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## Article

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# Review of Scoping Studies on Service Quality, Customer Satisfaction and Customer Loyalty in the Airline Industry

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## ABSTRACT

The paper studies a method for evaluating current literature that receives little consideration in research and development. Various types of undervalued studies are recognized, and how they are related to a systematic review is shown. A diagram is presented that illustrates scoping studies reviews and their impacts on satisfaction. Finally, this paper examines the favorable circumstances and impediments surrounding this methodology and recommends a more extensive discussion to clarify the relationship between scoping studies and other study types found in reviews of literature. This study additionally aims to determine the effects of price sensitivity and quality seekers on products. It also aims to discern the level of customer loyalty to certain airline brands. The literature review uncovered that the airline industry is increasingly focusing on growing top notch services to compete in the market. In addition, competition in this sector is apparent in the evaluation and the type of services offered. The study embraces these two perspectives (price sensitivity and quality seekers) as directing viewpoints in the system of relationship

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## 1. Introduction

In a focused time, all industry elements are searching for an approach to carry a competitive advantage and command the market or even endure them. Among various types of industries, airline industries are known for and can be seen offering a high calibre of services and drawing in customers' goal and stead-

fastness. In this manner, it very well may be expressed that customer service in airline industry is everything. By exploring literature, it very well may be stated that since the article by Parasuraman, Zeithaml, and Berry (1988), numerous researchers have directed studies on the relationship among service quality, customer satisfaction, and loyalty of which will be explored in the literature review some portion of this logical article. It is striking that forecast of service quality on drawing in social aim, satisfaction, and devotion to the airline industries has additionally pulled in researchers' con-

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sideration. According to Taylor and Baker (1994), the precedents here are as per the investigate service quality and customer satisfaction are generally perceived as key impacts in the development of customers' buy expectations in service situations. Moreover, Gotlieb, Grewal, and Brown (1994) supported that apparent quality influences satisfaction and behaviour expectations are influenced by satisfaction. To sum up, the role of service quality on fulfilling customers and their loyalty to the airline industries is crucial. In the present logical review article, specific studies from 1993 to 2018 will be explored. Then, sources of data so as to accomplish an adequate reference index for consumption of this review article will be clarified. At last, the article will be concluded by correlation of findings of checked on concentrates and after that, expressing creativity and estimation of present logical review article.

Additionally, studies of the airline industry in various areas around the world have shown how better affiliations promote high customer satisfaction and commitment. In this case, trust is the critical component of any effective relationship between experts and their partners, including their customers (Rahman et al., 2016). The center is coordinated toward customer loyalty through the advancement of useful organizations with partners including suppliers. Researchers that examine customer loyalty have asserted its contributing impact on customer loyalty and service loyalty.

Quality seekers are a category of consumers that are primarily elite individuals in the community. Their main objective is to achieve the best possible quality of air travel without necessarily considering the resulting costs. Consumers who are price conscious consider the product cost as a critical factor in the purchase process. Search engines for quality and price sensitivity are the moderating factors. Quality seekers do not consider the price, while price sensitivity considers the consumer's response to price changes (Petrovici, Ritson, & Ness, 2004). The following gaps in the research are considered below.

This reasoning suggests that a firm will lose revenue for each unsatisfied customer. The service quality variables were explored in terms of service cost and pre-, in- and post-flight services. The results show that the service cost. The literature review uncovered

that customer satisfaction varies from one customer to the next, which poses a challenge to evaluating service and thus troubles in contemplating service quality and satisfaction. According to Jia, Cheae, Pei, and Yam (2012), Gures, Arslan, and Tun (2014), Gambo (2016), Wang'ondou (2009), Saha and Theingi (2009), and Namukasa (2013), studies right now present on pre-flight, in-flight, and post-flight are constrained and these do not consider for measurements of airline service quality. As per Namukasa (2013), studies on service quality and consumer satisfaction have disregarded value affectability and quality seekers as balance. According to Sheng and Joginapelly (2012), Rabbani et al. (2016), Makanyeza and Chikazhe (2017), Keshavarz and Jamshidi (2018), and Yilmaz, Ari, and Gürbüz (2018), studies have disregarded building satisfaction and customer behaviour by utilizing more than one balance factor.

## 2. Scoping Review and Research

Definitions of scoping studies are rare. In general, research on the literature studies may 'mean to delineate the key ideas supporting a research zone, a fundamental source, and accessible evidence, which have attempted to remain solitary industries, particularly in a region that boggles the mind and was not evaluated thoroughly previously' (Dixon-Woods, Fitzpatrick, & Roberts, 2001).

Although this definition attracts thoughtfulness regarding the requirement for complete inclusion (broadness) of the accessible literature, there might be various degrees of profundity (a measure of data removed from studies and reported along these lines) canvassed in various types of research. A degree to which research on scoping studies considers the inclusion of accessible literature relies upon the motivation behind the research and the study. The study and research of scoping is performed and embraced for four main reasons. Theoretically, the findings of the research and the reviews are used to map all fields of studies because it is difficult to imagine the scope of material used and the evidences being accessible.

This review aimed to recognize difficulties in obtaining evidence of findings where no research has been conducted, thus distinguishing the importance of methodical studies in the zones and regions of the research endeavor. In any case, it is essential to take note

of that distinguishing gaps in the literature through a scoping study won't really recognize research gaps where the research itself is of low quality since quality evaluation does not shape some portion of the scoping study. As a rule, four approaches propose two distinct perspectives about the role or motivation behind a scoping study: the initial two recommend that the scoping study may be seen as one piece of a continuous procedure of evaluating, a definitive point of which is to create a full systematic review. The second two sorts propose that the scoping study may be considered as a technique in its very own correct prompting the distribution and dispersal of research findings in a specific field of enquiry. The point of recognizing gaps in the current accessible evidence is unmistakably significant, which could prompt a full methodical review.

In the airline industry, the thought of service quality assumes a fundamental role in affecting customer satisfaction. This is on the grounds that individuals have differing tastes, inclinations, and needs. Customers' desires are likewise distinct. For example, value sensitive customers anticipate that the costs of merchandise should be favorable. Firms in the airline industry should accordingly guarantee that the costs they charge are gainful to value sensitive customers as well as to customers whose purchasing decisions are not influenced by the cost. Another category of customers, quality seekers, expect the products delivered to fulfill explicit guidelines. Quality seekers possess critical data with respect to product creation. The two types of customers have prompted the introduction of numerous partners in the airline industry. Partners might want to establish the effect of price sensitivity and quality seekers on customer satisfaction.

### 3. Methodology

We first adjusted the amendment strategy created by Arksey and O'Malley (2005), and later improved and created by Levac, Colquhoun, and O'Brien, 2010. Colquhoun et al. (2014), suggested the degree technique is a five-advance heuristic that incorporates the recognizable proof of the exploration question, the ID of important examinations, the determination of studies, the chronicle of the information and data collection, a synopsis of the outcomes, and the notice of the outcomes. Our degree survey focused on the period from January 2000 to mid-November 2018. This period was chosen because following Elkington

(2004), who instituted the expression "Triple Bottom Line" in 1994, maintainability should be examined with regards to the during which the next thousand years would start. The technique for distinguishing reviews in the field must be accomplished inside or outside and produce expansive outcomes. Customer devotion has garnered researchers' attention and industry considerations in the industry, and researchers have performed numerous studies to show the determinants and trends of customer loyalty to certain airlines.

Hence, in this area, papers must choose literature reviews that pertain to the airline industry; for example, reviews of research on the automobile industry, and the friendliness industry may be found. The review must specify the authors, year, extension or area, issue examined, research model, approach, type of data research, and airline commitment, thus facilitating a thorough literature review. According to (Boulding, Kalra, Staelin, & Zeithaml, 1993) led an exploratory research entitled "A dynamic procedure model of service quality: from desires to behaviour aims". The motivation behind this research by Boulding et al. (1993), was to build up a social procedure model of apparent service quality. According to Boulding et al. (1993), the model created was tested with data from a longitudinal research trial, and a technique for assessing the model based on one-time overview data was advanced. With these issues constituting the primary concern, we will describe the stages we used to direct a scoping study: Stage 1: identify the research question, Stage 2: distinguish applicable studies, Stage 3: consider determination, Stage 4: represent the data in chart form, and stage 5: order condenses reveal the outcomes.

#### 3.1 Identifying the Research Question

Similarly, to literature reviews, in the beginning stage of our study, we identified the research question to guide which methodologies are established (Badger, Nursten, Williams, & Woodward, 2000). It is essential to consider which angles or 'features' of the research question are particularly significant, for instance, the research populace, intercessions or results. In the airline industry, an idea concerning how to offer quality services to customers is critical to affecting customer loyalty. This notion is based on the grounds that individuals have shifting needs, tastes, and inclinations. Customer desires are likewise novel. For example, value sensitive customers seek merchandise offered at

favorable prices. Firms in the airline industry should thus guarantee that the costs they charge are gainful to value sensitive customers as well as to the customers whose purchasing decisions are not impacted by cost. Quality seekers are customers who expect products to satisfy explicit guidelines. Quality seekers possess fundamental data concerning merchandise creation.

The two types of customers have prompted the introduction of numerous partners in the airline industry. Partners might want to establish the effect of price sensitivity and quality seekers on customer satisfaction. Industry development is considered a focal point of globalization because of its capacity to inform trade, investment, and the travel industry. This fact suggests that organizations that employ the assistance of customary methodologies should adjust their worldview to consider the appropriation of techniques that further support high product quality and customer loyalty. Different nations around the world have been persuaded to deregulate the airline division to urge firms to shape private elements and abide by standards that upgrade passenger safety and improve service quality. According to Charoensettasilp and Wu (2013), because of the expanded interest, the creation and service sectors of the airline industry have shifted their focus to supporting high product and service quality.

Rapid changes in the airline industry and the idea of globalization are informing how industries conduct their activities. Firms are likewise progressively guiding their assets to frameworks and procedures and examining studies with the goal of expanding productivity and lessening expenses. Nonetheless, it is critical to note that customers are the key players in the success of any organization, as they determine the landscape of the overall industry and the productivity and offerings of an organization. Consequently, in place of the time spent studying assets, organizations should concentrate on techniques that improve their services and customer satisfaction. Because of competition, the airline industry needs to be globalized. Subsequently, airlines should safeguard customers to build their productivity. Specialists in the airline industry have contended that dedicated customers constitute a critical component of the overall industry and organizations' profits. Accordingly, for organizations to accomplish their objectives and targets, customers must be exceedingly satisfied. Thus, it is pivotal for supervisors

to transform apathetic customers into steadfast customers and build an effective organization to promote industry success. This objective is a key task for an airline firm to perform well. Thus, maintaining customer loyalty is an urgent goal of airline management.

### 3.2 Identifying Relevant Studies

Generally, scoping recognizes both distributed and unpublished studies that are conceivable in terms of writing. The studies performed are to be reasonable and address the research question posed. To accomplish this task, a certain methodology is used that includes searching for evidence and findings that support the research by using electronic databases, recorded diaries in the existing systems, minutes from important organizational meetings, and choices made concerning the inclusion of the review with respect to time, range, and language. Reviewing the time, language, and range limitations, studies from mid-January 1985 to mid-October 2001 are included. The start date was picked to acknowledge significant changes in the UK and also given the fact that career assistance is a somewhat recent tool. According to Hapsari, Clemes, and Dean (2017), airlines should be receptive to customer needs, expectations, and preferences. Thus, airlines should be adaptable and sufficiently open to respond to changing elements in the market, particularly the flood of twenty- to thirty-year-old customers into the market.

This reasoning suggests that a firm will lose revenue for each unsatisfied customer. The service quality variables were explored in terms of service cost and pre-, in- and post-flight services. The results show that the service cost and trends in levels of customer loyalty are not related. Different factors were related. For example, pre-flight and in-flight benefits demonstrated a good correlation. This infers a firm will lose pay for each unsatisfied customer. The service quality variables which were explored incorporated the cost of the services, pre-flight, in-flight, and post-flight services. The free factor in the research was customer loyalty. The findings uncovered that there is no relationship between the cost of the services and the dimension of customer loyalty. Different factors, for example, the pre-flight and in-flight benefits demonstrated a positive relationship with customer loyalty. From the literature, obviously the idea of service qual-

ity is a fundamental factor in the satisfaction of customers. The findings by Jagoda and Balasuriya (2012) are not consistent with different studies focused on this issue (Curtis, Rhoades, & Waguespack, 2012; Hapsari et al., 2017; Opuni, Opoku, & Oseku-Afful, 2014). These studies show that valuing is one of the main variables drawing in or putting off customers from picking an airline alongside different viewpoints, for example, customer service, security, and unwavering quality. Estimating is viewed as crucial as it encourages the relationship between incentives via airline customers. High costs are considered to go inseparably with services quality, with lower costs indicating low quality for certain customers. Along these lines, to develop customer loyalty, airline organizations are encouraged to embrace a multi-faceted methodology for improving customer loyalty that focuses on fulfilling customer needs, including the evaluation or cost of flights, safety, type of services offered, and the unwavering quality of specialist organizations.

A few studies have likewise been performed by researchers, for example, Reich et al. (1973) and Liu and Arnett (2000) with the point of looking at different e-quality factors, for example, unwavering quality and trust and their impact on customer loyalty and the expectation of the customers to buy the airline services. Liu and Arnett (2000) distinguished five primary components that impact the type of ticket booking and reservation services. These components incorporate the data given by the employees, the services offered, framework security, and web composition. The studies utilized various methodologies to distinguishing the factors of service quality in ticket reservation. Dick and Basu (1994) noticed that the type of services offered in airline industry depends on the degree to which the online sites can be utilized to encourage proficient purchase and ticket reservation. Parasuraman, Zeithaml, and Berry (1985) built up the SERVQUAL model, which was generally used to test the view of the customers towards service quality. The model recognized service quality measurements, for example, unwavering quality, affirmation, compassion, and responsiveness. The model was utilized by Devaraj, Fan, and Kohli (2002) to quantify the service quality dimension of the airline industry. It was the ease of use of the ticket reservation framework and

the design of the website influences service quality either favourably or unfavourably

### 3.3 Study Selection

Our research of the references indicated that the search procedure had resulted in several extensive superfluous reviews and studies of scoping. This finding relates to the significance of wording at the beginning of a scoping study, and this situation highlights particular challenges; examples include the extraordinary phrasing used by a nation depicting careers and the way that we searched for expansiveness as opposed to profundity. We required instruments, methods, and measures that do not address the focal question of this research paper. Specific reviews and techniques create consideration, and it rejects views that are aligned with the main question of the research at the beginning of having a guarantee consistency. As the idea of research on service quality and its effect on customer loyalty and loyalty is hard to restrict to explicit orders, the applicable materials are dissipated crosswise over different diaries. Cordiality, customer behaviour, retailing, industry and management, industry research and marketing studies are some regular scholastic controls for referenced research. Therefore, the accompanying on the web diary databases were sought to give a far reaching book index of the scholastic literature for this logical review article: Academic Search Premier; Industry Source Premier; Emerald Full content and Emerald understanding; Taylor and Francis; Sage Publication; EBSCO; Web of Knowledge and Google Scholar; ProQuest (USA Thesis); Directory of Open Access Journals (DOAJ); As can be found in the literature review, particular articles were checked from 1993 to 2018.

### 3.4 Charting the Data

The next phase of the study involved creating charts of the key data obtained from the essential research reports being studied looked into 'charting' (Ritchie, 1994). Charting is a procedure for orchestrating and deciphering quantitative data by filtering, diagramming and arranging material to reflect the key issues and topics. Generally, the procedure is known as data extraction and, based on research, may include explicit measurable methods. Our diagramming approach is similar to an 'account view' (Pawson, 2002). Our ap-

**Table 1.** Summarized information of reviewed studies

No.	Author, date, country	Title	Research problem	Research model	Research method	Research results
1	Boulding, Kalra, Staelin, and Zeithaml (1993)	A dynamic process model of service quality: from expectations to behavioral intentions	Behavioral intentions of customers	Developing a behavioral process model of perceived service quality	Data from a longitudinal laboratory experiment	Service quality positively affects intended behaviors
2	Anderson and Sullivan (1993)	The antecedents and consequences of customer satisfaction for firms	Consumer behavior	Antecedents and consequences of satisfaction in a utility-oriented framework	A nationally representative survey of 22.3000 customers of a variety of major products and services in Sweden in 1989-1990	Expectations did not directly affect satisfaction, as was often suggested in the satisfaction literature. Contradition in the results in comparison with other studies.
3	Gotlieb, Grewal, and Brown (1994)	Consumer satisfaction and perceived quality: Complementary or divergent constructs?	Consumer behavior	Disconfirmation of expectations, perceived quality, satisfaction, perceived situational control, and behavioral intentions	Integrating perceived quality models with satisfaction models by Gotlieb et al (1994)	Disconfirmation of expectations affect perceived quality enroute to their influence on behavioral intentions. Perceived quality affects satisfaction and behavioral intentions are affected by satisfaction
4	Taylor and Baker (1994)	An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions	Consumer behavior including purchase intentions	Service quality and customer satisfaction as key influences in the formation of consumers' purchase intentions in service environments.	Empirical assessment across four unique service industries	Consumer satisfaction is best described as moderating the service quality/purchase intention relationship.
5	Bei and Chia (2001, Taiwan)	An integrated model for the effects of perceived product, perceived service quality, and perceived price fairness on consumer satisfaction and loyalty	Customer loyalty as dependent variable in three major auto firms: Mitsubishi, Nissan, and Toyota in Taiwan	Perceived product quality, perceived fairness of price, perceived service quality, and customer satisfaction as mediator	Quantitative approach, 495 customers in 15 repair centres	Perceived service quality mainly affects customer loyalty through customer satisfaction

**Table 1.** Summarized information of reviewed studies (Continued)

No.	Author, date, country	Title	Research problem	Research model	Research method	Research results
6	Al-Rousan and Mohamed (2010, Jordan)	Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan	Customer loyalty as dependent variable	Service quality as independent variable and customer loyalty as dependent variable	Quantitative approach using a self-administered questionnaire	All dimensions of service quality except assurance predict customer loyalty significantly. Tangibility was the most significant factor in predicting the evaluation of tourism service quality.
7	Gupta and Srivastava (2011, India)	Analysis of customer satisfaction in hotel service quality using analytic hierarchy process (AHP)	Customer intended behavior (customer satisfaction, loyalty, and complaints)	HSQ-CS model based on the ACSI model	Quantitative approach, distribution of 182 questionnaires among guests of Taj Lake Palace hotel in Udaipur, India	As stated above
8	Es (2012, the Netherlands)	The relationship between service quality and customer loyalty and its influence on business model design. A study in the Dutch automotive industry	Customer loyalty as dependent variable	Service quality, customer satisfaction, and customer loyalty	Quantitative approach using a self-administered questionnaire	Direct and positive relationship between service quality and customer loyalty. Small mediating effect of customer satisfaction.
9	Li and Jarinto (2012, China)	Service is power: Exploring service quality in hotel business, Yunnan, China	Brand image and customer loyalty as determinant	Service quality, customer satisfaction, customer loyalty, and brand image	Mixed-methods approach involving qualitative and quantitative methodologies	Positive impact supporting the hypotheses of the study except the negative impact of service quality on brand image
10	Haq (2012, Pakistan)	Satisfaction towards customer loyalty in automobile industry of Pakistan	Customer loyalty as dependent variable	As illustrated in figure of review of the related article	Quantitative approach involving a distribution of 226 questionnaires	As stated in review of article earlier. Perceived quality has a non-significant effect on customer satisfaction. Contradiction in the results in comparison with other studies.
11	Prentice (2013, South-east Asia)	Service quality perceptions and customer loyalty in casinos	Customer loyalty as dependent variable	Service quality as independent variable and customer loyalty as dependent variable	Qualitative approach	The negative perceptions of respondents about the overall service quality and the loyalty level of customers differed in different segments

**Table 1.** Summarized information of reviewed studies (Continued)

No.	Author, date, country	Title	Research problem	Research model	Research method	Research results
12	Saleem and Raja (2014, Pakistan)	The impact of service quality on customer satisfaction, loyalty, and brand image: Evidence from the hotel industry of Pakistan	Brand image as dependent variable, customer loyalty as predictor of brand image	Service quality, customer satisfaction, and customer loyalty as independent variables, brand image as dependent variable	Quantitative approach	Service quality of the hotels can increase the customer satisfaction and loyalty and, in turn, customer loyalty can enhance the perception of brand image
13	Kaura, Durga, Prasad, and Sharma (2015, India)	Service quality, convenience, price, and fairness, customer loyalty, and the mediating role of customer satisfaction	Customer loyalty as dependent variable in the Indian banking sector	Service quality, convenience, price, and fairness as independent variables, customer loyalty as dependent variable, customer satisfaction as mediator	Quantitative approach	The significant influence of service quality, perceived price and fairness, and service convenience on customer loyalty through the mediating variable of customer satisfaction
14	Izogo and Ogba (2015, Nigeria)	Service quality, customer satisfaction, and loyalty in automobile repair services sector	Customer loyalty as dependent variable	Service quality as independent variable and customer satisfaction and loyalty as dependent variables	Quantitative approach	Service quality dimensions were significant predictors of customer satisfaction and loyalty. Also, the commitment dimension as a new dimension had the greatest degree of impact.

proach pursues a more extensive path that incorporates, for instance, recorded data on the procedure of every program, and mediation built into the view of its result is contextualized or increasingly justifiable based on the premises. Choices should address which data are to be collected from the essential studies. It should be considered how studies between various intercessions can be accomplished. Providing a summary and profile of every research does not necessarily help those parsers that may need to make significant choices dependent on the research findings (Pawson, 2002). The 'graphic logical' technique inside the story convention, which includes applying a typical expository system to all essential reports written

after research and gathering standardized data, may increasingly be useful.

Collected data that was outlined was recorded in charts using the Excel database feature. What important measures should the data outlining shapes incorporate? As a rule, this information will blend general and specific data about the research. The above review of important past studies constituted a comprehensive literature review on distinguishing the assurance of service quality service on customer loyalty in airline industries from 1993 to 2018. Assurance of service quality and the measurements presented by Parasuraman et al. (1988), has tended to be affirmed, as numerous researchers have pursued studies that

quantify services offered to customers, and this variable forecasts customer loyalty. Good service quality is a noteworthy determinant, which has received analysts' consideration in various airline industries in various nations to various degrees since the introduction of the Servqual model (Parasuraman et al., 1988). Extra institutionalized data were extrapolated from those studies with a financial part. Together, these data framed the premise of the research. Additional institutionalized data, particularly financial data, were excluded from the reviews. Therefore, the data are presented based on the premise of the research.

### 3.5 Collating and reporting

This phase of the scoping study involves ordering, summarizing, and reporting the results and includes examining, abridging, and detailing outcomes. This phase helps gather or evaluate information for the literature review that peruses, examines, reviews, and evaluates an extensive corpus of studies, though only a small proportion of the analysis might be incorporated into the final report. Findings and evidence from the focus of research may thus be excluded from the final report. Notably, a scoping study endeavors to show a diagram of all the materials evaluated, and the presentation of a conceivably substantial assemblage of the materials is critical. Additionally, this study differs from an orderly overview of scoping studies that does not combine evidence and the results from various reviews. This study requires a logical system or topical development to exhibit evidence of the current accessible literature, and no attempt is made to introduce the reviews with regard to the value of the findings and evidence in relation to specific mediations or strategies.

Thus, it can be pivotal that the study techniques adopt a clear reporting system with the goal that the scope of the review will decide the type of insights or suggestions. Similarly, as with any standard of great research quality, the positions or inclinations of the work must be distinguished, and any emotional choices regarding the research should be clarified. Accordingly, we have tried to outline a reliable method for detailing our findings and have created a format that we used for each iteration of data collection. The layout started as a small table condensing the essential qualities of the considerable number of foci incorporated into a specific corpus of research, followed by discourse

on the following topics: intercessions; sampling size; members; techniques; results; viable evidence; financial angles; United Kingdom study; and research gaps. Through the application of a consistent method for reporting the results, we could establish crosswise correlations over intercession types; recognize opposing evidence; we could also distinguish difficulties based on evidence of individual intercessions or crosswise over intercessions and consider conceivable 'new wildernesses', (e.g., the Internet). According to Arksey and O'Malley (2005) the literature review gave an exhaustive and careful review of accessible literature and distinguished various gaps in the evidence base. The recognizable evidence of research gaps in our research depended on two primary sources: the literature review, which was bound to distinguishing zones of by and large shortcoming inside the field by looking at crosswise over intercession types and study structures; and the interview practice which demonstrated significance for recognizing flow issues confronting experts and carers themselves that stayed under-researched. It is to this last, and discretionary, phase of the structure that we currently turn.

### 3.6 Consultation Exercise

The experiences gained from this research article helped to establish our methodology. As previously noted, notwithstanding the reviews, the scoping studies additionally incorporated a conference component (Newbronner & Hare, 2002). A firm with numerous loyal customers is in a position to experience greater benefits. Supporting numerous loyal individuals is the aim of each industry element. This diversity in customer wants is not unique to the airline industry. Research has demonstrated that customers are always changing. A firm in a position to accommodate to this changing customer preference is considered to possess a competitive advantage. This dynamic cannot be acknowledged without a dynamic commitment to research on this topic. Longitudinal studies have demonstrated that numerous airline firms are investing tremendously in research to understand the variables that are influencing profitability.

This study aimed to research the variables that support customer loyalty and service quality. Some of the variables investigated concerned the quality and the expense of the services offered. These issues are signifi-

cant factors that help develop a method for their adjustment to maximize a firm's competitive advantage. Past studies have demonstrated that when these factors are not combined to a reasonable extent, the industry will likely endure noteworthy misfortunes. Hence, the data obtained are significant for devising a plan that is compatible with changes to the industry. It is likewise fundamental to note the great challenges that this industry faces. In the 21st century, the airline industry has become a significant supporter of numerous countries' assets. It offers a wellspring of work opportunities to a large number of people, and its development has opened doors for individuals to travel and visit different parts of the world. According to 2016 data on air transport, over 3.8 billion passengers travel via plane. The aeronautics sector is characterized by the presence of significant challenges and changes in customer tastes and inclinations, requiring comparable upgrades in innovation. In this competitive atmosphere, organizations can adjust rapidly and successfully through the application of different techniques. From the customer's viewpoint, the advancement and presentation of new services can help airline organizations establish a competitive advantage.

The airline industry follows patterns (Dolnicar, Grabler, Grün, & Kulnig, 2011). It is fundamental to note that this industry overall has performed inadequately in the past because of the low level of gainfulness provided by airline companies. Additionally, the flight sector is frequently unsafe. Thus, numerous financial specialists are unwilling to invest their assets into the airline industry. Through research, airline companies can obtain data on the importance of customer loyalty for their gainfulness and a comprehension of the advantages of establishing a competitive advantage through high service quality.

#### 4. Discussion and Conclusion

Based on the experience and research evidence gained from undertaking this study, we conclude that there is no definite procedure that has proven effective when scoping for literature reviews. Therefore, the specified framework is not presented as the only correct methodological approach. In addition, various areas that companies must improve to remain competitive in the airline industry are analyzed. Several important issues affect customer satisfaction. However, this study

focuses on owner-customer relationships. In this case, the service owner is the airline industry, while the customer is the passenger who takes a flight to a given destination. Prices are studied because they affect the relationship that exists between different stakeholders in the industry. Other issues such as the external industry environment have a significant influence on customers' choices, but they are not investigated in detail. For this reason, the findings of this study are only applicable to policymaking that is based on the investigated variables.

Service quality has been subdivided to assess different subcategories. For example, three distinct sections that include pre-, in-, and post-flight activities were identified. Under every category, the main operational processes were considered. Passenger satisfaction is the dependent variable in the formulated research model. This variable represents an aspect of customer experience that varies with the service quality they experience during the entire travel process. It is believed that passenger satisfaction is positively correlated with service quality. Further analysis will be performed to determine how customer loyalty is linked to service quality service and customer satisfaction. In this context, customer satisfaction will be evaluated in terms of customer loyalty, thus assuming that customer satisfaction directly influences customer loyalty.

The services provided by an airline are directed toward satisfying customer needs. Additionally, an organization adopts service delivery approaches aimed at ensuring the satisfaction of customer needs. Therefore, high quality services will always increase customer satisfaction. Most customers want to obtain value for their money and are therefore concerned with service quality. When customers are highly sensitive to price variations, it may be difficult for an airline to increase the price of its services with the aim of improving service quality. Therefore, the organization is unable to establish a strong relationship between service quality and customer satisfaction. However, when customers are in the low-price sensitivity category, an airline can increase ticket fares while improving the services offered, thus strengthening the relationship between customer satisfaction customers and service quality. Consequently, price sensitivity will act as a moderating factor when airline customers exhibit both high and low levels of price sensitivity.

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