.84293
Valid N (listwise)	394		

Table 14. shows descriptive Statistics of Expected Quality Scale, Subscales which is associated with Items. Expected Quality mean score is (M= 3.74, SD= 0.40) in a five points scale. Expected Tangibility has recorded the highest mean score (M=

4.09, SD=.58) while Expected Empathy has recorded the lowest mean score (M= 3.33, SD= 0.62).

Table 15. Descriptive statistics of Perceived Quality Scale, Subscales and Items

	N	Mean	Std. Deviation
Perceived Quality	394	3.2848	.63207
<i>Perceived Tangibility</i>	394	3.3278	.90763
q23	394	3.283	1.0954
q24	394	3.147	1.1341
q25	394	3.528	1.0340
q26	394	3.353	1.0189
<i>Perceived Reliability</i>	394	3.2873	.87559
q27	394	3.183	1.1084
q28	394	3.242	1.0484
q29	394	3.405	1.0047
q30	394	3.176	1.0591
q31	394	3.430	.9049
<i>Perceived Responsiveness</i>	394	3.2526	.59775
q32r	394	2.9796	.85878
q33r	394	3.2430	.93275
q34r	394	3.3606	.86808
<i>Perceived Assurance</i>	394	3.4688	.73771
q36	394	3.425	.9101
q37	394	3.467	.9268
q38	394	3.662	.9328
q39	394	3.322	.9238
<i>Perceived Empathy</i>	394	3.1264	.67553
q40r	394	3.2730	.88498
q41r	394	3.2061	.91677
q42r	394	3.0791	.90031
q43r	394	3.0916	.93109
q44r	394	2.9821	.81474
Valid N (listwise)	394		

Table 15 shows descriptive Statistics of Perceived Quality Scale, Subscales which is associated with Items. Perceived Quality mean score is (M= 3.28, SD= 0.63) in a five points scale. Perceived Assurance has recorded the highest mean score (M= 3.47, SD=.74) while Perceived Empathy has recorded the lowest mean score (M= 3.13, SD= 0.68).

Table 16. Descriptive statistics of Client Satisfaction Scale and Items

	N	Mean	Std. Deviation
Client Satisfaction	394	3.2539	.63787
q45	394	3.382	.9447
q46	394	3.453	.9293
q47	394	3.334	.9454
q48	394	3.046	.9372
q49	394	3.112	.8723
q50	394	3.079	1.0755
q51	394	3.269	.9895
q52	394	3.089	.9728
q53	394	3.455	.9511
q54	394	3.107	.9457
q55	394	3.621	.9578
q56	394	3.667	.9482
q57	394	3.538	.8402
q58	394	3.289	.9224
q59	394	3.072	.8380
q60	394	3.325	.8437
q61	394	3.313	.8965
q62	394	3.349	.8955
Valid N (listwise)	394		

Table 16 shows descriptive Statistics of Client Satisfaction Scale which is associated with items. Client Satisfaction mean score is (M= 3.25, SD= 0.64) in a five points scale. The item (q56) has recorded the highest mean score (M= 3.67, SD=.95) while the item (q48) has recorded the lowest mean score (M= 3.05, SD= 0.94).

4.3. Answering Research Questions

First research question: What is the effect of the expectations as well as perceptions of (SQ) on client s' satisfaction for Libyan Airlines in Libya?

H1: There is a significant effect of expected (SQ) dimensions on client 's satisfaction.

Regression Model

Table 17. Summary of regression analysis ^a

Independent variables	R²	F	β	t	p
Expected Tangibility	.091	7.740***	-.329-	-4.465-	.000
Expected Reliability			.102	1.219	.224
Expected Responsiveness			.093	1.629	.104
Expected Assurance			.229	3.240	.001
Expected Empathy			.067	1.178	.240

^aDependent variable: Client Satisfaction ***p<.001

Multiple regressions remained utilized to assess the ability of five variables (Expected Tangibility, Expected Reliability, Expected Responsiveness, Expected Assurance

Expected Empathy) to predict levels of Client Satisfaction. Preliminary analyses were conducted to ensure no violation of the assumptions of normality of residuals' distribution, linearity, multicollinearity which is associated with homoscedasticity. Independent variables explained only 9.1% of the variance in Client Satisfaction, $F(5, 388) = 7.740, p < .001$.

Two variables were statistically significant predictors of Client Satisfaction, with the Expected Tangibility variable recording a higher beta value ($beta = -.329, p < .001$) than Expected Assurance variable, beta value ($beta = .229, p < .001$). Expected Tangibility had negative effect on client satisfaction while Expected Assurance had a positive effect on client satisfaction. Expected Reliability, Expected Responsiveness which is associated with Expected Empathy variables were not statistically significant predictors of Client Satisfaction. Results lead partial support to H1.

H2: There is a significant effect of perceived (SQ) dimensions on client 's satisfaction.

Regression model

Table 18. Summary of regression analysis ^a

Independent variables	R ²	F	β	t	p
Perceived Tangibility	.762	248.551***	.165	3.638	.000
Perceived Reliability			.241	4.593	.000
Perceived Responsiveness			.010	.300	.765
Perceived Assurance			.431	9.320	.000
Perceived Empathy			.139	4.036	.000

^aDependent variable: Client Satisfaction ***p<.001

Multiple regression remained utilized to assess the ability of five variables (Perceived Tangibility, Perceived Reliability, Perceived Responsiveness, Perceived Assurance Perceived Empathy) to predict levels of Client Satisfaction. Preliminary analyses were conducted to ensure no violation of the assumptions of normality of residuals' distribution, linearity, multicollinearity as well as homoscedasticity. Independent variables explained only 76.2% of the variance in Client Satisfaction, $F(5, 388) = 248.551, p < .001$.

Four variables were statistically significant predictors of Client Satisfaction, with the Perceived Assurance variable recording the highest beta value ($beta = .431, p < .001$) followed by Perceived Reliability variable, beta value ($beta = .241, p < .001$) followed via Perceived ($beta = .241, p < .001$) followed via Perceived Tangibility variable ($beta = .165, p < .001$). Perceived Empathy variable had the lowest significant effect on Client Satisfaction ($beta = .139, p < .001$). Perceived Responsiveness variable remained not a statistically significant predictor of Client Satisfaction. Results lead partial support to H2.

Second research question: Which quality of service dimension has the highest effect on client s' satisfaction for Libyan Airlines in Libya?

Based on results from the previous regression models we find that in Expected Quality model expected tangibility has the highest effect on client s' satisfaction (Beta = -.329) while in Perceived Quality model perceived assurance has the highest effect on client s' satisfaction (Beta= .431).

Utilizing path analysis to estimate the perceived quality dimensions effect on client s' satisfaction:

Research Question three: What are the regression paths of perceived quality dimensions effect on client s' satisfaction?

H3.1: Perceived tangibility has significant and direct effect on perceived reliability

H3.2: Perceived tangibility has significant and direct effect on perceived responsiveness

H3.3: Perceived tangibility has significant and direct effect on perceived assurance

H3.4: Perceived reliability has significant and direct effect on perceived empathy

H3.5: Perceived reliability has significant and direct effect on perceived assurance

H3.6: Perceived responsiveness has significant and direct effect on perceived empathy

H3.7: Perceived tangibility has significant and direct effect on perceived assurance

H3.8: Perceived empathy has significant and direct effect on client satisfaction

H3.9: Perceived assurance has significant and direct effect on client satisfaction

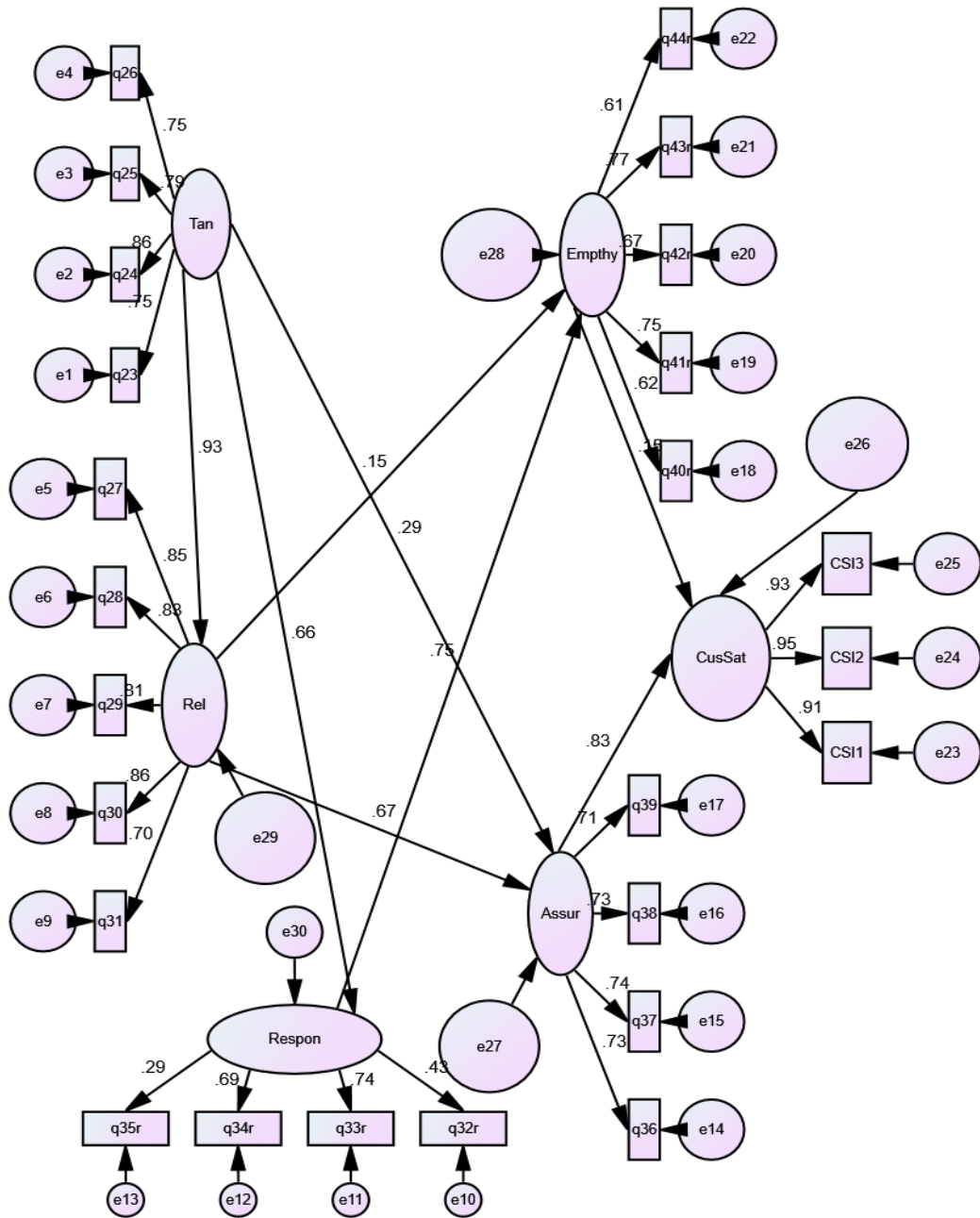


Figure 8. The Standardized Regression Weights

Structural Equation Modeling (SEM) with the maximum likelihood estimation method remained utilized to test the regression paths of perceived quality dimensions effect on client s' satisfaction. Figure.... shows the Standardized Regression Weights of variables. Results show that the comparative fit index (CFI) score is .916 and Root Mean Squared Error of Approximation (RMSEA) is .074. According to Byrne, 2010, these results indicate satisfactory model fit.

Table 19. The Standardized Regression Weight as Shown in Figure.

Path	Path	Standardized Beta estimates	P	Result
Reliability	Tangibility	.925	***	Significant
Responsiveness	Tangibility	.656	***	Significant
Assurance	Reliability	.670	***	Significant
Empathy	Reliability	.148	.029	Significant
Assurance	Tangibility	.290	.012	Significant
Empathy	Responsiveness	.751	***	Significant
Client Satisfaction	Empathy	.151	***	Significant
Client Satisfaction	Assurance	.830	***	Significant

Table 19 shows the Standardized Regression Weight as extracted from figure with path directions and significance. All path directions were statistically significant at p value of .05. Perceived tangibility had the highest effect on perceived reliability ($beta = .925, p < .001$) while perceived reliability had the lowest effect on perceived empathy ($beta = .148, p < .001$). Results lead support to hypotheses H3.1 to H3.9

Table 20. Standardized Total Effects of perceived quality dimensions on client satisfaction.

	Perceived Tangibility	Perceived Responsiveness	Perceived Reliability	Perceived Assurance	Perceived Empathy
Client Satisfaction	.851	.114	.579	.830	.151

Table 20 shows standardized total effects of perceived quality dimensions on client satisfaction, $p < .05$. Perceived tangibility had the highest effect on client satisfaction (.851) while perceived responsiveness had the lowest effect on client satisfaction (.114).

Fourth research question: Do expected (SQ), perceived (SQ) and client satisfaction vary according to client's demographic characteristics?

H4.1.1 There is a statistically significant difference in the expected (SQ) of Libyan airline among client's gender.

H4.1.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's gender.

H4.1.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's gender.

H4.2.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Marital Status.

H4.2.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Marital Status.

H4.2.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Marital Status.

H4.3.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Residence Location.

H4.3.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Residence Location.

H4.3.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Residence Location.

H4.4.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Age.

H4.4.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Age.

H4.4.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Age.

H4.5.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Monthly Income.

H4.5.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Monthly Income.

H4.5.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Monthly Income.

H4.6.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Occupation Sector.

H4.6.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Occupation Sector.

H4.6.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Occupation Sector.

H4.7.1 There is a statistically significant diverse in the expected (SQ) of Libyan airline among client 's Education Level.

H4.7.2 There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's Education Level.

H4.7.3 There is a statistically significant diverse in client satisfaction with Libyan airline among client 's Education Level.

4.4. Gender As A Variability Factor (H4.1.1, H4.1.2 And H4.1.3)

Table 21. Descriptive statistics of Scales according to gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Expected Quality	Males	299	3.7749	.39889	.02307
	Females	95	3.6220	.40331	.04138
Perceived Quality	Males	299	3.2649	.63873	.03694
	Females	95	3.3473	.60971	.06255
Client Satisfaction	Males	299	3.2386	.64962	.03757
	Females	95	3.3023	.60011	.06157

Table 21 shows descriptive statistics of scales according to gender, the mean is calculated on a five points scale. The highest mean remained observed in males (M= 3.77, SD= 0.40) in expected quality while the lowest mean remained, also, observed in males (M= 3.24, SD= 0.65) in client satisfaction.

Table 22. Independent Samples Test of gender groups

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Expected Quality	Equal variances assumed	.363	.547	3.245	392	.001	.15285	.04710	.06024	.24545
	Equal variances not assumed			3.226	156.735	.002	.15285	.04737	.05927	.24642
Perceived Quality	Equal variances assumed	.461	.498	-1.107	392	.269	-.08238	.07442	-.22870	.06393
	Equal variances not assumed			-1.134	164.667	.258	-.08238	.07265	-.22582	.06106
Client Satisfaction	Equal variances assumed	.143	.705	-.847	392	.397	-.06367	.07515	-.21142	.08408
	Equal variances not assumed			-.883	169.607	.379	-.06367	.07213	-.20605	.07871

Table 22 shows Independent Samples t Tests of quality of service which is associated with client satisfaction according to gender. An independent-samples t-test remained conducted to compare the quality of service as well as client satisfaction mean scores between males which is associated with females. Males have shown higher mean scores in expected quality (M= 3.77, SD= .40) than females (M= 3.62, SD= .40); $t(392) = 3.25, p = .001$, two-tailed). The magnitude of the diversifies in the means (mean diverse = .15, 95% CI: .06 to .25) remained very small (eta squared = .03). Results lead support to H4.1.1. There remained no statistically significant diverse between males which is associated with females in perceived quality of service nor in client satisfaction at the $p = .05$ level, therefore H4.1.2 as well as H4.1.3 were not supported.

4.5. Marital Status As A Variability Factor (H4.2.1, H4.2.2 And H4.2.3)

Table 23. Descriptive statistics of Scales according to Marital Status

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Expected Quality	Single	84	3.6263	.49320	.05381
	Married	307	3.7683	.37351	.02132
Perceived Quality	Single	84	3.2370	.65393	.07135
	Married	307	3.2935	.62451	.03564
Client Satisfaction	Single	84	3.1550	.74142	.08090
	Married	307	3.2783	.60097	.03430

Table 23 shows descriptive statistics of scales according to Marital Status, the mean is calculated on a five points scale. The highest mean remained observed in married (M= 3.77, SD= 0.37) in expected quality while the lowest mean remained observed in single (M= 3.16, SD= 0.74) in client satisfaction.

Table 24. Independent Samples Test of marital status groups

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Diverse	Std. Error Diverse	95% Confidence Interval of the Diverse	
									Lower	Upper
Expected Quality	Equal variances assumed	12.951	.000	-2.867	389	.004	-.14193	.04951	-.23926	-.04459
	Equal variances not assumed			-2.452	110.357	.016	-.14193	.05788	-.25663	-.02722
Perceived Quality	Equal variances assumed	.179	.672	-.728	389	.467	-.05654	.07769	-.20927	.09620
	Equal variances not assumed			-.709	127.441	.480	-.05654	.07976	-.21436	.10128
Client Satisfaction	Equal variances assumed	4.836	.028	-1.581	389	.115	-.12337	.07801	-.27675	.03001
	Equal variances not assumed			-1.404	114.520	.163	-.12337	.08787	-.29743	.05068

Table 24 shows Independent Samples t Tests of quality of service which is associated with client satisfaction according to marital status. An independent-samples t-test remained conducted to compare the quality of service as well as client

satisfaction mean scores between singles which is associated with marrieds. Marrieds have shown higher mean scores in expected quality (M= 3.77, SD= 0.37) than singles (M= 3.63, SD= .49); $t(110.357) = -2.452, p = .016$, two-tailed). The magnitude of the difference in the means, mean difference = -.14, 95% CI: -.26 to -.03 remained very small (eta squared = .02). Results lead support to H4.2.1. There remained no statistically significant difference between singles as well as marrieds in perceived quality of service nor in client satisfaction at the $p = .05$ level, therefore, (H4.2.2) which is associated with (H4.2.3) were not supported.

4.6. Residence Location As A Variability Factor (H4.3.1, H4.3.2 And H4.3.3)

Table 25. Descriptive statistics of Scales according to Residence Location

	Residence Location	N	Mean	Std. Deviation	Std. Error Mean
Expected Quality	Inside Libya	248	3.7588	.36884	.02342
	Outside Libya	146	3.7027	.45860	.03795
Perceived Quality	Inside Libya	248	3.4708	.61349	.03896
	Outside Libya	146	2.9687	.53092	.04394
Client Satisfaction	Inside Libya	248	3.4280	.61396	.03899
	Outside Libya	146	2.9583	.56642	.04688

Table 25 shows descriptive statistics of scales according to residence location, the mean is calculated on a five points scale. The highest mean remained observed in Inside Libya residence location (M= 3.76, SD= 0.37) in expected quality while the lowest mean remained observed in Outside Libya in residence location (M= 2.96, SD= 0.57) in client satisfaction.

Table 26. Independent Samples Test of residence location groups

		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Diverse	Std. Error Diverse	95% Confidence Interval of the Diverse	
									Lower	Upper
Expected Quality	Equal variances assumed	12.244	.001	1.331	392	.184	.05615	.04218	-.02679	.13908
	Equal variances not assumed			1.259	254.773	.209	.05615	.04460	-.03168	.14398
Perceived Quality	Equal variances assumed	3.934	.048	8.239	392	.000	.50217	.06095	.38234	.62200
	Equal variances not assumed			8.552	339.431	.000	.50217	.05872	.38667	.61767
Client Satisfaction	Equal variances assumed	1.203	.273	7.545	392	.000	.46970	.06226	.34731	.59210
	Equal variances not assumed			7.704	323.971	.000	.46970	.06097	.34976	.58965

Table 26 shows Independent Samples t Tests of quality of service which is associated with client satisfaction according to residence location. An independent-samples t-test remained conducted to compare the quality of service as well as client

satisfaction mean scores between inside Libya which is associated with outside Libya residence locations. Residents inside Libya have shown higher mean scores in perceived quality ($M= 3.47$, $SD= .61$) than residents outside Libya ($M= 2.97$, $SD= .53$); $t(339.431) = 8.552$, $p < .001$, two-tailed). The magnitude of the difference in the means, mean difference = 0.50, 95% CI: 0.39 to 0.62 remained large (eta squared = .16). Residents inside Libya, also, have shown higher mean scores in client satisfaction ($M= 3.43$, $SD= .61$) than residents outside Libya ($M= 3.96$, $SD= .57$); $t(392) = 7.545$, $p = .016$, two-tailed). The magnitude of the difference in the means, mean difference = .47, 95% CI: .35 to .59 remained moderate (eta squared = .13). Outcomes lead support to H4.3.2 as well as H4.3.3. There remained no statistically significant difference between residents inside Libya which is associated with residents outside Libya in expected quality of service at the $p= .05$ level, therefore, H4.3.1 remained not supported.

4.7. Age As A Variability Factor (H4.4.1, H4.4.2 And H4.4.3)

Table 27. Descriptive statistics of Scales according to age groups

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Expected Quality	from 18 to 29	47	3.6045	.47974	.06998	3.4637	3.7454
	from 30 to 39	140	3.7620	.31427	.02656	3.7095	3.8146
	from 40 to 49	134	3.7711	.43025	.03717	3.6975	3.8446
	from 50 to 59	57	3.7396	.42748	.05662	3.6262	3.8530
	from 60 to above	16	3.6378	.51603	.12901	3.3628	3.9128
	Total	394	3.7380	.40477	.02039	3.6979	3.7781
Perceived Quality	from 18 to 29	47	3.4335	.58265	.08499	3.2625	3.6046
	from 30 to 39	140	3.3607	.63274	.05348	3.2550	3.4664
	from 40 to 49	134	3.1538	.63245	.05464	3.0458	3.2619
	from 50 to 59	57	3.2333	.63073	.08354	3.0660	3.4007
	from 60 to above	16	3.4631	.60330	.15083	3.1416	3.7845
	Total	394	3.2848	.63207	.03184	3.2222	3.3474
Client Satisfaction	from 18 to 29	47	3.3505	.67876	.09901	3.1512	3.5498
	from 30 to 39	140	3.3561	.60175	.05086	3.2556	3.4567
	from 40 to 49	134	3.1267	.66033	.05704	3.0139	3.2396
	from 50 to 59	57	3.1763	.60721	.08043	3.0152	3.3375
	from 60 to above	16	3.4178	.57123	.14281	3.1134	3.7222
	Total	394	3.2539	.63787	.03214	3.1908	3.3171

Table 27 shows descriptive statistics of scales according to age groups, the mean is calculated on a five points scale. The highest mean remained observed in the age group from 40 to 49 years old (M= 3.77, SD= 0.43) in expected quality while the

lowest mean remained observed in the same age group (M= 3.12, SD= 0.66) in client satisfaction.

Table 28. ANOVA for (SQ) as well as client satisfaction according to age groups

		Sum of Squares	df	Mean Square	F	Sig.
Expected Quality	Between Groups	1.225	4	.306	1.886	.112
	Within Groups	63.164	389	.162		
	Total	64.389	393			
Perceived Quality	Between Groups	4.805	4	1.201	3.070	.016
	Within Groups	152.204	389	.391		
	Total	157.009	393			
Client Satisfaction	Between Groups	4.841	4	1.210	3.036	.017
	Within Groups	155.060	389	.399		
	Total	159.901	393			

A one-way between-groups analysis of variance remained conducted to explore the impact of age on levels of expected which is associated with perceived (SQ) as well as client satisfaction, as measured by five points scales. Participants came from five age groups (Group 1: from 18 to 29, Group 2: from 30 to 39, Group 3: 40 to 49, Group 4: 50 to 59 as well as Group 5: 60 and above). There remained a statistically significant diverse at the $p < .05$ level in Perceived Quality scores for the five groups: $F(4, 389) = 3.070, p = .016$. Despite reaching statistical significance, the actual diverse in mean scores between the groups remained quite small. The effect size, calculated utilizing eta squared, remained .04. Results lead support to H4.4.2

There remained a statistically significant diverse at the $p < .05$ level in Client Satisfaction scores for the five groups: $F(4, 389) = 3.036, p = .017$. Despite reaching statistical significance, the actual diverse in mean scores between the groups remained quite small. The effect size, calculated utilizing eta squared, remained .03. Results lead support to H4.4.3.

There remained no statistically significant diverse at the $p < .05$ level in expected (SQ) scores between age groups, therefore, H4.4.1 remained not supported.

Table 29. Multiple Comparisons between groups for (SQ) and client satisfaction according to age groups

Tukey HSD							
D. Variable	(I) Age	(J) Age	Mean Diverse (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Perceived Quality	from 18 to 29	from 30 to 39	.07284	.10545	.958	-.2162-	.3618
		from 40 to 49	.27971	.10604	.066	-.0109-	.5703
		from 50 to 59	.20021	.12324	.483	-.1376-	.5380
		from 60 to above	-.02953-	.18105	1.000	-.5257-	.4667
	from 30 to 39	from 18 to 29	-.07284-	.10545	.958	-.3618-	.2162
		from 40 to 49	.20688	.07560	.051	-.0003-	.4141
		from 50 to 59	.12737	.09828	.694	-.1420-	.3967
		from 60 to above	-.10236-	.16507	.972	-.5548-	.3500
	from 40 to 49	from 18 to 29	-.27971-	.10604	.066	-.5703-	.0109
		from 30 to 39	-.20688-	.07560	.051	-.4141-	.0003
		from 50 to 59	-.07950-	.09892	.929	-.3506-	.1916
		from 60 to above	-.30924-	.16545	.336	-.7627-	.1442
	from 50 to 59	from 18 to 29	-.20021-	.12324	.483	-.5380-	.1376
		from 30 to 39	-.12737-	.09828	.694	-.3967-	.1420
		from 40 to 49	.07950	.09892	.929	-.1916-	.3506
		from 60 to above	-.22974-	.17697	.693	-.7147-	.2553
	from 60 to above	from 18 to 29	.02953	.18105	1.000	-.4667-	.5257
		from 30 to 39	.10236	.16507	.972	-.3500-	.5548
		from 40 to 49	.30924	.16545	.336	-.1442-	.7627
		from 50 to 59	.22974	.17697	.693	-.2553-	.7147

Client Satisfaction	from 18 to 29	from 30 to 39	-.00563-	.10643	1.000	-.2973-	.2861
		from 40 to 49	.22378	.10703	.226	-.0696-	.5171
		from 50 to 59	.17416	.12440	.628	-.1668-	.5151
		from 60 to above	-.06726-	.18274	.996	-.5681-	.4336
	from 30 to 39	from 18 to 29	.00563	.10643	1.000	-.2861-	.2973
		from 40 to 49	.22940*	.07630	.023	.0203	.4385
		from 50 to 59	.17979	.09920	.368	-.0921-	.4517
		from 60 to above	-.06163-	.16661	.996	-.5183-	.3950
	from 40 to 49	from 18 to 29	-.22378-	.10703	.226	-.5171-	.0696
		from 30 to 39	-.22940-*	.07630	.023	-.4385-	-.0203-
		from 50 to 59	-.04961-	.09984	.988	-.3232-	.2240
		from 60 to above	-.29103-	.16700	.409	-.7487-	.1666
	from 50 to 59	from 18 to 29	-.17416-	.12440	.628	-.5151-	.1668
		from 30 to 39	-.17979-	.09920	.368	-.4517-	.0921
		from 40 to 49	.04961	.09984	.988	-.2240-	.3232
		from 60 to above	-.24142-	.17862	.659	-.7310-	.2481
	from 60 to above	from 18 to 29	.06726	.18274	.996	-.4336-	.5681
		from 30 to 39	.06163	.16661	.996	-.3950-	.5183
		from 40 to 49	.29103	.16700	.409	-.1666-	.7487
		from 50 to 59	.24142	.17862	.659	-.2481-	.7310
*. The mean diverse is significant at the 0.05 level.							

Post-hoc comparisons utilizing the Tukey HSD test (Table ...) indicated that the mean score for the age group 30 to 39 ($M = 3.36$, $SD = .63$) remained significantly diverse from the age group 40 to 49 ($M = 3.15$, $SD = .63$), $p = .05$ in perceived quality.

When the same test remained applied to client satisfaction it indicated that the mean score for age group 30 to 39 ($M = 3.36$, $SD = .63$) remained significantly diverse from the age group 40 to 49 ($M = 3.35$, $SD = .60$), $p = .02$ in client satisfaction.

4.8. Monthly Income As A Variability Factor (H4.5.1, H4.5.2 And H4.5.3)

Table 30. Descriptive Statistics Of Scales According To Monthly Income

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Expected Quality	from 500 to 1000 LD	196	3.7710	.36776	.02627	3.7192	3.8228
	from 1001 to 1500 LD	146	3.7422	.37094	.03070	3.6816	3.8029
	from 1501 LD and above	47	3.5711	.57998	.08460	3.4008	3.7414
	Total	389	3.7361	.40398	.02048	3.6958	3.7763
Perceived Quality	from 500 to 1000 LD	196	3.3578	.65845	.04703	3.2651	3.4506
	from 1001 to 1500 LD	146	3.2914	.61536	.05093	3.1908	3.3921
	from 1501 LD and above	47	2.9819	.47371	.06910	2.8428	3.1210
	Total	389	3.2875	.63232	.03206	3.2245	3.3505
Client Satisfaction	from 500 to 1000 LD	196	3.3358	.60952	.04354	3.2499	3.4217
	from 1001 to 1500 LD	146	3.2806	.65029	.05382	3.1742	3.3869
	from 1501 LD and above	47	2.8748	.57458	.08381	2.7061	3.0435
	Total	389	3.2594	.63634	.03226	3.1959	3.3228

Table 30 shows descriptive statistics of scales according to monthly income, the mean is calculated on a five points scale. The highest mean remained observed in the monthly income group 500 to 1000 LD (M= 3.77, SD= 0.37) in expected quality while the lowest mean remained observed in the monthly income group from 1501 LD and above (M= 2.87, SD= 0.57) in client satisfaction.

Table 31. ANOVA for (SQ) and client satisfaction according to monthly income groups

		Sum of Squares	df	Mean Square	F	Sig.
Expected Quality	Between Groups	1.525	2	.762	4.762	.009
	Within Groups	61.797	386	.160		
	Total	63.322	388			
Perceived Quality	Between Groups	5.361	2	2.680	6.908	.001
	Within Groups	149.773	386	.388		
	Total	155.134	388			
Client Satisfaction	Between Groups	8.162	2	4.081	10.575	.000
	Within Groups	148.950	386	.386		
	Total	157.112	388			

A one-way between-groups analysis of variance remained conducted to explore the impact of monthly income on levels of expected and perceived (SQ) and client satisfaction, as measured by five points scales. Participants came from three income groups (Group 1: from 500 to 1000 LD, Group 2: from 1001 to 1500 LD and Group 3: from 1501 LD and above). There remained a statistically significant diverse at the $p < .01$ level in expected quality scores for the three groups: $F(2, 386) = 4.762, p = .009$. Despite reaching statistical significance, the actual diverse in mean scores between the groups remained quite small. The effect size, calculated utilizing eta squared, remained .02. Results lead support to H4.5.1

There remained a statistically significant diverse at the $p < .01$ level in perceived quality scores for the three groups: $F(2, 386) = 6.908, p = .001$. Despite reaching statistical significance, the actual diverse in mean scores between the groups

remained quite small. The effect size, calculated utilizing eta squared, remained .04. Results lead support to H4.5.2.

There remained a statistically significant diverse at the $p < .001$ level in Client Satisfaction scores for the three groups: $F(2, 386) = 10.575, p < .001$. Despite reaching statistical significance, the actual diverse in mean scores between the groups remained quite small. The effect size, calculated utilizing eta squared, remained .05. Results lead support to H4.5.3.

Table 32. Multiple Comparisons between groups for (SQ) and client satisfaction according to monthly income groups

Tukey HSD							
D. Variable	(I) Annual Income	(J) Annual Income	Mean Diverse (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Expected Quality	from 500 to 1000 LD	from 1001 to 1500 LD	.02880	.04374	.788	-.0741-	.1317
		from 1501 and above	.19996*	.06499	.006	.0471	.3529
	from 1001 to 1500 LD	from 500 to 1000 LD	-.02880-	.04374	.788	-.1317-	.0741
		from 1501 and above	.17117*	.06710	.030	.0133	.3290
	from 1501 LD and above	from 500 to 1000 LD	-.19996-*	.06499	.006	-.3529-	-.0471-
		from 1001 to 1500 LD	-.17117-*	.06710	.030	-.3290-	-.0133-
Perceived Quality	from 500 to 1000 LD	from 1001 to 1500 LD	.06643	.06810	.593	-.0938-	.2267
		from 1501 and above	.37591*	.10117	.001	.1379	.6139
	from 1001 to 1500 LD	from 500 to 1000 LD	-.06643-	.06810	.593	-.2267-	.0938
		from 1501 and above	.30948*	.10447	.009	.0637	.5553

	from 1501 LD and above	from 500 to 1000 LD	-.37591 [*]	.10117	.001	-.6139-	-.1379-
		from 1001 to 1500 LD	-.30948 [*]	.10447	.009	-.5553-	-.0637-
Client Satisfaction	from 500 to 1000 LD	from 1001 to 1500 LD	.05524	.06791	.695	-.1045-	.2150
		from 1501 and above	.46101 [*]	.10089	.000	.2236	.6984
	from 1001 to 1500 LD	from 500 to 1000 LD	-.05524-	.06791	.695	-.2150-	.1045
		from 1501 and above	.40576 [*]	.10418	.000	.1607	.6509
	from 1501 LD and above	from 500 to 1000 LD	-.46101 [*]	.10089	.000	-.6984-	-.2236-
		from 1001 to 1500 LD	-.40576 [*]	.10418	.000	-.6509-	-.1607-
*. The mean diverse is significant at the 0.05 level.							

Post-hoc comparisons utilizing the Tukey HSD test (Table ...) indicated that the mean score for the monthly income group 1501 and above (M= 3.57, SD= 0.58) remained significantly diverse from the monthly income group 500 to 1000 LD (M= 3.77, SD= 0.37), $p = .006$ and from the monthly income group 1001 to 1500 LD (M= 3.74, SD= 0.37), $p = .030$ in expected quality.

The mean score for the monthly income group 1501 which is associated with above (M= 2.98, SD= 0.47) remained significantly diverse from the monthly income group 500 to 1000 LD (M= 3.36, SD= 0.66), $p = .001$ also from the monthly income group 1001 to 1500 LD (M= 3.29, SD= 0.62), $p = .009$ in perceived quality.

When the same test remained applied to client satisfaction it indicated that the mean score for the monthly income group 1501 and above (M= 2.87, SD= 0.57) remained significantly diverse from the monthly income group 500 to 1000 LD (M= 3.34, SD= 0.61), $p < .001$ and from the monthly income group 1001 to 1500 LD (M= 3.28, SD= 0.65), $p < .001$.

4.9. Occupation Sector As A Variability Factor (H4.6.1, H4.6.2 And H4.6.3)

Table 33. Descriptive statistics of scales according to occupation sector

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Expected Quality	Private sector employee	83	3.7310	.34553	.03793	3.6556	3.8065
	Student	35	3.8452	.40440	.06836	3.7063	3.9841
	Government Employee	229	3.7943	.35912	.02373	3.7475	3.8410
	Businessman	41	3.3130	.49643	.07753	3.1563	3.4697
	Total	388	3.7345	.40394	.02051	3.6942	3.7748
Perceived Quality	Private sector employee	83	3.5631	.59019	.06478	3.4342	3.6919
	Student	35	2.9659	.48871	.08261	2.7980	3.1337
	Government Employee	229	3.3089	.63418	.04191	3.2263	3.3914
	Businessman	41	2.9771	.44159	.06897	2.8377	3.1165
	Total	388	3.2973	.62283	.03162	3.2351	3.3594
Client Satisfaction	Private sector employee	83	3.4822	.60683	.06661	3.3497	3.6147
	Student	35	3.0122	.54946	.09288	2.8235	3.2010
	Government Employee	229	3.2881	.62732	.04145	3.2064	3.3698
	Businessman	41	2.8980	.56931	.08891	2.7183	3.0777
	Total	388	3.2635	.63276	.03212	3.2004	3.3267

Table 33 shows descriptive statistics of scales according to occupation sector, the mean is calculated on a five points scale. The highest mean remained observed in the students' group (M= 3.85, SD= 0.40) in expected quality while the lowest mean remained observed in the businessman group (M= 2.90, SD= 0.57) in client satisfaction.

Table 34. ANOVA for (SQ) and client satisfaction according to occupation sector groups

		Sum of Squares	df	Mean Square	F	Sig.
Expected Quality	Between Groups	8.532	3	2.844	19.998	.000
	Within Groups	54.612	384	.142		
	Total	63.145	387			
Perceived Quality	Between Groups	13.941	3	4.647	13.104	.000
	Within Groups	136.182	384	.355		
	Total	150.124	387			
Client Satisfaction	Between Groups	11.796	3	3.932	10.548	.000
	Within Groups	143.151	384	.373		
	Total	154.947	387			

A one-way between-groups analysis of variance remained conducted to explore the impact of occupation sector on levels of expected and perceived (SQ) and client satisfaction, as measured via (5) points scales. Participants came from four groups (Group 1: Private sector employees, Group 2: Students, Group 3: Government Employee and Group 4: Businessmen). There remained a statistically significant diverse at the $p < .001$ level in expected quality scores for the four groups: $F(3, 384) = 19.998, p < .001$. The effect size, calculated utilizing eta squared, remained moderate (.14). Results lead support to H4.6.1

There remained a statistically significant diverse at the $p < .001$ level in perceived quality scores for the four groups: $F(3, 384) = 13.104, p = .001$. The effect size, calculated utilizing eta squared, remained moderate (.09). Results lead support to H4.6.2

There remained a statistically significant diverse at the $p < .001$ level in Client Satisfaction scores for the four groups: $F(3, 384) = 10.548, p < .001$. The effect size, calculated utilizing eta squared, remained moderate (.08). Results lead support to H4.6.3.

Table 35. Multiple Comparisons between groups for (SQ) and client satisfaction according to occupation sector groups

Tukey HSD							
Dependent Variable	(I) Occupation Sector	(J) Occupation Sector	Mean Diverse (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Expected Quality	Private sector employee	Student	-.11415	.07601	.437	-.3103-	.0820
		Government Employee	-.06325	.04832	.558	-.1879-	.0614
		Businessman	.41803*	.07199	.000	.2323	.6038
	Student	Private sector employee	.11415	.07601	.437	-.0820-	.3103
		Government Employee	.05091	.06844	.879	-.1257-	.2275
		Businessman	.53219*	.08679	.000	.3082	.7561
	Government Employee	Private sector employee	.06325	.04832	.558	-.0614-	.1879
		Student	-.05091	.06844	.879	-.2275-	.1257
		Businessman	.48128*	.06395	.000	.3163	.6463
	Businessman	Private sector employee	-.41803*	.07199	.000	-.6038-	.2323-
		Student	-.53219*	.08679	.000	-.7561-	.3082-
		Government Employee	-.48128*	.06395	.000	-.6463-	.3163-
Perceived Quality	Private sector employee	Student	.59721*	.12002	.000	.2875	.9069
		Government Employee	.25421*	.07630	.005	.0573	.4511
		Businessman	.58596*	.11368	.000	.2926	.8793
	Student	Private	-	.1200	.000	-	-

		sector employee	.59721 *	2		.9069-	.2875-	
		Government Employee	- .34301 *	.1080 8	.009	- .6219-	- .0641-	
		Businessman	- .01126 -	.1370 5	1.00 0	- .3649-	.3424	
	Government Employee	Private sector employee	- .25421 *	.0763 0	.005	- .4511-	- .0573-	
		Student	.34301 *	.1080 8	.009	.0641	.6219	
		Businessman	.33175 *	.1009 9	.006	.0712	.5923	
	Businessman	Private sector employee	- .58596 *	.1136 8	.000	- .8793-	- .2926-	
		Student	.01126	.1370 5	1.00 0	- .3424-	.3649	
		Government Employee	- .33175 *	.1009 9	.006	- .5923-	- .0712-	
	Client Satisfaction	Private sector employee	Student	.46996 *	.1230 5	.001	.1524	.7875
			Government Employee	.19406	.0782 3	.065	- .0078-	.3959
			Businessman	.58422 *	.1165 5	.000	.2835	.8850
Student		Private sector employee	- .46996 *	.1230 5	.001	- .7875-	- .1524-	
		Government Employee	- .27590 -	.1108 1	.063	- .5618-	.0100	
		Businessman	.11426	.1405 1	.848	- .2483-	.4768	
Government Employee		Private sector employee	- .19406 -	.0782 3	.065	- .3959-	.0078	
		Student	.27590	.1108 1	.063	- .0100-	.5618	
		Businessman	.39016 *	.1035 4	.001	.1230	.6573	
Businessman		Private sector employee	- .58422 *	.1165 5	.000	- .8850-	- .2835-	
		Student	- .11426	.1405 1	.848	- .4768-	.2483	

			-				
		Government Employee	-.39016*	.10354	.001	-.6573-	-.1230-
*. The mean diverse is significant at the 0.05 level.							

Post-hoc comparisons utilizing the Tukey HSD test (Table ...) indicated that the mean score for the businessmen group (M= 3.31, SD= 0.50) remained significantly diverse from the private sector employees group (M= 3.73, SD= 0.35), $p < .001$, diverse from the students group (M= 3.84, SD= 0.40), $p < .001$ as well as diverse from the government employees group (M= 3.79, SD= 0.36) in expected quality.

The mean score for the Private sector employees group (M= 3.31, SD= 0.59) remained significantly diverse from the students group (M= 2.97, SD= 0.49), $p < .001$, diverse from the government employees group (M= 3.31, SD= 0.63), $p = .005$ which is associated with diverse from the businessmen group (M= 2.98, SD= 0.44) $p < .001$ in expected quality. Also, the mean score for the government employees group (M= 3.31, SD= 0.63) remained significantly diverse from the students group (M= 2.97, SD= 0.49), $p = .009$ and diverse from the businessmen group (M= 2.98, SD= 0.44), $p = .006$ in expected quality.

When the same test remained applied to client satisfaction it indicated that the mean score for the Private sector employee group (M= 3.48, SD= 0.61) remained significantly diverse from the students group (M= 3.01, SD= 0.55), $p = .001$ which is associated with from the businessmen group (M= 2.90, SD= 0.57), $p < .001$. Also, in client satisfaction, the mean score for the government employees' group (M= 3.29, SD= 0.63) remained significantly diverse from the businessmen group (M= M= 2.90, SD= 0.57), $p = .001$

4.10. Education Level As A Variability Factor (H4.7.1, H4.7.2 And H4.7.3)

Table 36. Descriptive statistics of scales according to education level

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Expected Quality	High school and less	9	3.5202	.37352	.12451	3.2331	3.8073
	Diploma	120	3.7607	.30900	.02821	3.7048	3.8166
	High diploma master's Bachelor	164	3.7057	.41628	.03251	3.6416	3.7699
	Ph.D. or it is equivalent	101	3.7829	.47751	.04751	3.6887	3.8772
	Total	394	3.7380	.40477	.02039	3.6979	3.7781
Perceived Quality	High school and less	9	3.4230	.47110	.15703	3.0609	3.7851
	Diploma	120	3.6817	.48900	.04464	3.5933	3.7701
	High diploma master's Bachelor	164	3.1906	.63330	.04945	3.0930	3.2883
	Ph.D. or it is equivalent	101	2.9537	.54588	.05432	2.8459	3.0614
	Total	394	3.2848	.63207	.03184	3.2222	3.3474
Client Satisfaction	High school and less	9	3.1219	.74752	.24917	2.5473	3.6965
	Diploma	120	3.6130	.52486	.04791	3.5181	3.7078
	High diploma master's Bachelor	164	3.1859	.63055	.04924	3.0886	3.2831
	Ph.D. or it is equivalent	101	2.9497	.56660	.05638	2.8378	3.0615
	Total	394	3.2539	.63787	.03214	3.1908	3.3171

Table 36 shows descriptive statistics of scales according to education level, the mean is calculated on a five points scale. The highest mean remained observed in the Ph.D. or it is equivalent group (M= 3.78, SD= 0.47) in expected quality while the

lowest mean remained observed in the same group (M= 2.95, SD= 0.57) in client satisfaction.

Table 37. ANOVA for (SQ) and client satisfaction according to education level groups

		Sum of Squares	df	Mean Square	F	Sig.
Expected Quality	Between Groups	.863	3	.288	1.767	.153
	Within Groups	63.526	390	.163		
	Total	64.389	393			
Perceived Quality	Between Groups	31.604	3	10.535	32.763	.000
	Within Groups	125.404	390	.322		
	Total	157.009	393			
Client Satisfaction	Between Groups	25.736	3	8.579	24.937	.000
	Within Groups	134.165	390	.344		
	Total	159.901	393			

A one-way between-groups analysis of variance remained conducted to explore the impact of occupation sector on levels of expected which is associated with perceived (SQ) as well as client satisfaction, as measured via five points scales. Participants came from four groups (Group 1: High school which is associated with less, Group 2: Diploma, Group 3: High diploma master's Bachelor and Group 4: Ph.D. or its equivalent). There remained no statistically significant diverse in expected quality scores for the four groups: $F(3, 390) = 1.767, p = .153$. Results do not support H4.7.1

There remained a statistically significant diverse at the $p < .001$ level in perceived quality scores for the four groups: $F(3, 390) = 32.763, p < .001$. The effect size, calculated utilizing eta squared, remained large (.20). Results lead support to H4.7.2

There remained a statistically significant diverse at the $p < .001$ level in Client Satisfaction scores for the four groups: $F(3, 390) = 24.937, p < .001$. The effect size, calculated utilizing eta squared, remained large (.16). Results lead support to H4.7.3.

Table 38. Multiple Comparisons between groups for (SQ) as well as client satisfaction according to education level groups

Tukey HSD								
D. Variable	(I) Education Level	(J) Education Level	Mean Diverse (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Perceived Quality	High school and less	Diploma	- .25873-	.19598	.551	-.7644-	.2469	
		High diploma master's Bachelor	.23234	.19413	.629	-.2686-	.7332	
		Ph.D. or it is equivalent	.46930	.19726	.083	-.0397-	.9783	
	Diploma	High school and less	.25873	.19598	.551	-.2469-	.7644	
		High diploma master's Bachelor	.49107*	.06812	.000	.3153	.6668	
		Ph.D. or it is equivalent	.72803*	.07657	.000	.5305	.9256	
	High diploma master's Bachelor	High school and less	- .23234-	.19413	.629	-.7332-	.2686	
		Diploma	- .49107-*	.06812	.000	-.6668-	-.3153-	
		Ph.D. or it is equivalent	.23696*	.07172	.006	.0519	.4220	
	Ph.D. or it is equivalent	High school and less	- .46930-	.19726	.083	-.9783-	.0397	
		Diploma	- .72803-*	.07657	.000	-.9256-	-.5305-	
		High diploma master's Bachelor	- .23696-*	.07172	.006	-.4220-	-.0519-	
	Client Satisfaction	High school and less	Diploma	- .49103-	.20271	.075	- 1.0140-	.0320
			High	-	.20080	.989	-.5820-	.4542

		diploma master's Bachelor	.06392-				
		Ph.D. or it is equivalent	.17228	.20403	.833	-.3542-	.6987
	Diploma	High school and less	.49103	.20271	.075	-.0320-	1.0140
		High diploma master's Bachelor	.42711*	.07046	.000	.2453	.6089
		Ph.D. or it is equivalent	.66331*	.07920	.000	.4590	.8677
	High diploma master's Bachelor	High school and less	.06392	.20080	.989	-.4542-	.5820
		Diploma	- .42711-*	.07046	.000	-.6089-	- .2453-
		Ph.D. or it is equivalent	.23619*	.07419	.009	.0448	.4276
	Ph.D. or it is equivalent	High school and less	- .17228-	.20403	.833	-.6987-	.3542
		Diploma	- .66331-*	.07920	.000	-.8677-	- .4590-
		High diploma master's Bachelor	- .23619-*	.07419	.009	-.4276-	- .0448-
*. The mean diverse is significant at the 0.05 level.							

Post-hoc comparisons utilizing the Tukey HSD test (Table ...) indicated that the mean score for the diploma group (M= 3.68, SD= 0.49) remained significantly diverse from the High school and less group (M= 3.73, SD= 0.35), $p < .001$ and diverse from the Ph.D. or it is equivalent group (M= 2.95, SD= 0.55) in perceived quality. Also, the mean score for the High diploma master's which is associated with bachelor

group (M= 3.19, SD= 0.63) remained significantly diverse from the Ph.D. or it is equivalent group (M= 2.95, SD= 0.55), $p = .006$ in perceived quality.

When the same test remained applied to client satisfaction it indicated that the mean score for the diploma group (M= 3.61, SD= 0.52) remained significantly diverse from the High diploma master's which is associated with bachelor group (M= 3.19, SD= 0.63), $p < .001$ as well as from the Ph.D. or it is equivalent group (M= 2.95, SD= 0.57), $p < .001$.

5. CHAPTER FIVE: CONCLUSION AND SUGGESTIONS AND RECOMMENDATION

5.1. Introduction

This chapter concluded the information about services quality (SQ) assessment based on the outcome of a Libyan airlines firm service to ensure service delivery which is associated with making client satisfaction value. In the same way, this chapter will conclude this study framework as well as discusses the related researches in terms of comparison with this study results. In addition, this chapter provided discussion, conclusion limitations of the research, suggestions as well as recommendations.

5.2. Discussion

This research study documented that the highest number of the participants are males. Furthermore, the majority of the participants ages are under fifty years and they are married. Half the sample members their income between (500 to 1000) LD which is associated with they live inside Libya. Moreover, Half the sample members are government employees and they had higher education qualifications.

According to Byrne, (2010) the study results indicate satisfactory model fit. Furthermore, the relationship between reliability scales and subscales had a good value of reliability. The findings also demonstrate that the subscale measures should be used to calculate the defined variables.

Multiple reverses remained used to approximate the capability of five variables, including planned tangibility, expectable durability, planned sensitivity as well as anticipated consumer satisfaction rates (1990); Rashid et al. (2020); Setiawan et al., (2020), according to analysis findings. The test included estimating customer satisfaction scores comparable to Nagel and Cilliers. Preliminary tests, however, were performed, as seen in the findings of this research report, to insure that the principles of normality, linearity, multilinearity and homoscedasticity of the waste as reported by Bambale et al., (2020) were not violated; Ridha and Harris, (2020); Tahanisaz, (2020).

Actually, (SQ) is a concept that has attracted several organizations all around the world to make time to market. (SQ) is closely related to consumer service,

financial results, production costs, retention of consumer, loyalty of consumers, which is associated with the success of marketing strategy as reported via Lestari and Murjito, (2020); Harianto and Novani, (2020); Büyüközkan et al., (2020); Kusumawati et al., (2020). In fact, businesses working in the business sector (SQ) are perceived to be a key aspect of their Perule et al. marketing strategy (2020). In the same way, organizations can reach a higher (SQ) level, and can maintain a continuous competitive benefit with regard to customer satisfaction through Perule et al., (2020); Büyüközkan et al., (2020). Due to cultural which is associated with environmental effects client s of services behind diverse international boundaries perceive (SQ) diversely (Hussain et al., 2015).

As indicated via this study results client satisfaction, with the expected tangibility and expected assurance. Furthermore, expected tangibility had negative effect on client satisfaction while expected assurance had a positive effect on client satisfaction. Moreover, expected reliability, expected responsiveness which is associated with expected empathy variables were not statistically significant predictors of client Satisfaction which is similar to Prentice et al., (2020); Elizar et al., (2020); Hartono, (2019). This is support this study outcomes lead partial to significant diverse in the expected and perceived (SQ).

The findings from this analysis show several regressions used to test five variables' potential to forecast rates of consumer service, e.g. perceive tangibility, perceived durability, perceived sensitivity, perceived confidence correlated with perceived empathy. Preliminary analyzes to insure that the premises of residual distribution normality , linearity, multi-co-linearity and homoscedasticity have not been broken is then carried out. As a result , customer perception was widely used to investigate the level of service quality provided by the SQ department, instead of using a range of different expectations from the customer perception that is supported in Prentice et al. (2020); Elizar et al. (2020); Hartono (2019).

Four variables were linked to client satisfaction as declared via Rukhsana, (2019); Njeru et al., (2019); Kana, (2019); Woo, (2019) with the perceived assurance variable recording the highest value followed via perceived reliability variable, followed via perceived tangibility variable as documented via this study outcomes. Furthermore, perceived empathy variable had the lowest significant effect on client

satisfaction. Moreover, perceived responsiveness variable remained not a statistically significant predictor of client satisfaction (Hussain et al., 2015). Outcomes lead partial support to that there is a significant effect of perceived (SQ) dimensions on client 's satisfaction.

According to this study the quality of services dimension has the highest effect on client s' satisfaction for Libyan Airlines in Libya based on results from the previous regression models this study has found that in expected quality model expected tangibility has the highest effect on client s' satisfaction while in perceived quality model that associated with perceived assurance has the highest effect on client s' satisfaction which is similar to Kana, (2019); Woo, (2019). Also, perceived tangibility has significant and direct effect on perceived reliability while perceived tangibility has significant and direct effect on perceived responsiveness.

As declared via this study outcomes, there is a significant diverse in the expected (SQ) of Libyan airline among client's gender. Furthermore, the quality of service and client satisfaction mean scores amongst males and females. Furthermore, males have shown higher mean scores in expected quality than females. Therefore. the magnitude of the diversifies in the means remained very small. Outcomes lead support to the expected (SQ) of Libyan airline among client's gender. Moreover, there remained no significant diverse amongst males and females in perceived quality of service nor in client satisfaction, consequently, (The diverse in the perceived (SQ) of Libyan airline among client 's gender; the diverse in client satisfaction with Libyan airline among client 's gender) were not supported which is against to Rukhsana, (2019); Njeru et al., (2019); Kana, (2019); Woo, (2019). In addition, according to this research there is a statistically significant diverse in the perceived (SQ) of Libyan airline among client 's gender shows the highest mean remained observed in males in expected quality while the lowest observed in males in client satisfaction. So, there is a significant diverse in client satisfaction with Libyan airline among client's gender.

As documented via this study results, there is a statistically significant diverse in the expected (SQ) of Libyan airline among client's Marital Status. Marrieds have shown higher mean scores in expected quality than singles. The magnitude of the diversifies in the means, mean diverse remained very small. Results lead support to the diverse in the expected (SQ) of Libyan airline among client's Marital Status. There

remained no significant diverse amongst singles and marrieds in perceived quality of service nor in client satisfaction, therefore, (there is a statistically significant diverse in the perceived (SQ) of Libyan airline among client's Marital Status and there is a statistically significant diverse in client satisfaction with Libyan airline among client's Marital Status) were not supported.

There is a diverse in the expected (SQ) of Libyan airline among client's Residence Location as reported by the results of this study. the quality of service and client satisfaction mean scores amongst inside Libya and outside Libya residence locations. Residents inside Libya have shown higher mean scores in perceived quality than residents outside Libya. The magnitude of the diversifies in the means, remained large. Residents inside Libya, also, have shown higher mean scores in client satisfaction than residents outside Libya. The magnitude of the diversifies in the means, mean diverse remained moderate. Results lead support to (there is a statistically significant diverse in the perceived (SQ) of Libyan airline among client's Residence Location and there is a statistically significant diverse in client satisfaction with Libyan airline among client's Residence Location). There remained no statistically significant diverse amongst residents inside Libya and residents outside Libya in expected quality of service level, therefore, (there is a significant diverse in the expected (SQ) of Libyan airline among client's Residence Location) remained not supported. There is a statistically significant diverse in the perceived (SQ) of Libyan airline among client's Residence Location.

As presented by this study there is a significant diverse in the expected (SQ) of Libyan airline among client's age. Furthermore, there is a significant diverse in client satisfaction with Libyan airline among client's age and the monthly income group 1501 and above which remained diverse from the monthly income group (500 to 1000) and from the monthly income group (1001 to 1500) LD in expected quality. In addition, there is a diverse in the expected (SQ) of Libyan airline among client's Monthly Income which is similar to Rukhsana, (2019) in terms of monthly income and client satisfaction.

According to monthly income, the mean is calculated on a five points scale. Furthermore, the highest mean remained observed in the monthly income group (500 to 1000) in expected quality while the lowest mean remained observed in the monthly

income group from (1501) LD and above in client satisfaction. In addition, there is a statistically significant diverse in client satisfaction with Libyan airline among client's Monthly Income which is similar to Woo, (2019) in terms of monthly income and client satisfaction.

Which is influenced via a number of factors including education level and social background Rukhsana, (2019); Njeru et al., (2019); Kana, (2019); Woo, (2019) which similar to this study results there is a variance in the expected (SQ) of Libyan airline among client's Education Level. Also, there is a diverse in the perceived (SQ) of Libyan airline among client's Education Level. In addition, there is a statistically significant diverse in client satisfaction with Libyan airline among client's Education Level.

5.3. Conclusion

Nowadays, successful organizations are seeking to ensure their provided (SQ) based on operations management and marketing to make time towards marketing. In addition, SQ is closely associated in recent decades with restricted variables such as consumer happiness, financial efficiency, production expense, consumer engagement, customer loyalty and marketing effectiveness, (Wong et al . 2008). In addition, Service Domain (SQ) organizations consider themselves a major strategic factor in their plans while advertising their corporate services. Organizations are therefore able to reach a higher level of (SQ) that ensures customer satisfaction and can retain continuous competitive benefits.

The need for international and ensure market competition some organizations has adapted their strategic business. In the goal of growing consumer loyalty and increasing customer perceptions, organizations have sought innovative ways to enhance their service level. This has transformed many manufacturing companies' marketing strategies to offer a high level of (SQ) in order to compete in the world market efficiently.

This study aimed at detecting the impact of (SQ) on client satisfaction on Libyan air lines in Libyan state via utilizing SERVQUAL model. Furthermore, the target sample of this study consisted of (400) participants, the (INFO) remained collected via utilizing questionnaires. Moreover, the research validity and the reliability test remained done via utilizing (SPSS). The research also shows tolerance

of the participants in the sample in all standard measurements (e. g., tangibility, reliability, response, protection and sympathy) in the Libyan airways (SQ). Using the SERVQUAL model, the (SQ) decision was initially established. In the sense of production of financial, marketing and human resources approaches, the work also has important consequences for Libyan airline companies and may help in the incorporation of (S Q) issues into Libya's strategic planning. This study may also be useful for adaptations of the application services of Libyan airlines and other aviation companies in different Aviation countries, especially in third developed countries, including Libya.

In terms of the Libyan air companies background, this study adds to (SQ)'s comprehension. The added value of the research stems from Libya's continuous research into marketing and increasing the quality of airlines' services to raise profit, as well as the fact that it measured and assessed the perceived and expected quality of the (SQ) airlines that were used to measure customer satisfaction. Additionally, this research has documented that expected tangibility had negative effect on client satisfaction while expected assurance had a positive effect on client satisfaction. However, perceived responsiveness variable remained not a statistically significant predictor of client satisfaction. Therefore, results lead partial support to that there is a significant effect of perceived (SQ) dimensions on client's satisfaction. Finally, the perceived (SQ) of Libyan airline among client 's gender shows the highest mean remained observed in males in expected quality while the lowest observed in males in client satisfaction. So, there is a significant diverse in client satisfaction with Libyan airline among client's gender.

5.4. Limitations of the Research

This study has focused on services quality that has been provided to Client satisfaction management on Libyan air lines in Libyan. Furthermore, services quality as well as services quality management an important factors for any firm to ensure business quality and make time to market. Furthermore, the client s of Libyan air lines in Libya are seeking for high quality services in fact the sample of the study and this is considered a lack of study, however, this research study attributed the choice to Libyan air lines in Libyan for shortening the time, and costly effort. In addition, there

are several study limitations are reported as the following restrictions should be taken in consideration during studying:

- Libyan air lines in Libya, where it is required several a stable and suitable infrastructure compared to other firms where numerous groups are located places of conflict.
- In this study, the researcher will focus on the random samples and this is its flaw. Furthermore, it does not represent all the samples of passengers of Libyan airlines, however, rather a few. Consequently, the outcomes cannot be distributed to the all passengers.
- The community in which the researcher is studying in Libyan society which is one of the third development countries and the study to be applied in an oriental society as well as therefore there will be diversities.
- The researcher will determine suggestions as well as recommendations when the research outcomes are extracted later to be a valid reference for fellow researchers in the same field (domain).
- Spatial limits: the study remained confined to the Libyan air lines in Libya: in the airlines as well as the transportation domain.
- Time limits: after completing the theoretical side of the study, the researcher has designed a questionnaire form and distribute it to a random sample of the study community to collect the data and then analyzed it to reach the results in the expected period amongst (2019 -2020).

5.5. Suggestions and Recommendations

In fact, this study concentrated to provide some recommendations to show the impact of services quality on client satisfaction as a sample of passengers of Libyan airlines in Libya, in point of fact, Libya as one of the third development countries and rich country is still looking for the high quality services that provided in the airlines firms via avoiding client dissatisfaction in diverse domains. Also, this study introduces an evaluation to one of the most useful work that can increase airlines firms productivity in Libya.

- Libya, as one of the third development countries, should keep on working to improve the client s satisfaction specifically at Libyan airlines infrastructure via utilizing the technical improvement.
- Libya should improve employee information security management while communication all over Libyan airlines via utilizing the internet to detect and investigate the other employee's information security knowledge management and share their INFO in terms of how to avoid any accrued problems during the work environment.
- Libyan airlines in Libya should give all employees in general professional courses to enhance their qualifications skills at Libyan airlines in Libya to increase the firm productivity.
- Libyan airlines in Libya should enhance the education of the employees via giving them some courses about how to avoid job dissatisfaction side effects in the work environment.
- Libyan airlines in Libya should give awards to the employees via giving them special gifts during the job completed tasks at the years, for instance, phones, personal PCs and increase their total salaries to higher their productivity.
- The (INFO) security management department employees at Libyan airlines in Libya should make a comparison with the successful employments methods in another country via visiting the firms and discuss how they improve their similar employments methods to be successful in the future.
- The top management department employees at Libyan airlines in Libya should successfully implement new technical and modern methods to avoid passenger's dissatisfaction, and motivate their employees staff to practice and do exercises during the work environments to gain more health and positive feeling to eliminate burn out employee.
- Libyan airlines in Libya should higher their employee education about INFO security management to secure he firm information and ensure high level of security.

- Libyan airlines should balance their services amongst security policies and control and passengers satisfaction which is concerned with awareness of services quality and documentations which is reflects a positive services performance that provided via Libyan airlines firm.
- Libyan airlines should implemented a high skilled programs with high technical environment for protection and safety skills to enhance passengers satisfaction.
- Libyan airlines should adapt their services quality as well as employee knowledge about client satisfaction concerns, supportability, accessibility and awareness of risks and documentations to ensure client satisfaction.
- Libyan airlines in Libya should provide some online transactions and advertisements to people all over the world about the Libyan airlines management to reach high level of client satisfaction in terms of trust, and increase profit.
- An important firm for indoor and outdoor transportation, for instance, Libyan airlines should provide some conventional methods to ensure client and employee satisfaction by considering some important factors that can support the firm services quality, for instance, security policies and control and client satisfaction and awareness of risks and documentations, protection and safety skills related to employee performance and education which are reflects a positive services quality and performance that should be provided via Libyan airlines firm.
- Libyan airlines firms in Libya should improve their employee qualification skills directly targeting and focutilizing on client satisfaction and client desire.
- Libyan airlines firms in Libya should comprehend the relationship between quality of services and the passengers satisfaction to understand the client need as well as client s desire.
- Libyan airlines firms in Libya should address and documented the impacts of the quality of the firms services on client satisfaction in long term during the year to detect the firm services barriers as well as impediments.

- Libyan airlines in Libya should make full attention for new researches that focutilizing on quality of services and the passengers satisfaction to ensure and make time to market for (Libyan Airlines) all over the world.
- Libyan airlines in Libya should shed the light on the existing problems of the airline industry in Libya.
- Libyan airlines in Libya should contribute with other external airlines firms to increase technical scientific knowledge and learn new methods that increase client satisfaction.
- Libyan airlines in Libya should make a contributions with some practical researchers to help researchers in this field in the future in Libya to reach high lee; of services quality and client s satisfaction.
- An important firm for transportation domain, for instance, Libyan airlines in Libya should take all protection and safety skills to ensure client satisfaction.
- An important firm for transportation domain, for instance, Libyan airlines in Libya should provide the knowledge about Concerns, supportability and accessibility and awareness of risks and documentations which need some training courses (traditional as well as online courses) for their employee to increase Libyan airlines firms performance and productivity.
- An important firm for transportation domain such as Libyan airlines firm in Libya should shed the light on supporting some new further research to study more variables which might affect Libyan airline information and productivity, for instance, trust, usability and accessibility, client s need , client desire etc.
- Libya as one of the smallest counters as well as rich counters should make a hand effort to support the Libyan airlines firms adaptation via make an exploration similar external firms frameworks as well as document the strength skills and try to integrated in Libyan airlines firms framework adaptations.
- Libyan airlines firms in Libya requirements should be adapted this techy and execute it over the entire organization with the end goal to enhance the

correspondence among the legislature and the clients inside or outside Libya.

5.6. Future Study

This research study will move forward in future to determine some specific factors such as the level of satisfaction and employee job satisfaction on a specific Libyan airports such as Misrata Airport and Mitiga Airport and compare the level of passenger satisfaction with employee job satisfaction at Misrata Airport and Mitiga Airport.

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LIST OF ATTACHMENTS

Please kindly put a sign (☐) At the chosen phrase

• What is your gender?	<ul style="list-style-type: none"> • Male • Female
• What is your age?	<ul style="list-style-type: none"> • from 18 to 29 • from 30 to 39 • from 40 to 49 • from 50 to 59 • from 60 to above
• What is your marital status?	<ul style="list-style-type: none"> • Single • Married
• Please choose your monthly income category	<ul style="list-style-type: none"> • from 500 Lyd to 1000 Lyd • from 1001 Lyd to 1500 Lyd • from 1501 Lyd and above
• Where is your Residence location?	<ul style="list-style-type: none"> • Inside Libya • Outside Libya
• what is your occupation sector?	<ul style="list-style-type: none"> • Private sector employee • Student • Government Employee • Businessman
• What is your education level?	<ul style="list-style-type: none"> • High school as well as less • Diploma • High diploma master's Bachelor • Ph.D. or it is equivalent

	Phrase	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
1	They should have up-to-date equipment	○	○	○	○	○
2	Their physical facilities should be visually appealing.	○	○	○	○	○
3	Their employees should be well dressed as well as appear neat.	○	○	○	○	○
4	The appearance of the physical facilities of these firms should be in keeping with the type of services provided.	○	○	○	○	○

5	When these firms promise to do something by a certain time, they should do so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	When client s have problems, these firms should be sympathetic as well as reassuring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	These firms should be dependable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	They should provide their services at the time they promise to do so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	They should keep their records accurately.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	They shouldn't be expected to tell client s exactly when services will be performed. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	It is not realistic for client s to expect prompt service from the employees of these firms. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	Their employees don't always have to be willing to help client s. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	It is okay if they are too busy to respond to client requests promptly. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Client s should be able to trust employees of these firms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Client s should be able to feel safe in their transactions with these firms' employees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	Their employees should be polite.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	Their employees should get adequate support from these firms to do their jobs well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	These firms should not be expected to give client s individual attention. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19	Employees of these firms cannot be expected to give client s personal attention. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20	It is unrealistic to expect employees to know what the needs of their client s are. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21	It is unrealistic to expect these firms to have their client s' best interests at heart. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22	They shouldn't be expected to have operating hours convenient to all their client s. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	XYZ has up-to-date equipment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24	XYZ's physical facilities are visually appealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25	XYZ's employees are well dressed and appear neat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26	The appearance of the physical facilities of XYZ is in keeping with the type of services provided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27	When XYZ promises to do something via a certain time, it does so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28	When you have problems, XYZ is sympathetic as well as reassuring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29	XYZ is dependable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30	XYZ provides its services at the time it promises to do so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31	XYZ keeps its records accurately.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32	XYZ does not tell client s exactly when services will be performed. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33	You do not receive prompt service from XYZ's employees. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34	Employees of XYZ are not always willing to help client s.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35	Employees of XYZ are too busy to respond to client requests promptly. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36	You can trust the employees of XYZ.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37	You feel safe in your transactions with XYZ's employees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38	Employees of XYZ are polite.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39	Employees get adequate support from XYZ to do their jobs well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40	XYZ does not give you individual attention. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41	Employees of XYZ do not give you personal attention. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42	Employees of XYZ do not know what your needs are. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43	XYZ does not have your best interests at heart. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44	XYZ does not have operating hours convenient to all their client s. (-)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45	I remained satisfied with the service provided overall.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46	I would recommend this service to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47	I did not experience difficulties utilizing the service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48	Satisfaction with specific services I remained satisfied with the quality of online services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49	I remained satisfied with the quality of placement/counseling services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50	Timeliness Services were provided within agreed timescales.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
51	My query remained dealt with quickly and efficiently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
52	Accessibility It remained easy to find contact details (telephone number, email address, website) for services I remained interested in utilizing .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
53	Instructions and answers provided via the staff were understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
54	Services were easily accessible (e.g. in terms of physical access and business opening hours).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
55	The respectful treatment I remained treated with respect and understanding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
56	The attitude of staff in handling my case remained friendly and positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
57	I feel that the privacy of my information remained secured.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
58	Reliability of information provided I remained informed about my rights and obligations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
59	I remained provided with up-to-date information on employer demands/available jobs/places of apprenticeships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
60	I am satisfied with the quality of advice/ information received.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

61	Expectations being met I remained shown patience and appreciation of my individual needs and situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
62	I received a comprehensive service that solved my problem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
63	19- I do not believe the service could be improved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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