



The Impact of Service Quality Dimensions on Customers Satisfaction at Jordanian Airlines

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ABSTRACT

This study examines the correlation between the quality and service of Jordan Airport and its influence, specifically focusing on the suitability of the quality characteristics. Quality is assessed based on the quality of service required, whether it is high or low, using five fundamental criteria: reliability, guarantees, responsiveness, tangibles, and utilization. The assessment of passenger and customer satisfaction is accomplished using the Cartepe scale. Studies revealed that a total of 475 individuals were randomly allocated among the passengers of Jordanian Airlines. A regression analysis was conducted to ascertain the impact of service quality on passenger satisfaction. The findings indicate that all variables exhibit a positive correlation rather than an inverse correlation, since they positively influence passenger satisfaction and have a dependable position in the aviation sector.

1. INTRODUCTION

This section is based on focusing on and clarifying the elements that can be obtained, such as passenger service and customer satisfaction. In order to define these concepts, evaluations must be made [1]. These evaluations link the elements and variables to each other. The various five dimensions of quality, which are considered the basis of every airport located in a country, will also be discussed. Jordan since its emergence in 1963 and how quality helped to bind an alliance in 2007 and become part of the global community [2]–[5]. It is believed that the aviation industry affects the economic development of the State of Jordan, but it also helps in stimulating the international trade related to it and is linked to the movement of tourists and recreational activity [6]–[9]. It was also learned that Jordanian Airlines transported 2.6 billion passengers in the past years and 41% of international tourists from other countries, which increased 9% annually and established good

prices. The field of aviation is considered, through industry trends, to have a competitive advantage and a profitable advantage. The winner in this field is considered a passenger on an aeroplane, i.e., the traveler, because the airline usually depends on its passengers [4], [5], [10], [11].

It has been shown that the higher the quality, the more it leads to passenger satisfaction. Then comes the intention to create positive behavior. An airline must retain passengers and also maintain profit, as mentioned in 1996 [12]–[14]. It must focus on developing quality because it has approaches in the labor market. In 2009, it was It turned out that Jawdat, the airline at Jordan Airport, projects a better image than other airports. In 2015, a questionnaire was presented to the public, where they were told that advertisements increase their intensity, and in this funny way, they are attracted [10], [11], [15], [16]. On the other hand, providing high-level quality leads to the occurrence of

psychological pressures due to excessive concentration and development [17]–[20]. On the one hand, passengers who do not like the service can complete it or continue instead of transferring to other airline companies [6], [7], [21], [22]. In 2017, it was found that customer and passenger satisfaction and loyalty had increased. Service quality is considered one of the best areas of interaction with airline routes [23]–[26]. In 2014, Dwyer expanded his knowledge of the dimensions of quality that affect passenger levels. Jordanian Airlines considers service quality to be very difficult. Therefore, some studies were conducted to monitor the impact of quality from the time a flight begins to the time it lands and departs. Events from inside the plane, such as the quality of meals and the services that are on board, the time of landing, and baggage receivable, The quality of service differs from the service that is inside the plane, such as passengers being transported using the plane using an intangible service [27]–[30]. It was also concluded that quality services are considered consumables [31]–[33]. The main point of the research is to know how the quality and how quality dimension is affected and impact on the Jordin airline.

2. LITERATURE REVIEW

2.1 Service Quality

The quality of service provided by Jordanian Airport is linked to the number of services that are available in transportation, while also providing broad and higher levels of quality [6]–[9]. In 2008, airlines in competitive markets supported high quality that affected customers and their products that were distinguished and different from others. This is expressed The quality of service has an impact on the competitiveness of aviation [4], [5], [10], [11]. Customer quality is an important and key strategy used to remain competitive in industries and services, such as Zizmil Aviation in 1996. It is used to determine quality as a process that compares customers and their expectations about the service with their imagination and perceptions that will be received and its results without implementation in 2007 under the definition of Çakir Burki, and it was defined based on matching between the characteristics required by customers and the characteristics of the required service [12]–[14], [17]. It is used as a thread to know whether customers are satisfied or

not, based on the differences in 2016 [18]–[20], [23]. In late 2008, it was proposed to measure passenger experiences in which the quantity of perceived quality and benefit from it is measured. The quantity of perceived quality is defined as the comprehensive entity or superiority in a base. In fact, the perceived quality of services and customer satisfaction are considered transcendental concepts, but customer satisfaction through subjective response is considered superior [12], [17], [34], [35]. Customers view quality responsive service as a long-term service.

The importance of quality of service in any industry cannot be known or expected, not only in the field of pilots through passengers and their satisfaction or loyalty, but also in other fields. But travellers and passengers hope to get good quality that will be satisfactory [24]–[27]. Also, on the other hand, the airline company is working as hard as it can to provide them with what they want. Given what they direct this airline company to have, this is a problem. It is possible to pay to cover this gap [36]. Therefore, there are dimensions of quality offered by an airline company that are Firstly, reliability, which is the ability of an airline company to perform the service reliably, It indicates that the company is able to provide the service continuously according to the responses and time frames in the absence of errors [28]–[30]. This may include a questionnaire in which it clarifies adherence to all appointments, efficiency of procedures, and accuracy in issuing tickets [37]–[40]. Reservations Secondly, the response is the response at an airline airport to the employees' sense of their approach to customer service with high speed and motivation, which allows passengers to see that the employee is ready for service and has a desire to meet their needs [19], [20], [41], [42]. The response may be considered a problem through cancellation of flights or loss of luggage, and emergency situations must be addressed at this time [43]–[45]. Third, tangible refers to the needs or material aspects of an airline's services through the use and visualisation of various elements such as facilities or aircraft, seat space, building space, appearances of employees on board, catering services, and a note on communication tools. This all includes the tangible and visual aspects that passengers see. Fourthly, empathy [46]–[48]. Empathy is based on the principle of individual care and attention that is

given to passengers through service provision. It facilitates the knowledge of communication and sensitivity of service employees and their treatment as distinguished customers. This is related to the human touch [1], [49], [50]. Fifthly, the guarantee is linked to the fitness and agility that employees of an airline have and their ability to convey and transfer trust to customers. This includes the competence of an employee in how to perform the service, the way he deals with it in terms of etiquette, and the public's attitudes in terms of interest and care. Therefore, the guarantee is considered to reassure passengers and build their confidence in airlines [51].

2.2. Customers Satisfaction

Satisfaction is considered an effective characteristic among passengers and the Jordanian airport because it contradicts previous observations and expectations and shows performance that can be consumed. Satisfaction is expressed in more than one definition as the degree to which a person believes that its impact is positive [52]. It is also described as a feeling of pleasure or disappointment, and that is by comparing production and performance, it was also mentioned that satisfaction is a questionnaire that passengers take to evaluate whether their needs are met or not. Satisfaction is an effective quality. Customer satisfaction is considered a comprehensive result of quality, as it links service and passenger loyalty, and it is a judgement made on basic principles. Satisfaction is based on an important relationship between customer behaviors and quality behaviors. Perceived quality is considered one of the components of satisfaction, while service quality and satisfaction have two things. Complementary and mutually exclusive, it shows that satisfaction also has a broader meaning than a one-sided quality assessment, as Connors described in 2009, as a relationship between a company and a customer company [53]. The quality of service and its value is presented as a movement of satisfaction, loyalty, and emotional responses that result in consumption, due to satisfaction or dissatisfaction, as was described in 2015. Customer satisfaction is considered a rule, and this encourages the airport to be loyal to them. Others say that the quality of service will lead to customer satisfaction and a level of enjoyment and satisfaction [24], [26], [54], [55].

2.3. Customer Loyalty

Loyalty is based on the fact that the airport of the Kingdom of Jordan provides a rare quality that is different from other airports, and that is through competition and playing with prices, and that is by making travel tickets less, but the benefit is greater by gaining competitive scarcity [56]. Since the previous procedures have been carried out, it has been ensured that its management, passengers, and the quality of service have a direct relationship to loyalty. It has been known that measuring quality is based on variables. There is also another aspect that plays an important role: the airport's brand name. It enhances customers' confidence, gives them a basic idea of intangible variables, and puts other airport companies in a state of anxiety and tension [28]–[30], [42], [57].

3. METHODOLOGY

This section is based on the principle of giving general and in-depth theories on the principles of the tools and techniques used at the airport in the Kingdom of Jordan and showing an analysis of the results regarding the impact of the service on passengers and on the airport itself. This section explains and answers this question and achieves the goals and achievements around the hypothesis, as I have mentioned. The philosophy of modelling and research, the number of passengers who completed the questionnaire about quality and its five dimensions, sampling, and the method of communicating data and information and analyzing them in a simplified manner will be shown.

This section's research design is based on a quantitative description of the relationship between Jordan Airlines and passenger satisfaction and an explanation and clarification of the factors influencing passenger satisfaction. The method of collecting data is the first way to compose the questionnaire, as the questionnaire consists of two sections, each of which has a different side effect from the other. Where a sampling method is used, which indicates that participants are taken on the basis of convenience due to the large number of passengers among the probability class, data is collected from plane passengers and those heading to their flights to show the economy class of passengers also heading to Amman International Airport during the period of 2016. It was

distributed. A total of approximately 500 people completed the questionnaire, and 475 valid and useful answers were answered, resulting in a completion rate of 92.3%.

The questionnaire consists of two main components to be presented to travelers. First, the first part of the questionnaire includes names that include standard names and provides percentages. The first part of the questionnaire consists of two parts that collect information about personal characteristics of travelers and passengers, such as travel purposes, tickets, destination of the traveler, method of reservation, and frequency of use of air lines. The Kingdom of Jordan. The second part focuses on the demographic characteristics, which represent the characteristics of the traveler, i.e., age, gender, nationality, country of residence, level of education, monthly income, and work profession. The second part of the questionnaire is a scale that requires participants to rate their agreement or disagreement based on questionnaire questions that have more than five points, with reference to the position: A five-point measurement of service quality as proposed in 1988. The second section evaluates passenger satisfaction using six different items, where each item represents a measure of the criteria. It was stated in 2004 that this part contains approximately 30 questions that include travelers who were late for their flights. In addition, a recent study was conducted on 50 passengers whose plane took off late in the Kingdom of Jordan. They were also asked to complete quality items and follow instructions. The final questionnaire revealed the presence of 24 different items and variables and six customer satisfaction components.

3.1 Study Constructs

It has been clarified that there is an independent variable, which is the quality of service, as the quality of service is the variable that can be manipulated or measured to be examined regarding the effect of its dimensions. The variables of passenger satisfaction and loyalty are also manipulated. For this reason, Jordanian Airport is intensifying its monitoring of service metrics and trying to converge on them. Factors: 24 factors are associated with an airport. Dependent variable: customer satisfaction represents the

dependent variable, which represents passengers' satisfaction with airlines. The dependent variable is measured in passenger satisfaction through various six items, where respondents answer how satisfied they are by agreeing, disagreeing, or strongly agreeing. The dependent variable indicates greater satisfaction. Jordanian Airlines. Internal consistency explains the independent variable and the dependent variable within the elements taken from each dimension of quality. The consistency coefficient was reported through passenger satisfaction as 0.89, which indicates that the elements taken are reliable and evaluated for the construct and that they are related to each other.

3.2 Research Gap

The focus and highlighting is on the importance of the relationship between the quality of service, its dimensions, and passenger satisfaction at the airport in the Kingdom of Jordan. However, no research or literature has mentioned this specific relationship. This raises a problem or a gap, indicating that in-depth research must be conducted in this field to understand the various factors affecting quality. A Likert scale is used to measure the quality of service and passenger satisfaction, but it does not explain the structure, theoretical frameworks, or different models to determine the quality dimension. This indicates the arrival of a research gap in terms of establishing and forming a study on the quality of service and theories of customer satisfaction.

3.3 Research Questions

How does the trustworthy image of Royal Jordanian Airlines affect travelers' decision-making processes when booking the airline?

How is the response by the Kingdom of Jordan Airlines affected by meeting the needs of passengers with desires and the presence of recommendations?

How do tangible elements influence travelers' choice of the Kingdom of Jordan airport for travel?

How does the attention given to Jordanian Airlines by employees affect the compassion and empathy of passengers?

What is the impact of safety, guarantee and communication between passengers and their preparations to travel again to the same airport in the Kingdom of Jordan?

How does the trustworthy image of Royal Jordanian Airlines affect travelers' decision-making processes when booking the airline?

From what the airline company in the Kingdom of Jordan offers, it tries to enjoy the maximum degree of trust, as it forms a role around the options available to passengers, which leads to the availability of employees in offering them many options to influence them, such as providing the best times for reservations, as customers are affected by trust, and this provides It is beneficial for the airport and reflects not only on those who have built its reliability, but also based on its impact on word-of-mouth response and its support also by families and friends, which helps in alleviating doubts and supports them in the long term by the loyalty of passengers.

How is the response by the Kingdom of Jordan Airlines affected by meeting the needs of passengers with desires and the presence of recommendations?

The rapid response provided by the Kingdom of Jordan Airport towards passengers helps greatly with their satisfaction. Our habit is that when an airline company deals seriously and effectively in taking matters, it enhances satisfaction levels, which may lead to positive recommendations towards the airport. This characteristic or approach influences the positive expectation or perception that passengers may believe, which helps them believe that they are capable, and this also contributes to the airport's brand and its ability to grow.

How do tangible elements influence travelers' choice of the Kingdom of Jordan airport for travel? tangible elements are among the most important elements that affect travelers and passengers on board the Kingdom of Jordan Airlines. Tangible elements include many elements, including the means of transportation. Secondly, it includes the facilities and infrastructure, such as the quality of seats in an airport, maintaining its cleanliness, and the designs on the walls, which are among the factors that impress passengers. Often, a traveler

has a different analysis and interpretation, as the service is also noticed by the second passengers and their view of the place. The Kingdom of Jordan Airport Company maintains its maintenance daily. To provide good tangible service to passengers. Third, available services and amenities. Other services, such as dining, are considered quality methods, as well as access to Wi-Fi service and efficient handling of luggage and bags. Fourthly, the technology possessed at an airport, when the technology is complete, it affects passengers, such as the upcoming security measures during the entry process.

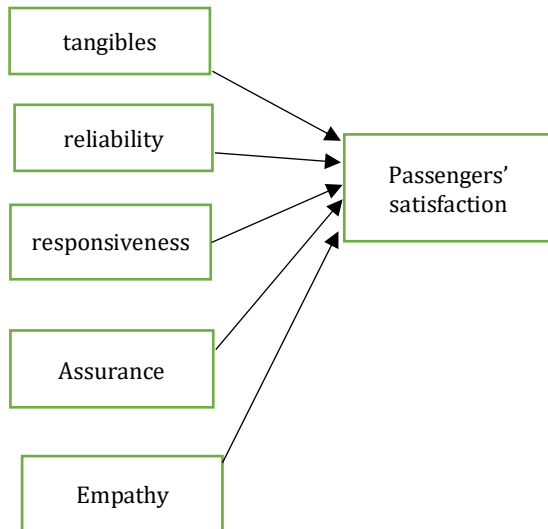
How does the attention given to Jordanian Airlines by employees affect the compassion and empathy of passengers

The Kingdom of Jordan Airport provides the best services, including interacting personally with passengers in terms of questions, inquiries, or explaining something related to travel. This is a way that comforts a passenger and makes them feel a sense of sympathy. Our habit is that employees who follow this method achieve well-being and create a positive environment. Secondly, the mutual respect between the traveler and the employee is that mutual respect affects the creation of an environment receptive to compassion. This enhances interaction and a feeling of appreciation. Thirdly, the different culture. Our habit is that culture influences the occurrence of mutual problems, but if different cultures are exchanged and recognized, it has a positive effect on assimilation and understanding. What is the impact of safety, guarantee and communication between passengers and their preparations to travel again to the same airport in the Kingdom of Jordan?

The airport of the Kingdom of Jordan gives priorities, signals, and signs explaining the method of crossing, and this indicates that passengers and travelers are delivered safely, and this gives the traveler the right to feel reassured, and when the traveler sees that all of them carry out these orders without objection, they reinforce the choice of this airport again in the future. Secondly, when customers and passengers include a guarantee of service through the reliability, they have with the airport previously and their previous experience, this enhances the choice of the same airport. Back also Third, effective communication: When communication is made with the travel agents

when booking a ticket or bags, and the employees give them the most up-to-date information or changes, this enhances their confidence by giving them the information at the appropriate time.

3.4 Conceptual Framework



3.4 Hypothesis Development

H0a: The tangible dimensions of the quality of service indicate that an airline company has a negative impact on the satisfaction of passengers and travelers. Therefore, the tangible quality must be improved by the airport in the Kingdom of Jordan, such as the equipment used or the aircraft, as the internal quality of the aircraft must be improved, and its cleanliness must be maintained in all its aspects, and this will result in passenger satisfaction.

H1a: The tangible dimensions of service quality in airlines have a positive impact on passenger satisfaction. It is also assumed that when improving the tangible quality, such as the aircraft or equipment used, and maintaining cleanliness and comfort, passenger satisfaction will increase.

Hob: The dimensions of quality in terms of reliability have a negative impact on Jordanian Airlines, as some hypotheses indicate that the service that is provided is very weak, the scheduling characteristic is very weak, and the problems have also increased.

H1b: The dimensions of quality in terms of reliability have a positive impact for Jordanian Airlines, as some hypotheses indicate that when

reliability is improved, services improve through adherence to appointments or reducing problems.

H0c: From what has been reached, the response to the Jordanian Kingdom's lines has a negative impact in terms of the lack of response and the lack of knowledge of the needs that passengers want. This airport in the Kingdom of Jordan exceeds the lowest levels of passengers.

H1c: The response to Jordanian Airlines has had a positive impact through increased responses and knowledge of passengers' needs. The service issues provided by the Kingdom of Jordan Airport are considered to have the highest levels of passenger satisfaction.

H0d: The guarantee that the Kingdom of Jordan Airport has a negative impact on passengers, and through the traveler's feeling towards the service, which also made it clear that the work of the employees is low in efficiency and weak safety.

H1d: The guarantee has a positive impact on Jordanian Airlines by assuming that when the traveler or passenger feels guaranteed in the direction of the service, the employees must work with high efficiency and safety.

H0e: It has been clarified that empathy has a negative impact on the quality of service provided by the Jordanian airport. It has been clarified that the traveler does not receive individual attention, does not feel empathy, and feels harshness and strict treatment by airport employees, and this will cause a decrease in passenger satisfaction.

H1e: Empathy has a positive impact on the quality of service and the Jordanian Airport Company. By getting the passenger to receive more individual attention, through caring for the individual and feeling sympathy from the airport staff, their satisfaction will certainly increase.

4. DATA COLLECTION

There are two methods and techniques through which data can be collected, and each technique is different from the other and has a different effect. They are:

The first technique is expressed through qualitative research methods through words or documents in which the opinions and thinking of the respondents are clarified, that is, those who are under response through society. The response can be carried out through observations or by

conducting interviews and by conducting... concentration.

The second technique that they used in collecting data is a method that relies on quantitative research. It is a method that uses numbers and is considered as percentage quantities and is compared between them. This is through analyzing the relationships between the graphs, so the largest quantity is taken with the quantity that is close to it or the quantity that is close to it. Which comes next. In this research, it will be done according to quantitative research and the changing relationships between the variables that affected the quality of the airport in the Kingdom of Jordan and its changes on passengers, including satisfaction and so on. To conduct this research, the questionnaire method (Google form) was used, where the factors were put. The effect on quality, and the most effective effect has been identified.

The semantic scale is used in the questionnaire to determine the extent to which quality factors affect it. The factors are also considered demographic.

4.1 Sampling Method

The ability to know and take all data about the quality's ability to impact it at the airport in the Kingdom of Jordan and its ability to affect employees and passenger satisfaction through these samples that were collected and chosen by the participants randomly. A sample of 51 respondents was collected regarding effective research procedures. We usually have two types of probabilities: probability samples and non-probability samples. First, according to the chance of the passengers and passengers, the sample is chosen by normalization. Then the sample must represent any graph, and the samples must be distributed randomly among the participants other than among the passengers and travelers within the airport of the Kingdom of Jordan.

The airport employees take the samples after filling them out. Examples include the cluster sample and the simple sample. For this, the sample from which a response was made will be used, which is 51 responses. As it appears, this response is distributed into 5 questions that Airport gives them to answer them in order to see whether the elements used are of strong quality or not. No, or it needs development. Cluster sample: It is a sample that is divided among the population, or each element from this group is used, or these elements

are taken repeatedly. This feature is considered in the cluster sample, and if it is linked with the Kingdom of Jordan Airport Company, we will find that the cluster sample helps to generate improved quality. Systematic sample: The systematic sample is considered an analysis, as the sample size is used and is denoted by the letter n, and the individuals are divided and denoted by the letter k, and the variable is considered to be t if $k=N/t$ for explanation, that is, the population is equal to the sample size divided by the variable after performing this process. A random individual is taken from each group Descriptive Analysis: Descriptive analysis is used to illustrate the data analysis to determine how the dimensions of quality at the airport in the Kingdom of Jordan and their impact on passenger satisfaction.

Different types of data analysis:

- Firstly, it is the field of studying and analyzing reports, which is the first field of data analysis, where researchers and businesses have questions about how to collect and summarize data and collect external data.
- Secondly, the field of descriptive study analysis, where the business researcher seeks to answer the questions that arise: where, why and when after systematic planning.
- Thirdly, the field of predictive study analysis, where old or historical information or data is used that may help them today in predicting future problems or results, while ensuring that the information is correct and can be accessed by more than one party.
- Fourth, the field of interpretive study, where it clarifies the influencing factors that have previously appeared and their effect is known and can be observed after descriptive studies.

the majority of them chose number 4, with a percentage of 33.3, which is considered very good and means that the participants enjoyed the tangible elements and so on board the plane. As for the second category of random participants, the sample was small of them and it did not affect them. They did not like the tangible elements and services on board the plane, which was No. 1 with a percentage of 5.9.

As the graph shows, the majority of the random participants were chosen for number 4, which is very good, meaning that the confidence and credibility of the participants is strong regarding the airlines of the Kingdom of Jordan, so they book

their tickets with them, and this sample was 35.3%. As for the second category, which had credibility. It gradually decreases, and the number 1 was chosen, and the sample percentage reached

About 3.9%. The reason for this category may be that the credibility of the threat to them is minimal in terms of the inability of the Kingdom of Jordan Airport Company to submit offers or lack of communication, or the reason may also be that this category is not affected by flight decisions.

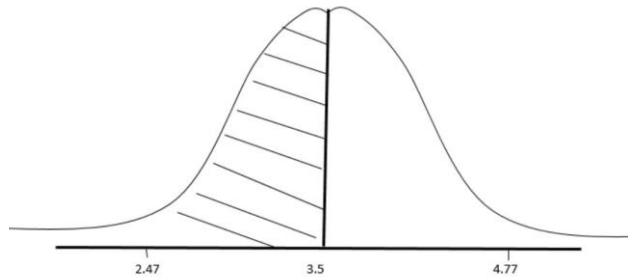
The Kingdom of Jordan airline is trying to develop its communication through all parties and departments. If the random subscribers arrive with their choice of number 3, the sample percentage is about 35.3%, meaning that the subscribers unanimously agree that communicating with an airline for the sake of safety is considered good, as the subscribers Their number reached about 18, and they agreed that communicating with them, step by step, was a positive thing. The second category is considered to be random participants who were convinced that the safety measures at the airport in the Kingdom of Jordan were weak, with their choice number 2, a percentage of about 3.9%. What the drawing also showed is that there is a third category of random participants, as they were chosen number 1, which is considered very weak, given the safety procedures at the airport and will not return to travel. The same percentage is about 3.9, and the number of participants is 2.

The highest percentage of participants agreed to choose number 3, which indicates that the treatment of the employees of the Kingdom of Jordan airport is good, as they are treated with sympathy, and the percentage of the sample is about 31.4%. As for the second category of participants who chose number 2, the treatment of passengers by airport staff is considered bad or weak, as the number of them reached 3, and the percentage of the sample is about 7.8%.

5. DATA ANALYSIS AND DISCUSSION

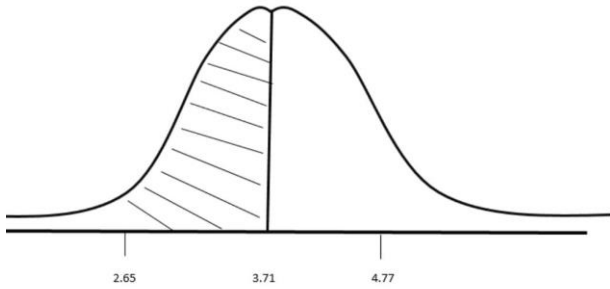
Data analysis is investigating the answer for each question “Mode, Median, Mean, Standard deviation and skewness”.

1	
How do tangible elements such as airport facilities, seating comfort, and in-flight amenities influence your choice of the Kingdom of Jordan airport for travel?	
Mean	3.57
Standard Deviation	1.10
Skewness	-0.56



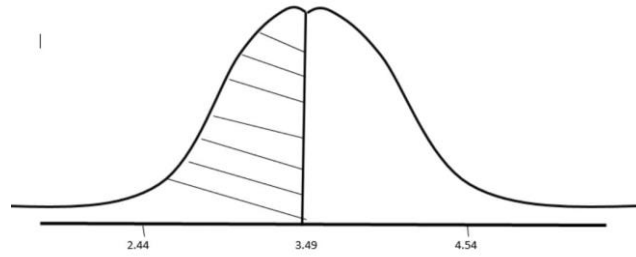
The arithmetic mean for a set of data, as shown in the figure, is considered to be equal to 3.57. This means that the participants in this have evaluated and used the effects of the tangible elements to what is the comfort question. As is clear, the standard deviation equals 1.10. It measures the dispersion or how the value spreads around the arithmetic mean, which equals 3.57. The standard deviation indicates the increase and its effect on tangible elements. The skewness that appears to be equal to -0.56 indicates that it is a negative skewness that shifts slightly to the left, and this may indicate that the tangible elements may shift to the left with the mean, which indicates that a smaller number of participants gave very low ratings compared to the higher ratings. The static that showing that the high number of responses are in the low side that 2.47 and 4.67 the skewness is -0.56 so except hypothesis H_0 ,: The tangible dimensions of the quality of service indicate that an airline company has a negative impact on the satisfaction of passengers and travelers. Therefore, the tangible quality must be improved by the airport in the Kingdom of Jordan, such as the equipment used or the aircraft, as the internal quality of the aircraft must be improved, and its cleanliness must be maintained in all its aspects, and this will result in passenger satisfaction.

2	
"To what extent does the perceived trustworthiness of Royal Jordanian Airlines influence your decision to book flights with them?"	
Mean	3.71
Standard Deviation	1.06
Skewness	-0.62



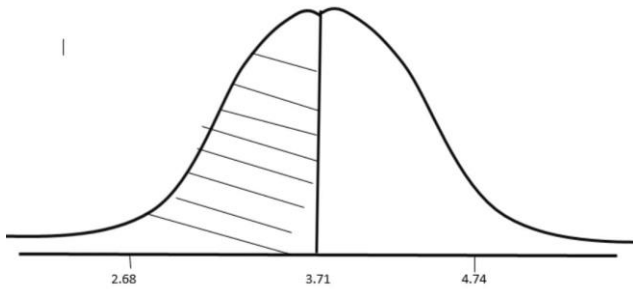
The figure shows that the average is about 3.71, and this is a trustworthy estimate by the participants. What appears is that the standard deviation in this question is 1.06. The standard deviation is distributed according to the mean, and this means that the answers are relatively consistent, and this indicates agreement between the participants regarding the validity of the lines. Negative Deviation: As the table shows, the negative deviation is -0.62, and this indicates a lack of consistency in the distribution of evaluations and that some of the majority of the audiences and subscribers did not like it or did not have confidence. The static that showing that the high number of responses are in the low side that 2.65 and 4.77 the skewness is -0.62 so except hypothesis H0: The dimensions of quality in terms of reliability have a negative impact on Jordanian Airlines, as some hypotheses indicate that the service that is provided is very weak, the scheduling characteristic is very weak, and the problems have also increased.

3	
How satisfied are you with the response of the Jordanian airlines to meet your needs and recommendations?	
Mean	3.49
Standard Deviation	1.05
Skewness	-0.35



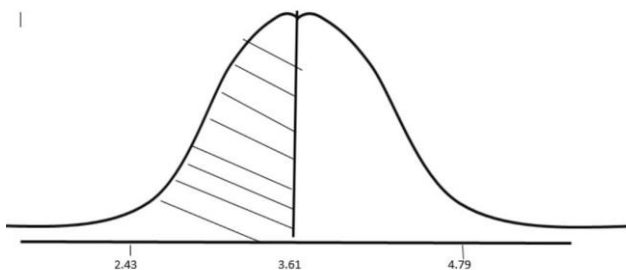
What the graph shows is that the average is about 3.49, and this is a fair or moderate level of satisfaction among travelers and passengers with the Kingdom of Jordan airline, and it supports meeting needs and recommendations. The standard deviation in this question is equal to 1.05. This indicates that the deviation is scattered around the mean, which is 3.49, and indicates some discrepancies in the responses, but not excessive. As the figure shows, the deviation is equal to -0.35, and this indicates that there is weak or slight symmetry in the distribution of the different ratings. However, it indicates that the average is moderate, but that there is a small number or category of respondents who gave very low ratings. The static that showing that the high number of responses are in the low side that 2.44 and 4.54 the skewness is -0.35 so except hypothesis H0: From what has been reached, the response to the Jordanian Kingdom's lines has a negative impact in terms of the lack of response and the lack of knowledge of the needs that passengers want. This airport in the Kingdom of Jordan exceeds the lowest levels of passengers.

4	
How does the effective communication regarding safety measures at the Kingdom of Jordan airport influence your readiness to travel there again?	
Mean	3.71
Standard Deviation	1.03
Skewness	-0.53



What the graph shows is that the arithmetic mean is equal to 3.71, which indicates that there is a high impact of communication regarding safety procedures at the airport in the Kingdom of Jordan, and that participants are ready to travel again. 3.71 also indicates that it is between medium and relatively high. From what the figure shows, the standard deviation is equal to 1.03, and this indicates that the standard deviation is slightly different from the average. What the figure shows is that the negative deviation is about -0.53. There are some travelers or passengers who have given negative results and very low ratings. The static that showing that the high number of responses are in the low side that 2.68 and 4.74 the skewness is -0.53 so except hypothesis: The guarantee and assurance that the Kingdom of Jordan Airport has a negative impact on passengers, and through the traveler's feeling towards the service, which also made it clear that the work of the employees is low in efficiency and weak safety.

5	
How does the attention received from Jordanian Airlines' employees affect your sense of compassion towards other passengers?	
Mean	3.61
Standard Deviation	1.18
Skewness	-0.61



As the graph shows, the arithmetic mean is equal to 3.61, and it indicates that there is a moderate to relatively high effect of the attention that

passengers receive from airline employees on a sense of sympathy. The level of 3.61 indicates that there is also an increase in the participants' good treatment and sympathy from many employees. The graph shows that the standard deviation trend is equal to 1.18, and this indicates an increasing level of the variance rate. The figure shows that the negative deviation trend is equal to 0.61, and this indicates a lack of coordination and distribution of evaluations appropriately. The static that showing that the high number of responses are in the low side that 2.43 and 4.79 the skewness is -0.61 so except hypothesis H0 It has been clarified that empathy has a negative impact on the quality of service provided by the Jordanian airport. It has been clarified that the traveler does not receive individual attention, does not feel empathy, and feels harshness and strict treatment by airport employees, and this will cause a decrease in passenger satisfaction.

6. CONCLUSION

This study investigates the relationship between the quality and service of Jordan Airport and its impact, with a specific emphasis on the appropriateness of the quality attributes. The assessment of quality is determined by the level of service required, whether it is of high or low standard, utilizing five essential criteria: reliability, guarantees, responsiveness, tangibles, and utilization. Passenger and customer happiness is evaluated using the Cartepe scale. Research findings indicate that a grand total of 475 persons were randomly distributed among the passengers on Jordanian Airlines. A regression study was performed to determine the influence of service quality on passenger satisfaction. The results suggest that all factors demonstrate a positive association, rather than a negative correlation, as they have a beneficial impact on passenger satisfaction and hold a reliable position in the aviation industry.

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