THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION: A CASE OF VIETNAM AIRLINES

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ABSTRACT

The development of IT and the Internet have provided opportunities for organizations to change the way of doing business and to be more competitive advantage over their direct and indirect competitors. Nowadays, Airlines are facing a fierce competition within industry and outside industry. The more Airlines satisfy their customers, the more profits and value added benefits will come. However, if Airlines fail to satisfy their customers, it can cause huge losses, not only for a certain Airline, but also for its country. In light of this, the present study focuses on the issue of assessing the influence of service quality on customer satisfaction at Vietnam Airlines. This paper used Servperf model of Cronin and Taylor (1992) to assess the quality service on customer satisfaction at Vietnam Airlines. Thereafter, multiple regression analysis is used to test the hypotheses. The result shows that the satisfaction of customers using Vietnam Airlines' service is influenced by Reliability, Assurance, Empathy and Tangible.

Keywords: Service quality, Servperf, customer satisfaction

1. Introduction

Since Vietnam joined World Trade Organization (WTO) in 2007, many foreign investor coming to Vietnam to set up their business in many different fields. Thus, Airline industry in Vietnam has many opportunities to grow. Evidence show that there are about 16 airlines choosing Vietnam as one of their destination in their routes (E-Guide, 2006). Currently in Vietnam, there are 04 air transport business Jetstar Pacific Airlines, VietJet Air, Vasco and Vietnam Airlines in which Vietnam Airlines has the largest market share. The competition on domestic market and international market is a challenge for Vietnam Airlines. To gain the high market share, Vietnam Airlines is no way other than to continuously improve service quality. Studying the services quality to find out the factors that need to be improved is a survival matter to win the global competition.

Vietnam Airlines (VNA) is one of the companies supplying very important service in the economy of Vietnam. VNA is accounting for a main position in supplying domestic transport service and it is urgently expanding its operation to international airlines. Therefore, the competition on domestic and international is a challenge for VNA. In order to win in this competition, VNA has to improve the service quality. The research of service quality to find out the factors of quality can be improved better; it is a vital issue to win in the global competition. However, the improvement of service quality is a very difficult and costly work, and to implement this work, it

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requires having deep knowledge about the factors constituting the service and measures on improving the quality of each of such factors in order to meet the customer satisfaction, lead to the creation of customer loyalty for VNA. Therefore, researching the influence of aviation service quality on customer satisfaction for VNA is very necessary. Conceptually service quality is defined as how well the service meets or exceeds the customer expectation on a consistent basis. However, the difficulty is that service quality unlike the product quality, is more abstract and elusive because of features unique to services: intangibility, inseparability, heterogeneity and perishability. To overcome this difficulty, Cronin and Taylor (1992) have developed a methodology known as SERVPERF. It is widely used within service industries to understand the perceptions of target customers regarding their service needs and to provide a measurement of the service quality of the organization.

2. Research purposes

The research aims at evaluating customer satisfaction on service quality at four stage including check in service, airport service, boarding service and in-flight service, and identifying factors affecting satisfaction of Vietnam Airlines' customers. The purposes are:

- Identify clearly the nature of aviation service quality, influence of aviation service quality on customer satisfaction.

- Identify factors affecting customer satisfaction.

- Study the relationship between customer satisfaction and factors affecting.

3. Literature Review

3.1. Service quality

Service quality affects the repurchase intention of both existing and potential customers. Market research has shown that customers who are dissatisfied with a service will divulge their experiences to more than there other people. Thus, it is reasonable to conclude that poor service will reduce the potential customer base affecting the bottom line to business performance.

According to Saravanan and Rao (2007) [1] service quality remains critical in the service industries, as businesses strive to maintain a competitive advantage in the marketplace and achieving customer satisfaction. The financial services, particularly banks, compete in the marketplace with generally undifferentiated products; therefore service quality becomes a primary competitive weapon. Literature has proven that providing quality service delivery to customers retains them, attracts new ones, enhances corporate image, lead to positive referral by word of mouth, and above all guarantees survival and profitability (Negi, 2009) [2]. The aim of every service sector is consciously to minimize the discrepancy between service delivery and customer satisfaction. The ability of an organization to determine the customer needs and to effectively meet the needs has a great impact on service quality.

3.2. Customer satisfaction

Customer satisfaction is one of the important outcomes of marketing activity (Oliver, 1980) [3]. It serves to link processes culminating purchase and consumption with post purchase phenomena such as attitude change, repeat purchase, and brand loyalty (Surprenant, C., and Churchill, G., 1982). Satisfaction is whereby the service provide meets the expectations and norms of customers (Oliva et al., 1992). This view is shared by Anderson et al (1994). According to Oliver (1980), the customer satisfaction model explains that when the customers compare their perceptions of actual products/services performance with the expectations, then the feelings of satisfaction have arisen. Oliver (1980) identified three types of disconfirmation, which are: Positive disconfirmation occurs when Product or service performance expectations; In this case, the customers are highly satisfied; Negative disconfirmation occurs when Product/service performance expectations; In this case, the customers are highly dissatisfied; Zero disconfirmation occurs when Product/service performance equal expectations.

3.3. The relationship between service qualtiy and customer satisfaction

In marketing literature, Service Quality and Customer Satisfaction have been conceptualized as a distinct, but closely related constructs (Siddiqi, 2011) [4]. There is a positive relationship between the two constructs (Beerli et al., 2004) [5]. The relationship between customer satisfaction and service quality is debatable. Some researchers argued that service quality is the antecedent of customer satisfaction, while others argued the opposite relationship. Parasuraman et al (1988) defined service quality and customer satisfaction as "service quality is a global judgement, or attitude, relating to the superiority of the service, whereas satisfaction is related to a specific transaction". However, they found that there is no important relationship between customer satisfaction and tangible aspects of service environment. Most of the researchers found that service quality is the antecedent of customer satisfaction (Parasuraman et al, 1988) [6]. Bitner (1990) [7] pointed out that customer satisfaction is the antecedent of service quality. In 2004, Beerli et al supported this finding. Beerli et al mentioned a possible explanation is that the satisfaction construct supposes an evaluative judgement of the value received by the customer. This finding is contrasted with most of the researchers.

Service quality researchers tend to consider service quality as a more long-term and general evaluation as opposed to satisfaction which is a transaction-specific assessment. Based on these grounds Parasuraman et al. (1988) proposed that the instances of satisfaction over a time period lead to a perception of general service quality.

3.4. Models of assessing quality service and customer satisfaction

3.4.1. Servqual

One of the most popular models, SERVQUAL, used in service marketing, was developed by Parasuraman et al (1985, 1988) [6], [8]. SERVQUAL is based on the perception gap between the received service quality and the expected service quality, and has been widely adopted for explaining consumer perception of service quality.

The first purification stage came up with ten dimensions for assessing service quality which were; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, knowing, customers, and access. They went into the second purification stage and in this stage they concentrated on condensing scale dimensionality and reliability. They further reduced the ten dimensions to five: tangibility, reliability, responsiveness, assurance, empathy.

3.4.2. Servperf

Service quality can be measured by the performance-based SERVPERF scale as well as the gap-based SERVQUAL scale. Cronin and Taylor (1992) developed SERVPERF which is a performance-only model for measuring service quality with empirical studies in banking, pest control, dry cleaning, and fast food sectors. They have developed a service quality scale in respect to the dimensions of expectation (22 items-same as SERVQUAL), performance (22 items-same as SERVQUAL), importance (22 items-same as SERVQUAL), future purchase behaviour (1 item), overall quality (1 item), and satisfaction (1 item) which were measured by seven-point semantic differential scale. This study showed that service quality was measured as an attitude, the marketing literature supported the performance-based measures, and the SERVPERF explained more of the variation in service quality than SERVQUAL. SERVQUAL had a good fit in banking and fast food sectors whereas SERVPERF had an excellent fit in all four industries-banking, pest control, dry cleaning, and fast food. Brady et al. (2002) [9] mentioned that SERVPERF was the most superior model among all service quality models and they performed a replication and an extension of SERVPERF and supported the results of Cronin and Taylor (1992) [10] in different sectors such as spectator sports, entertainment, health care, long-distance carriers, and fast food.

3.4.3. Customer satisfaction index models

National customer satisfaction index (CSI) models were introduced in the late 1980s. Claes Fornell established the Swedish Customer Satisfaction Barometer (SCSB) in 1989 as the first national CSI for domestically purchased and consumed products and services and was applied to 130 companies from 32 Swedish industries (Fornell, 1992) [11]. The original SCSB model contains two primary antecedents of satisfaction:

perceptions of a customer's recent performance experience with a product or service, and customer expectations regarding that performance. More specifically, perceived performance is equated with perceived value, or the perceived level of quality received relative to the price or prices paid. The basic prediction is that as perceived value increases, satisfaction increases.

The other antecedent of satisfaction is how well the customer expected the product or service to perform. Customer expectations are defined as that which a customer predicts ("will" expectations) rather than a normative standard or benchmark ("should" expectations) (Boulding et al., 1993). These expectations are argued to positively affect customer satisfaction because they serve as cognitive anchors in the evaluation process (Oliver, 1980). While perceived performance captures more recent experience, customer expectations capture a customer's prior consumption experience with a firm's products or services as well as advertising and word-of-mouth information. Because expectations forecast a firm's ability to provide future performance, it is argued to have a positive effect on satisfaction in the SCSB model (Fornell, 1992). Finally, expectations should be positively related to perceived performance (value). This captures customers' abilities to learn from their experience and predict the level of performance they will receive. Loyalty is the ultimate dependent variable in the

model because of its value as a proxy for actual customer retention and subsequent profitability. The original SCSB includes a relationship from complaint behaviour to customer loyalty. Although no prediction is made regarding this relationship, the direction and size of this relationship provides some diagnostic information as to the efficacy of a firm's customer service and complaint handling systems (Fornell, 1992). When the relationship is positive, a firm may be successfully turning complaining customers into loyal customers. When negative, complaining customers are predisposed to exit.

4. Research methodology

4.1. Model design

In the research, the SERVPERF model is chosen because the SERVPERF model has more advantages. First, although the SERVQUAL model is a more common model and is more applicable to service quality studies, the new SERVPERF model is more efficient. This has been confirmed through Cronin and Taylor's experiments in conducting comparative studies in four banking, pest control, drying and fast food sectors, and through studies by Parasuraman's research about the SERVQUAL model. Second, the SERVQUAL scale is constructed in two parts: the first part is the customer expectation of service quality in general, the second is the perception of service quality, while the SERVPERF scale consists of only feel of the customer. Removing the

customer expectation survey helped the SERVPERF scale to be more concise, with enough content to be boring and time consuming for respondents. In addition, when customers give an answer about their perception of service quality, they tend to compare the desires and perceptions in their minds to respond. Finally, expectation survey helped the SERVPERF scale to be more concise, with enough content to be boring and time consuming for respondents. In addition, when customers give an answer about their perception of service quality, they tend to compare the desires and perceptions in their minds to respond.

The research aims to investigate the relationship among 5 dimensions with customer satisfaction such as reliability, responsiveness, assurance, empathy, tangible. The 5 independent variables with 1 dependent variable in the above modified model produce 5 hypothesises.

H1: Reliability has positive relationship with customer satisfaction

H2: Responsiveness has positive relationship with customer satisfaction

H3: Assurance has positive relationship with customer satisfaction

H4: Empathy has positive relationship with customer satisfaction

H5: Tangibles has positive relationship with customer satisfaction

Compared to the SERVPEF model (has 22 questions), in the survey conducted for this study, the writer added question number 23 to examine the overall level of customer satisfaction with the service quality of the bank. This is the basis for the analysis of the relationship between the independent variables and the dependent variable later.

The questionnaire design was conducted as follows: Construct the first questionnaire based on the information collected in the theoretical model and the satisfaction survey. Select and correct the questions after conducting a random sample of 10 clients to test the clarity of the questionnaire. Correction and completion of questionnaire.

The questionnaire contains 3 parts: The first part introduces the purpose and purpose of the survey. The second part consists of 23 questions about customers' perceptions and the quality of service provided by Vietnam Airlines. Based on five dimensions: reliability, responsiveness, assurance, empathy, tangible. The third part is questions about the customer's personal information (gender, age, education level), and the customer's response to the survey.

The form of the questionnaires for Vietnam Airlines customer satisfaction survey was determined by two ways. First way is to set online questionnaires by using Google docs. The website provided the layout standard, which suits requirements for professional questionnaires. Therefore, the task in this case was just to learn how to use Google docs to establish this online questionnaire. And beside online

survey, questionnaires are also printed to launch directly to individual customers. The languages of questionnaires are set in two languages, English and Vietnamese. The Vietnamese question version gives Vietnamese respondents an advantage to understand and answer the questions. The English question version is needed for foreigner respondent and for analysing results.

4.2. Sampling

Simple random sampling was used for this research. Random sampling method allows choosing single members randomly from a list of the customer who has asimilar opportunity of selection. This method is suitable with there quiremen to collecting Vietnam Airlines customers. It is almost impossible to collect all Vietnam Airlines customers because Vietnam Airlines held a great number of customers in Vietnam and over the world. Therefore, random sampling method was necessary to selecta small group from the list of customers. The survey was randomly determined to collect 400 people from Vietnam Airlines' customers.

4.3. Data collection

The questionnaire was sent to both Vietnamese and Foreigner customers. However, the Vietnamese were majority. The questionnaires were sent to 400 customers. Online survey is mailed to 300 customers and the respondents from online survey are 150. Printed survey is launched directly to

100 customers and the respondents are 77, however there are 27 answers invalid because not all questions are answers on the survey. Thus, the total number of respondents collected only 227/400. The return rate reached only 56.75%. However, the actual response number of survey are 200 and the return rate at 50%.

5. Data analysis and finding

5.1. Demographic profile of the respondents

Data presented in Table-1 in Appendix show that out of 200 respondents 90 (45%) are male and 110 (55%) are female customers. In terms of age group, 85 (42.5%) respondents has the age group of 19-40, followed by 79 (39.5%) to age from 40 to 60, 20 (10%) are above 60 and only 16 (8%) respondents below age of 18. In terms of flight route, domestic route accounts for 78 (39%) respondents, International route is at 49 (24.5%), both route comprises at 73 (36.5%) respondents. For seat class, economy class formed the highest portion with 126 (63%) respondents, 37 (37%) belong to Business class and also 37 (37%) to Premium economy class.

5.2. Cronbach's Alpha and Exploratory Factor Analysis

Cronbach's alpha is a useful tool for analyzing scale reliability. Variables that correlate with total variables less than 0.3 will be considered rubbish variables and discarded. The condition of the Cronbach's alpha coefficient of the sum variable is greater than 0.6 and is

preferably greater than 0.7. But if the Cronbach's alpha coefficient is too high it does not reflect the good scale. The results of the five components of the quality of mobile telecommunications services are depicted in Table-2 in Appendix.

Using the Cronbach's Alpha coefficient to measure the reliability of the quality of Vietnam Airlines services with 5 quality components and 22 observation variables, we have eliminated 2 variables from the model:

• The working time of transaction point of Vietnam Airlines is convenient (empathy 5).

• Vietnam Airlines's value added services are varied (tangible 1).

After testing the Cronbach's Alpha coefficient and measuring the reliability of the scale, we conducted an analysis of the EFA - Exploratory Factor Analysis with the other 20 observed variables. The EFA will help us evaluate two important values of the scale as convergence value and discriminant value. The condition for EFA to be satisfied are: Factor loading >0.5, $0.5 \leq KMO \leq 1$, Sig. < 0.05 in Bartlett's Test of Sphericity, Percentage of variance >50%.

By conducting an exploratory factor analysis (EFA), looking at the rotation matrix table we can clearly see that the model has not reached convergence value (Table-3).

Continuously remove the inappropriate variables from the model, rerun the model over and over again to get the result in Table-4.

However, in order to ensure convergence value and discriminant value, the five variables were removed from the model in turn:

• Responsiveness 3: Vietnam Airlines' staffs quickly serve you.

• Empathy 4: Vietnam Airlines' staffs understand your needs.

• Responsiveness 1: Vietnam Airlines' information is always updated quickly.

• Empathy 2: Vietnam Airlines' staffs are interested in your needs.

• Assurance 2: You feel safe while using the services of Vietnam Airlines

In a results, KMO and Bartlett's Test are high (0,747 > 0,5) with Sig = 0,000. EFA analysis is suitable. We have a rotating matrix table that eliminates unimportant loading factors to see the convergence factor in Table-5.

After conducting the Reliability Scale and EFA scaling, four factors are identified and explained as follows:

• X1 represents reliability 1, reliability 2, reliability 3, reliability 4, reliability 5 variables.

• X2 represents the variables tangible 2, tangible 3, tangible 4.

• X3 represents variables responsiveness 2, responsiveness 4.

• X4 represents the variables assurance 1, assurance 3, assurance 4, empathy 1, empathy 3.

5.3. Regression analysis

Apply regression analysis to the model, conduct multivariate regression analysis with four factor-verified correlation coefficients (X1, X2, X3, X4) and dependent variable (Y) using

the method Enter. The first regression results in Table-6 have a big P-value (sig>0.05) at X3. X3 is not suitable with this model, so that X3 variable is deleted from the regression equation. The regression model is rerunned with the remaining variables results in Table-7.

After the second regression analysis, all three variables of Reliability (X1), Tangible (X2), customer service (X4) are good explanatory variables for the dependent variable change. Customer Satisfaction (Y):

In the Model Summary table, the adjusted R2 coefficient is 0.762 which means that in 100% of the variation of the dependent variable, the satisfaction is 76.2%. The variation is due to the independent variables X1, X2, X4. Rationale means that the co-occurring variables explain 76.2% of the

dependent variable, the rest is due to random errors or factors outside the impact model. Thus, the model that gives the explanation can explain well the dependent variable.

In addition, the statistical value F is a hypothesis test for the suitability of the overall linear regression model with the hypothesis that all regression coefficients are zero. 0.000<0.05 indicates that this hypothesis can be disproved, meaning that the model used is appropriate.

Based on the P-P plot below shows that the observation points are not scattered far from the expected line, we can conclude that the standard distribution hypothesis is not violated. Thus, it can be concluded that the model is linear.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y
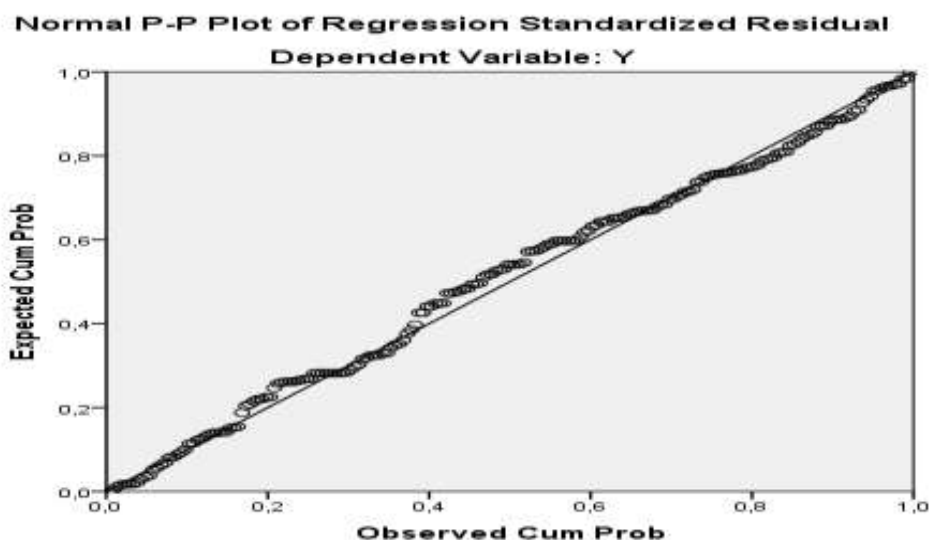
From all the above tests we come to the conclusion that the regression model chosen is suitable. The model is: Y = 0.240 + 0,116X1 + 0,374X2 + 0,689X4.

So, the satisfaction of customers using Vietnam Airlines' service is influenced by the last four qualities: Reliability, Assurance, Empathy and Tangible.

6. Conclusion and recommendation

From the statistical analysis it is observed that there is a significant relation between customer satisfaction and dimensions of service quality in Airline industry, the case of Vietnam Airlines. In terms of impact of quality dimensions on customer satisfaction it is found that Reliability, Assurance, Empathy and Tangible have a significant impact on customer satisfaction. Furthermore it is also found that 100% of the variation of the dependent variable, the satisfaction is 76.2%. Therefore, there are 4 recommendations to improve Reliability, Assurance, Empathy, and improve Tangible.

Firstly, in order to improve reliability, VNA must be especially careful in explaining to customers the transaction process, ensuring that the transaction takes place correctly and without any errors. In the transaction process, if the customer face any problems, VNA needs to explain customers and specific advice for moderate and enthusiastic attitude so that the customers feel completely at ease. Moreover, VNA should have communication between leaders and staffs about attitude and style of service to enhance each other's sense of well-being. This is also an opportunity for employees to exchange ideas, share their know-how, experience and to impose strict penalties in case the employee's attitude is not appropriate.

Secondly, in order to improve assurance, VNA and other airlines must keep customer information confidential and respect customer expression in the transaction. On the other hand, VNA and other airlines must consider customer complaints as a signal for bank to recognize the weaknesses. If these errors are soon discovered, recorded, then modified in time, the number of complaints will be decreased, which means that the level of satisfaction and confidence of customers are enhanced.

Thirdly, improve empathy and tangible, VNA can petition the head office for the design and decoration of modern and new space. In addition, airlines can also rearrange the counters, change the space within the branch and increase the proportion of customer space, add a water table with a flowerpot. Releases, photo books introducing airlines along with a few games, small customer service while waiting for the transaction will create a friendly atmosphere and shorten the distance between customers and airline staffs.

This research was conducted to find out and assess the customer satisfaction on service quality of VNA and to find the factors that affect the satisfaction. With data collected from the survey and through the processing and analysis of statistical data, this study hopes to provide VNA and other airlines a more in-depth look at four factors can bring customer satisfaction.

APPENDIX

Table 1: *Demographic profile of the respondents*

		Number	Percentage (%)
Sex	Male	90	45
	Female	110	55
Age	<18	16	8
	18 – 40	85	42.5
	40 – 60	79	39.5
	>60	20	10
Flight route	Domestic Route	78	39%
	International Route	49	24.5%
	Both	73	36.5%
Seat class	Business Class	37	37%
	Premium Economy Class	37	37%
	Economy Class	126	63%
	Total number	200	100

Table 2*: Cronbach's Alpha*

Variables	Reliability	Responsiveness	Assurance	Empathy	Tangible	Customer satisfaction
Cronbach's Alpha	0,731	0,675	0,715	0,802	0,671	0,647

Table 3: *The first EFA analysis*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy				0,861	
Bartlett's Test of Sphericity	Approx. Chi-Square			1408,917	
	Df			190	
	Sig.			,000	
	Component				
	1	2	3	4	5
assurance3	,820				
empathy1	,792				
empathy2	,695				,419
empathy3	,684		,350		
assurance4	,606				
assurance1	,580				
empathy4	,541		,478		
reliability1		,791			-,309
reliability2		,710			
reliability3		,662			
reliability4		,659			
responsiveness4			,695		
responsiveness1			,638		
responsiveness2			,562		,466
responsiveness3	,528		,544		
tangible4				,805	
tangible2				,739	

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tangible3				,661	-,420
assurance2	,402				,614
reliability5		,543			-,546

Table 4: *Revised EFA analysis*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy				0,747	
Bartlett's Test of Sphericity	Approx. Chi-Square			785,339	
	df			105	
	Sig.			,000	
	Component				
	1	2		3	4
assurance3	,848				
empathy1	,789				
empathy3	,676				,339
assurance4	,642				
assurance1	,610				
reliabiltiy1		,837			
reliability 2		,679			
reliability 4		,651			
reliability 5		,635		,301	
reliability 3		,631			
tangible4				,772	
tangible3	,306			,741	
tangible2				,725	,330
tangible2					,755
tangible4					,642
Eigenvalues	3,338	2,652		1,577	1,106
Percentage of variance	57,816%				

Table 5: *The convergence*

	Component			
	1	2	3	4
assurance3	,848			
empathy1	,789			
empathy 3	,676			
assurance 4	,642			
assurance 1	,610			
reliability1		,837		
reliability2		,679		
reliability4		,651		
reliabilty5		,635		
reliability3		,631		
tangible4			,772	
tangible3			,741	
tangible2			,725	
responsiveness2				,755
responsiveness4				,642

Table 6: *The first regression analysis*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	,221	,124		1,788	,075		
X1	,085	,027	,113	3,192	,002	,951	1,051
X2	,265	,026	,373	10,211	,000	,901	1,109
X3	,012	,025	,018	,467	,641	,853	1,173
X4	,528	,029	,683	17,918	,000	,828	1,207

Table 7: *Model Summary[b]*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	,875 [a]	,765	,762	,28243	2,025

ANOVA[a]

	Sum of Squares	df	Mean Square	F	Sig.
Regression	50,995	3	16,998	213,095	,000[b]
Residual	15,635	196	,080		
Total	66,630	199			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	,240	,117		,057	,041		
X1	,086	,026	,116	,281	,001	,966	1,035
X2	,266	,026	,374	,299	,000	,907	1,103
X4	,532	,028	,689	9,212	,000	,932	1,073

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ẢNH HƯỞNG CỦA CHẤT LƯỢNG DỊCH VỤ ĐẾN SỰ HÀI LÒNG KHÁCH HÀNG: TRƯỜNG HỢP CỦA VIETNAM AIRLINES

TÓM TẮT

Sự phát triển của công nghệ thông tin và Internet đã tạo cơ hội cho các doanh nghiệp thay đổi cách thức kinh doanh và đạt lợi thế cạnh tranh so với đối thủ của mình. Ngày nay, nhiều hãng hàng không đang phải đối mặt với cạnh tranh khốc liệt. Hãng hàng không nào càng thỏa mãn khách hàng thì càng có lợi nhuận và giá trị gia tăng cao. Tuy nhiên nếu hãng hàng không thất bại thì sẽ gặp nhiều tổn thất lớn. Chính vì vậy bài nghiên cứu này tập trung vào đánh giá ảnh hưởng của chất lượng dịch vụ đến sự hài lòng khách hàng của Vietnam Airlines. Bài báo này sử dụng mô hình Servperf của Cronin và Taylor (1992) nhằm đánh giá chất lượng dịch vụ đến sự hài lòng khách hàng của Vietnam Airlines. Hồi quy đa biến được sử dụng để kiểm định giả thuyết. Kết quả chỉ ra có bốn nhân tố ảnh hưởng đến sự hài lòng khách hàng đối với dịch vụ của VNA, đó là sự tin cậy, tính đảm bảo, sự cảm thông và tính hữu hình.

Từ khóa*: Chất lượng dịch vụ, Servperf, sự hài lòng khách hàng*