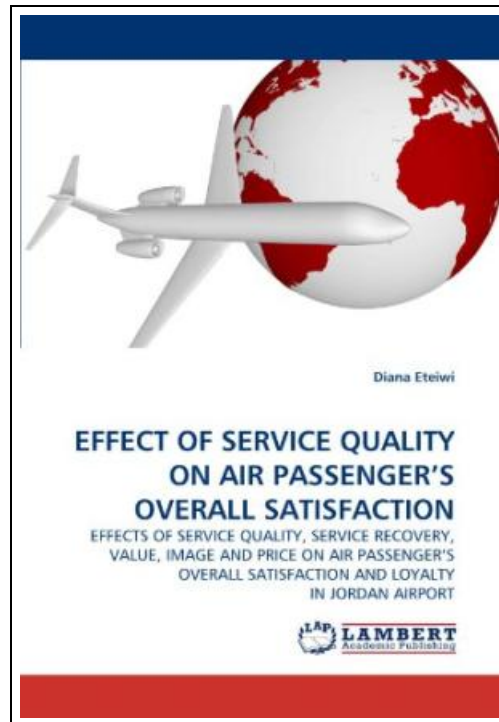


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LAP Lambert Acad. Publ. Apr 2011, 2011. Taschenbuch. Condition: Neu. Neuware - Investigation the effects of service quality, satisfaction with the service recovery, value, image, & price on passenger's overall satisfaction & loyalty by developed & analyzed three models. Using statistical analysis, Model I shows that in flight services, reservation & ticketing, flight availability, reliability, employee services, airport services & satisfaction with the web site & e-services positively affect passenger satisfaction & passenger satisfaction positively affects both behavioral & attitudinal loyalty. While, Model II reveals that service recovery, price, value, & image positively affect passenger satisfaction while image & passenger satisfaction, & service recovery positively affect directly behavioral loyalty. Finally, Model III that in that in-flight services & reservation & ticketing, airport services & employee services, reliability & flight availability, image, & value positively affect passenger satisfaction & passenger satisfaction in return affects cognitive loyalty of the airline passengers. In conclusion the developed models shall provide important feed back to decision makers who are responsible for the airlines industry in Jordan. 76 pp. Englisch.



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