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Sebola, Nonhlanhla Louisa

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Airport Travellers' Experiences of e-Commerce Transactions

Nonhlanhla Louisa Sebola

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A research article submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Business Administration

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DECLARATION

I, __***Nonhlanhla Louisa Sebola***____, declare that this research article is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the Graduate School of Business Administration, University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.



Nonhlanhla Louisa Sebola

(Type your name in full here, and sign in the space above)

Signed at …… Boksburg……

On the ……25th…….. day of ……February…… 2023..

DEDICATION

To God Almighty, family and friends, heartfelt gratitude for your generous sacrifices and kindness to make this a success. You kept the fire burning throughout my study journey, and I am grateful.

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SUPPLEMENTARY INFORMATION

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ABSTRACT

Purpose: The study aims to investigate the relationships among airline service quality, customer experience, brand loyalty, and repurchase intention as these impact air travelers' experiences of the e-commerce transactional interface with multiple sales channels.

Methodological approach: A self-administered structured questionnaire was designed using Hammerschmidt's (2016) 5C model constructs to collect responses from 30 airport travelers at OR Tambo International Airport, South Africa. Using Pearson correlations to determine the relationships among the variables under investigation, and regression analysis for testing hypotheses and the variables' predictability in the conceptual model.

Findings: Evidence confirmed the positive associations among service quality, brand loyalty, and customer satisfaction as mediating factors with customer experience. The overall outcomes highlight the need for further inquiry into the 5C model's applicability in airline service quality. Additionally, the multiple unintegrated sales channels were a cause of concern, evidenced by low ratings on the seamless transaction experience. Highlighting the need for enhancement of the relationship, and intentional engagement with partners in the air travel value chain.

Originality: Viewing service quality as a multidimensional construct, the study proposed the 5C model’s applicability to enhance the customer experience in the airline e-commerce transactions.

Limitations: The outcomes must be considered within the spatial limitations and data collection timeframe granted by the Airports Authority, impacting the results' generalizability.
Practical implications: The preliminary study confirmed the associations between various e-commerce service quality factors and airport travelers' experiences.

Keywords: E-commerce, Airline Service Quality, Omnichannel, Customer Experience, Brand Loyalty, Repurchase Intention, Air Travelers.

Chapter 1. Introduction

Most recently, extant literature has focused attention on technical design and management strategies for retail e-commerce customer experience, with limited empirical research on the service quality perceptions of omnichannel platforms in other sectors, specifically for service-based industries (Gerea and Herskovic 2022). The fact remains that consumer behaviours are continuously evolving in tandem with cross-sectoral technological innovations. Likewise, the customer experience key domain, where brand loyalty and repurchase intention are the outcomes, needs to be a further cross-sectoral investigation (Cotarelo, Calderon and Fayos 2021; Saleem, Zahra and Yaseen 2017).

Arguably, service-based business is forced to have a firm grasp on how to create customer loyalty to remain viable by understanding what drives brand loyalty and repurchase intentions in the service-based omnichannel environment. For the air travel business, customers navigate fragmented channels in searching, reserving, and paying for flight tickets. With an understanding that price is the major factor in choosing an airline, it was important to highlight other factors that drive brand loyalty and customer retention in the airline business.

The study unpacked e-commerce service quality perception as a multidimensional marketing construct for effective omnichannel in the airline business (Elias, Mohamed and Arridha 2015). Businesses who seek to integrate their business transactional operations across all channels lean towards omnichannel customer experience. As a marketing concept, integrating brick-and-mortar as well as web-enabled e-commerce services and mobile platforms including social media shopping remarked in the Oracle What is Customer Loyalty Report 2021; Verhoef, Gensler and Böhm 2012; Google Consumer Insight Report 2021).

A caution in the McKinsey and Company, End of Shopping Boundaries Report (2020) stated that businesses must be prepared for the post-pandemic landscape, new normal, and consumer behavioral changes. One of these changes is the accelerated adoption of e-commerce across all services and products remarked Adhi, Davis, Jayakumar and Touse (2020). This means that businesses needed to adapt their marketing and retail strategies by harnessing technological embrace to sustainably remain in business. This is made possible by aligning with the new patterns of consumer behaviors (Ryan 2014; Yukur-Kayapinar 2020).

The 2021 and 2022 reports by Airports Council International and Amadeus respectively, upheld the same recommendations for airlines to rethink customer behaviours and experiences, particularly for the post-Covid era sustainability. Including re-configuring advanced travel booking and e-ticketing operations in the post-Covid-19 pandemic remarked in Amadeus (2022). The demand for omnichannel transactions was likely to rise as the global passenger forecasts are expected to increase by 111% in 2025 suggested by International Air Transport Association (2022). Coupled with the airline sector's increase in spending of some $173 billion (Kemp 2022). Further noted by Gerea and Herskovic (2022) service-based sectors like the airline industry were aggressively moving towards the integration of digital platforms, social media, and mobile applications to attract air travelers. Bhaskar and Jayprakash (2019) confirmed that the sector is increasingly applying similar strategies to achieve a retail-like experience.

The assumptions in the customer experience literature most applicable to this study assert that a particular stimulus is likely to trigger a certain experiential response from customers (Schwager and Meyer 2007). To the extent that customer experience can be curated and managed, it can also be indirectly observed or measured. This require an objective analysis of the relationships among multiple observable and measurable factors (Page and Meyer 2000; Creswell 2018). As these pertain to the experiential factors throughout the customer journey and ultimate contemplation of repurchase intentions.

The study investigated mediating variables for enhancing air traveler e-commerce experiences, brand loyalty, and repeat purchases as the measurement of customer retention in the airline business omnichannel platforms. The study aimed to determine the following:

- The extent to which e-commerce service quality influences the customer experience.
- The extent to which e-commerce service quality influences brand loyalty.
- The extent to which e-commerce service quality influences repurchase intention.
- The extent to which customer experience enhances brand loyalty; and
- The extent to which brand loyalty influences repurchase intention.

To this end, Chapter 2 below discusses the relevant theory and background exposition on service quality, customer experience and brand loyalty observed from both the theoretical and practitioners' perspectives.

Chapter 2. Literature Review

Theoretical underpinnings on the major variables framing e-commerce customer experience, brand loyalty constructs as well as repurchase intentions formed the conceptual framework explored in this study. The key views highlight the value derived from the integration of multi-channel platforms designed for successfully competing, acquiring, and retaining consumers in the experience economy highly driven by fast-paced technological advancements.

Gerea, Gonzalez-Lopez and Herskovic (2021) argued that in the context of a continuously changing business environment, many retailers and service-based companies were forced to adopt omnichannel management strategies to successfully respond to a highly competitive market and to better serve their customers.

The extent of service quality (Elias et al., 2015) and ultimate customer experience of the omnichannel platforms are dynamically differentiated by various drivers inherent in the respective transaction platforms assert Chepkemboi and Paul (2019). The air travel business is arguably one of the sectors with early adoption of technology applications for airline customer interface operations.

The enabling transactions with endless customer benefits range from the ease of online or mobile airline ticket purchase to self-check-in and seat allocation capabilities (Elias et al., 2015; Chepkemboi et al.,2019). The most mobile-networked and connected population group described by Kemp (2022) will search, make reservations, pay, and check in using the airline's multi-channel including website, social media, mobile App, and self-help facilities. one can argue that air travelers represent a sizeable population in the service-based sector that has embraced the ease of doing business and shopping online.

Consequently, the likelihood of this group using a channel in one stage of the buying process affects the likelihood of choosing that channel in another stage of buying process. This concept based on the spillover effects theory by Verhoef et al., (2012); Li and Kannan (2014).

2.1. E-commerce Environment

E-commerce is inextricably linked to omnichannel (OC), the integration of service elements, product assortment, promotion, price, and transactional information across the retailing channels of a company remarked in (Akter, Hossain, Lu, Aditya & Hossain and Kattiyapornpong 2019; Brynjolfsson, Hu and Rahman 2013; Cotarelo et al., 2021). It successfully offers a retailing approach that provides customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store, as explained by Verhoef, Kannan and Inman (2015).

The retailer achieves both e-commerce mastery and channel integration by the use of customer data to guide the consumer's purchases across all channels. The omnichannel environment emphasizes the interplay between retail channels and brands, where customers can initiate the interaction process, while retailers control the integration of the different channels. Hence, the OC retailing revolution in business strategy has both practical and theoretical implications as observed in Verhoef et al., (2015); Bhaskar and Jayprakash (2019).

Giving customers a chance to buy and return products through any channel and employing any combination of on-and off-line interaction. This result in a salient boundary between physical and online disappearance thus "*turning the world into a showroom without walls.*" (Brynjolfsson 2013:1). Emphasising this point, Elias et al., (2015); Gitter, Robinson and Wilkie (2020) suggested that more than ever before, personalization of both on and off-line customer journeys during the e-commerce transaction, was becoming one of the major calling cards for retailers and service-based organisations alike in searching and retaining profitable markets. Making customer experience one of the best tactics for improving customer lifetime value followed by optimal utilization of data and personalization (Cotarelo et al., 2021; Brynjolfsson et.al., 2013).

A holistic view of e-commerce customer experience and opportunities can deepen relationships and drive loyalty. Borowiski (2015) argued that online and offline consumers face different kinds of problems thus having different kinds of experiences. In this instance, customer delight can be delivered differently for each of the consumer categories. Scholars like Rust and Oliver (2000); Zuberia, Mel, Rajaratnam and Daniel (2020) Bhaskar and Jayprakash (2019) advocated for the basic components such as discovery, engagement, and

delivery necessary for creating a digital customer experience. These form a conceptual model that addresses the key retail performance indicators in an omnichannel marketplace. As explained in the foregoing paragraph, brands' inability to merge online and offline platforms render them less competitive.

To get ahead, e-commerce together with an omnichannel distribution strategy might be necessary where the digital platform's reliability has been applied as a source of competitive advantages. Rust et al., (2000); Chepkemboi et al., (2019) asserted that organisations must harness the power of available marketing metrics to assess the outcomes of their strategic initiatives and to increase the retention rate of their most profitable customers. Understanding the impatient nature of the modern customer is key to ensuring a snag-free seamless experience across all the customer touch points in the customer journey.

From the behavioral aspect, Xu and Jackson (2019) insights on customer channel selection intention in an omnichannel context found that channel sustainability, transparency, channel convenience, and channel uniformity have a positive impact on customers' perceived behavioral control. However, perceived risk harms customer experience as brand loyalty potentially suffers as a result of a lack of trustworthiness.

2.2. E-commerce Service Quality

To investigate the service quality of the airline e-commerce environment, the study applied the 5C model by Hammerschmidt, Falk and Weijters (2016). Traditionally, the traveler is exposed to multiple but distinct options like a travel agent, call centres, and websites to search, book, track and manage travel activities (Pringgodigdoyo and Nurmahdi 2022).

The benefits of time-saving and convenience for the traveler (Bhaskar & Jayprakash, 2019) can be made possible by the integration of some or all these multiple channels into an omnichannel environment impacting the overall travel experience. Hammerschmidt's (2016) 5C Model constructs are described below:

Choice- sufficient availability and a wide variety
Charge- prices are fair and affordable

Convenience- speed, ease, and effortless search for products/ services.
Confidence- Trustworthy and secure payment process
Care- quality product and expectations.

The 5C model allows for a meaningful comparison among the constructs, which this study operationalised as sub-constructs within the service quality construct. A conclusion drawn from the 5C model application supports within-channel decisions by revealing the impact of the five facets on overall customer satisfaction and experience. The model synthesizes the characteristics of alignable facets across omnichannel formats (Hammerschmidt et al., 2016, p.9) advocating that they are ‘‘equivalent and consistent in meaning across channels and thus representing the most salient criteria for channel evaluations".

Acknowledging the lack of research within the service-based omnichannel environment (Gerea and Herskovic 2022), the study proposes to offer some understanding of customer experience factors that can enhance the omnichannel environment for the airline business through the application of the 5C model.

2.3. Customer Experience (CX)

CX is one of the main dependent variables identified in this study, regarded as a cognitive attitudinal element representing the aggregate judgments of attribution regarding quality service, satisfaction and experience (Brady and Robertson 2001; Schwager and Meyer 2007) affirmed the same perspective, articulating that customer experience is the subjective response that customers have to direct or indirect contact with a company and that it is shaped by customers' expectations, which largely reflect previous experiences, making it a total or aggregate of all the interactions with a brand.

Summarised by Rajnish, Jayesh and Shilpa (2017) the customer experience concept is adequately explored and grounded in various interrelated theories, such as those advocating for stimulus organism response, co-creation experiences and service-dominant logic. At no other time in history has the integration performance embedded on mobile and web applications as well as social media become a crucial link to the experience economy. This speaks to the integration and design of customer-friendly interfacing platforms across business omnichannel strategies.

Together with a high degree of trust and protection of personal information, as well as capabilities (Elias et al., 2015) underpin the success of any business digital management strategy. In agreement with early scholars on customer experience, Lemon and Verhoef (2016) stated that customer experience should be considered holistically incorporating the customer's cognitive, emotional, sensory, social, and spiritual responses to interactions with a firm (Bolton, Gustafsson, Tarasi and Witell 2022; Verhoef et al.,2009).

In addition, customer experiences are interactions that encompass every aspect of an offering, from customer care, advertising, packaging, features, ease of use, and reliability. Furthermore, customer experience can be measured by indicators such as overall experience, likelihood to continue using, and likelihood to recommend to others. Failures in either area often lead to a bad overall customer experience argued Lemon and Verhoef (2016)

This highlights the importance of developing products and services that address the customer's needs and expectations first. Simons (2014) assertion, and attested by Dennis (2019), on customer segmentation and targeting, allow brands to be more customer-centric, a precursor to customer experience and brand loyalty. Whilst undergoing refinement, from a business management perspective, CX is a way to create a sustainable competitive advantage. This view anticipates how a customer would respond during contact with company services and products. Yassin (2021) described this as a response to the consumption process.

From a marketing perspective, CX is a cornerstone for marketing management. Emanating from the experience economy (Pine and Gilmore 1998) this view advocates staging, curating and managing customer experiences of products and services. It described a response to managerial stimuli, which view customer experience as a customer's reactions and responses to particular stimuli (Patrício, Fisk, Falcão e Cunha, and Constantine 2011). The responses to stimuli happen within the customer interface platform. Now, to understand how firms can use different types of stimuli to improve customers' responses along their customer journey, and related touchpoints during the purchasing process (Becker and Jaakkola, 2020; Pringgodigdoyo and Nurmahdi 2022).

The viewpoint guiding this study is that customers have a mind of their own, with a low propensity to remain loyal to a specific brand. Equipped with technological applications and

omnichannel platforms, customers are exposed to more choice assortments and constantly search for the best deal bargains and discounted prices. Brookes (2021); Dennis (2019) argued that brands need to acknowledge the promiscuous shopping behaviors and start seeing the world from the shopper's point of view to find ways to attract and retain customers. This is true for the airline industry, where prices are the determining factor for purchases particularly among the low-cost carriers.

2.4. Brand loyalty

The latest trends in shopping behavior seem to challenge the legacy definition of brand loyalty. For instance, the term is defined in the 2021 Oracle Report What is Customer Loyalty, "*as an ongoing emotional relationship between a brand and a customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase your brand versus a competitor's"* (Oracle 2021:1). This perspective viewed loyalty as a by-product of a customer's positive experience with the products/services. It works to create trust and increase the customer's lifetime value. With positive consequential influence on behavioural, attitudinal and emotional loyalty (Hussain 2016).

Further acknowledging the co-creative nature of customer experience; integration of service systems and service encounters both attested that there is a positive relationship between timeliness, availability measurements, condition of the product and return policy with customer loyalty, and repurchase intentions (Patrício et al 2011; Cotarelo et al., 2021).

However, contrary evidence by Balabanis (2006) suggested that customer experience is not predicted by online channel loyalty, but cross-channel integration practices have a positive impact on customer experience. This view was supported by Bezes (2022) alluding to its functionality on overall customer satisfaction and loyalty intentions. To this point, there is overwhelming support for the assertion that customer loyalty is not so much about big 'wow' moments but dependent on how the brands make the customers feel in each interaction with the brand services and products. It is no surprise that the 2020 Qualtrics' article on Digital Customer Experience estimated on average 89% customer retention for companies with high investments in integrated customer engagement strategies. Such that purchasing well-known brands online has reduced risk perceptions, with a high likelihood of increased loyalty and repeat purchases in comparison to unknown brands.

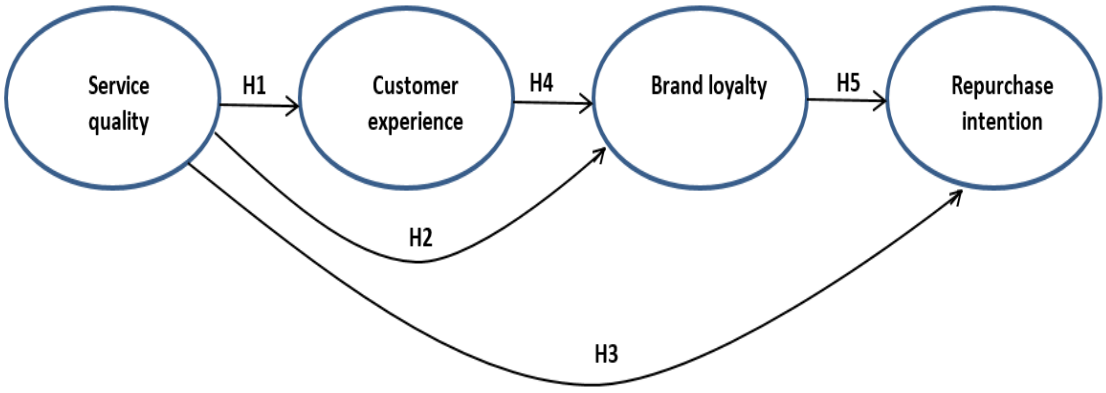
2.5. Repurchase Intention

Even though this study does not interrogate customer lifetime value (CLV) as a variable (Rust et al., 2004; eConsultancy 2014). it is generally recognised that it cost up to 6 times more to acquire a new client than to keep a current customer. It becomes important for e-commerce business to create a direct link between the business's growth dependency on repeat purchases and or repurchase intentions.

Accordingly, plenty of evidence exists proving that the repurchase intention is observed as an objective decision or probability to buy the services and or products from the same supplier/service provider (Saleem, Zahra and Yaseem 2017). Repeat purchase is important for the airline business to position its competitive advantage among rivals and particularly secure existing customers in the post-pandemic era. Otherwise, the high cost of acquiring new customers is a downside for many businesses.

In this air traveler experience study, customer satisfaction with commerce platform service quality (Bhaskar and Jayprakash 2019) and brand loyalty are explored, both as antecedents and mediating variables enhancing the probability of repurchase intentions and by inference repeat purchase (Saleem et al., 2017).

2.6. The Conceptual Framework



The implied knowledge is that airline travelers are satisfied with the service experience and intend to repurchase in the future. Hence, the hypothesis is that service quality, customer experience and brand loyalty has a direct impact on passengers repurchase intention with the preferred airline in the future, see the conceptual framework above.

The literature review and investigation on the relevant constructs unpacked the causal relationships as guided by theoretical insights on quality service perceptions (Yumurtaci, Galipoğlu and Kotzab 2018; Bhaskar and Jayprakash 2019) and ease of navigating across airline ticket sales channels.

The proposed model depicts the following hypotheses:

H1o E-commerce service quality does not influence customer experience.
H1a E-commerce service quality positively influences the customer experience.

H2o E-commerce service quality does not influence brand loyalty.
H2a E-commerce service quality positively influences brand loyalty.

H3o E-commerce service quality does not influence repurchase intention.
H3a E-commerce service quality positively influences repurchase intention.

H4o Customer experience does not enhance brand loyalty
H4a Positive customer experience enhances brand loyalty

H5o Brand loyalty does not influence repurchase intention
H5a Positive brand loyalty influences repurchase intention.

As an integral part of the study, these hypotheses are subjected to several tests, investigating the strength and existence of causal relationships among the independent and dependent constructs of the model.

Fundamentally, the gist of the inquiry is the impact the customer experience construct has on brand loyalty and repurchase intention as the key factors essential for sustainable business strategy and revenue growth scenarios for the airline business.

Guided by the previous studies in the application of 5C model, the inter-relational nature of the multidimensional constructs is expected to be central in the conceptual model under investigation.

Chapter 3. Methodology

This section outlines the research paradigm underpinning the research design as well as the research process, and specific methods utilized in collecting, analysing, and testing the research hypotheses postulated in the previous chapter, to generate business management-related knowledge from the study.

3.1. Research Philosophy and Approach

The investigation was based on the positivist epistemological research paradigm, guided by the research onion framework (Saunders, Lewis and Thornhill 2019). Conceptualized within a quantitative research framework (Page and Meyer 2000; Creswell 2018), this approach allowed for objective empirical investigation unpacking airport travelers' experiences of e-commerce transactions, the effects on brand loyalty, and repeat purchases. Further, offering empirical hypothesis testing, whether or not customer experience, brand loyalty, and repeat purchase were outcomes of great service quality constructs.

The positivist research approach sought to objectively explain (Saunders et al., 2019) an external, concrete reality by searching for causal relationships and regularities (Page and Meyer 2000) where customer experience is concerned. According to the meta-theoretical assumptions embedded in the epistemological approach, this study followed a hypothetic–deductive reasoning (Saunders et al., 2019; Creswell 2018). The hypotheses were deduced from the literature to test and derive further knowledge about the relationships among constructs relevant to air travelers' experiences of e-commerce transactions. Furthermore, the outcomes of the investigation were deduced from the hypothesis testing, the causal effects influencing customer experiences, and unearthing relationships with other variables pertinent to repurchase intentions.

Informed consent was sought from all respondents to ensure voluntary participation, and both ethical clearance and airport access protocols were followed to align with the axiological and legal expectations for research involving individuals and institutional participation. Refer to Appendix A: Ethical Clearance Certificate from the Wits Ethics Committee, Appendix B Airports Company South Africa permission.

3.2. Survey instrument / Research Questionnaire

As part of the research strategy and for practicality, gathering travelers' opinions and percentage distributions was made possible by employing a survey questionnaire designed for collecting quantitative data, the instrument consisted of a battery of structured questions on a 5-point Lickert scale, refer to Appendix C.

The survey instrument comprised several constructs, divided into four broad sections including screening questions for frequent online shopping travelers; respondent's demography; airline e-commerce shopping behaviors; as well as the service quality of e-commerce channels. The scale items for measuring various constructs were sourced from the literature and adapted based on previously validated studies.

The scale items measured the service quality, an independent variable in this study, guided by two perspectives. The first perspective advocated by Yumurtaci et al., (2018) described the functionality and capability aspects for measuring the sales channel seamless integration features for ease of navigating from one channel to the other. And the second perspective emanate from the service quality domain provided by Hammerschmidt (2016) 5C model factors comprising of choice, charge, confidence, convenience and care.

3.3. Sampling Framework

The inquiry into e-commerce experience targeted a sample of air travelers, intercepted at the airport landside terminal as a mono-method, a cross-sectional quantitative survey completed once off by respondents. The sample offered a snapshot of air travelers' perceptions and opinions during the survey period. Due to the lack of a sampling frame, a mixture of non-probability-convenient sampling, as well as purposive sampling, was adopted.

The researcher approached both international and domestic arriving passengers at the airport landside terminals. Politely introducing the survey, pre-screening the respondents, and confirming willingness to consent for voluntary participation in the 10-15-minute survey. The researcher's intentional selection process ensured inclusion and equal representation to the extent possible by gender and age. Underscored by the frequency of flying and online shopping behavior as the screening questions for participation in the survey. Despite the anticipated limitations of the non-probability convenient sampling process pertaining to

sampling error and possible inaccuracies in the generalization of the results, both reliability and validity test outcomes met the statistical assumptions. Several statistical tests were done to reduce possible biases and inaccuracies inherent in the heterogeneous nature of travelers; socio-economic and demographic profiling.

3.3.1. Sample Characteristics

The study participants were intercepted at arrivals landside terminals, 77% were travelling on domestic airlines see Table 4.1. below. Descriptive statistics were used to summarise the characteristics of the sample (n=30) in detail. Thereby creating a respondents' profile for future survey replication purposes. 60% of the respondents were females and the majority of participants falling in the age group 37- 46 across gender groups. Both male and female participants' travel history was between 5-8 times a month at 13% respectively. However, male participants were more likely to travel frequently compared to their female counterparts. Concerning the online shopping trends, 96% indicated having more than a year shopping experience, with 83% spending R1000 or more on various e-commerce shopping platforms.

Index Table 1.1 describes in detail the multi-channel shopping trends as referenced in the analysis and discussion of the results. Safe to say the majority of the respondents were likely to search for the flight tickets, make reservations and transact on the website. Whilst mobile utilisation was predominantly for flight management, check-in and e-boarding pass issuance. This characterization is important for understanding the travel planning and behavioral patterns among the air travelers participating in the study.

Inferential statistics were undertaken using regression analysis and Pearson correlations to test the hypothesis in the conceptual model, wherein the outcomes of the tests were deduced. The analysis examined the key components of the study's conceptual model concerning the extent to which:

- e-commerce service quality influenced customer experience.
- e-commerce service quality influenced brand loyalty.
- e-commerce service quality influenced repurchase intention.
- customer experience enhanced brand loyalty, and
- the extent to which brand loyalty influenced repurchase intention.

Chapter 4. Analysis

This section report on the statistical analysis and methods utilized for hypothesis testing each of the conceptual model constructs on service quality, air traveler experiences, and repurchase intentions. Table 4.1. below displays the respondents' demographics profile, it must be read in conjunction with Index Table 1. describing the multichannel shopping behaviors of the study participants. The sample size (N=30) was adequate for the purposes of testing the 5C model application in the airline industry, drawing insightful patterns and trends for future research.

Table 4.1: Sample Demographic Profile

Gender		
	Frequency	Percent
Male	12	40,0
Female	18	60,0
Total	30	100

Age Group		
	Frequency	Percent
18-24	3	10,0
25-36	17	56,7
37-46	6	20,0
47-56	2	6,7
>56	2	6,7
Total	30	100.0

Employment		
	Frequency	Percent
Not Answered	1	3,3
Employed	19	63,3
Self-Employed	7	23,3
Students	3	10,0
Total	30	100,0

Travel _Frequency		
	Frequency	Percent
Once a month	9	30,0
1-4 Times	9	30,0
5-8 Times	8	26,7
Yearly	4	13,3
Total	30	100,0

Airline_Today					
	Frequency	Percent		Frequency	Percent
Regional	23	76,7	International	7	23,3

Household _Income		
	Frequency	Percent
5000 - 19000	5	16,7
19001- 86000	10	33,3
86001-197000	4	13,3
197001-400000	5	16,7
>400001	6	20,0
Total	30	100,0

Level of Education		
	Frequency	Percent
High School	3	10,0
Diploma	9	30,0
Bachelor	9	30,0
Post Graduate	9	30,0
Total	30	100,0

e-Shopping_Experience		
	Frequency	Percent
Not Answered	1	3,3
<1 yr	4	13,3
01-03 yrs	4	13,3
03-05yrs	7	23,3
05-08yrs	8	26,7
>8 yrs	6	20,0
Total	30	100,0

e-Shopping_ Spend		
	Frequency	Percent
Not Answered	1	3,3
1-500	3	10,0
501-1000	4	13,3
1001- 1500	7	23,3
1501-2000	4	13,3
>2001	11	36,7
Total	30	100,0

4.1. Reliability Testing Process

Prior to undertaking data analysis, various tests for validating the statistical assumptions' acceptability were computed using SPSS version 28. Pearson correlation co-efficient tests confirmed the questionnaire item for the service quality (5C model) constructs validity scores were higher than 0.361 (DF =28) and the 2-tailed test was significant at <0.01. Similarly, significant p-values were obtained from the confirmatory factor analysis, of the major constructs in the conceptual model, see Table 4.1(a) and 4.1(b) below. A Chi-square value of 56,8 achieving a reasonable model fit for proceeding with the analysis.

Table 4.1(a). CFA Model Fit Summary, CHI-Squared/Degree of Freedom

Model	**NPAR**	**CMIN**	**DF**	**P**	**CMIN/DF**
Default model	17	56,833	10	0	5,683
Saturated model	27	0	0		
Independence model	6	84,864	21	0	4,041

Other tests such as integrity of item scale analysis including the characteristics of the data sample, central tendency (means), volatility and variability (standard deviation) as well as item-total correlations between each item and total score summed across all items in the scale met the statistical assumptions.

Furthermore, the Cronbach's Alpha test for the airline multichannel shopping items refer to Index Table 1(a) yielded a Cronbach's Alpha of 0.849. The service quality item scale met the reliability statistic estimate with Cronbach's Alpha of 0.916 refer to Index Table 1(b). Whilst the ticket reservation and payment experience of the, providing sufficient evidence of internal consistency within items and moderate to high correlation among items.

P-Plots and homoscedasticity tests for 5C service quality constructs, refer to Index Tables 1(e) yielded evenly distributed residuals across the scale, linearity and normality tests also found no statistical assumptions violations. Noting few item validity concerns in the customer experience constructs that need further interrogation, refer to Index Table 3. Overall, the research data meets the statistical conditions, thus proceeding with caution in analysing the hypotheses. As a point of departure, confirmation of the 5C model constructs was undertaken

to ascertain their association with the service quality for the airline sales channels see Table 4.1(b) below.

Table 4.1(b). CFA: 5C Model Measure for Service Quality

			Estimates	S.E	C.R.	P Label
Service Quality	<---	Choice	,430	,181	16,432	***
Service Quality	<---	Charge	,480	,162	22,854	***
Service Quality	<---	Convenience	,403	,152	27,454	***
Service Quality	<---	Confidence	,501	,189	18,908	***
Service Quality	<---	Care	,415	,157	24,116	***

The statistic produced highly significant variables with p-values = 0.000 across all 5C model constructs as well as moderate coefficient estimates 41.5% - 50.1% explaining the variance of service quality. Similar results were observed in the Pearson correlation analysis refer to Index Tables 1(c) and 1(d). The outcomes confirmed 5C model constructs as viable predictor variables with a causal relationship with airline service quality. Presenting an important conclusion for understanding airline e-commerce transactions service quality (5C Model constructs) as predictors of positive air traveler experience.

Overall outcomes confirmed the sample has met the statistical assumptions for a normal distribution tendency plotted with 30 entries. Therefore, ordinal regression analysis was possible, and the population distribution was normal, with each variable construct investigated independently, exploring associations as means of identifying any insightful patterns and variables for further testing the research hypotheses.

4.2. E-commerce Experience and Behaviors

A majority of female respondents recorded more than 3 years of e-commerce shopping experience compared to their counterparts. This translates to their airport travel search, booking, and payment preferences on selected airline sales channels.

Table 4.2 below represents a confirmation of positive sentiments among airport travelers across channels either for searching, booking, and payment of air travel tickets with a mean of 4.67 (females) and 4.27 (males).

Similar results were observed for seamless multi-channel mean of 4.00 (females) and 3.83 (males), the difference owing to volatility observed in the standard deviation range between 1.467 to 1.609. Interestingly the model summary table and overall goodness of fit, the variables 'multi-channel search' and 'seamless multi-channel' experience can only explain 28.9% of the 'overall satisfaction with the reservation' with Sig = 0.005.

Table 4.2. Multi-Channel Experience

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Multi-channel_ Search	Male	11	4.27	.905	.273	3.67	4.88	3	5
	Female	18	4.67	.686	.162	4.33	5.01	3	5
	Total	29	4.52	.785	.146	4.22	4.82	3	5
Seamless Multichannel	Male	12	3.83	1.467	.423	2.90	4.77	0	5
	Female	18	4.00	1.609	.379	3.20	4.80	0	5
	Total	30	3.93	1.530	.279	3.36	4.50	0	5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.340	.289	.81254546871

a. Predictors: (Constant), S.4.1. Multi-channel_ Search , S.4.2. Seamless Multi-channel

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.834	2	4.417	6.690	.005[b]
	Residual	17.166	26	.660		
	Total	26.000	28			

a. Dependent Variable: S.4.13. Overall sat _reservation

b. Predictors: (Constant), S.4.1. Multi-channel_ Search , S.4.2. Seamless Multi-channel

4.3. Research Question 1.

Null Hypothesis: e-commerce service quality does not influence customer experience.

The regression analysis results below depict the variables and characteristics of the model, R-value = 0.779 which is a good model fit, the value of R-square is >0.5, and Adjusted R-squared (0.526) meaning the data explain 52.6% of the variance in the model, and achieving the statistical assumptions on generalisability of the outcomes. The model is satisfactory to proceed with the analysis.

Table 4.3.1. Regression Analysis: E-commerce Service Quality and Customer Experience

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.526	.61663

a. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

b. Dependent Variable: Customer Experience

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.116	5	2.823	7.425	<,001[b]
	Residual	9.126	24	.380		
	Total	23.242	29			

a. Dependent Variable: Customer Experience

b. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

Based on the 95% confidence level, the ANOVA result has the p-value / Sig = 0.001, way below 0.05, and the F value = 7.425 greater than 1, therefore the result is significant. As the p-value lies below the tolerable significant level, it increases the likelihood of rejecting the null hypothesis.

Further hypothesis testing using the Coefficients measured the predictive strength of the relationship and the magnitude of impact on the dependent variable. The significant results where Sig is <0.05 were recorded for “Convenience” and “Care” 0.036 and 0.033 respectively. The rest of the variables were slightly higher than the tolerable level of significance.

Table 4.3.2. Coefficients: E-commerce Service Quality Factors and Customer Experience



Coefficient equation: Y = a + bx (a= 1.491 and b = independent variable scores)

Whilst the association was expected among e-commerce service quality factors and customer experience, based on the regression analysis results, every 4.700 increase in “Care” has a corresponding predictive value to “Customer Experience” (0.033) as a dependent variable. On the other hand, there is a lack of reliable prediction of the service quality factors such as Choice = 0.064, Charge = 0.671, and Confidence = 0.606, for the customer experience.

The inconclusive test outcomes confirm the earlier observations, with emphasis put on the need for further investigation of the service quality construct variables, including a model fit summary to ensure a rigorous understanding of the outcomes for the airline industry. The results could not decisively determine a significant relationship between the observed factors and the dependent variable, consequently failing to reject the hypothesis.

4.4. Research Question 2.

Null Hypothesis: e-commerce service quality does not influence brand loyalty.

Both behavioural and attitudinal factors were considered in the analysis of brand loyalty constructs, refer to Index Table 4(a) and (b). Even though the R value = 0.645 is a good fit, both R-square and Adjusted square values are slightly below the tolerable statistical assumptions, with only 29.4% of the variance in brand loyalty explained by the model. ANOVA results, on the other hand, F statistic = 3.545 a value higher than 1, and Sig=0.015 < 0.05, implying that the independent variables (service quality factors) reliably predict the dependent variable.

Table 4.4.1. Regression analysis Output: E-commerce Service Quality Factors and Brand Loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645[a]	.416	.294	68.33918

a. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

b. Dependent Variable: Brand Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.966	5	1.593	3.545	.015[b]
	Residual	11.237	25	.449		
	Total	19.203	30			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

However, based on the Coefficients table below, except for "Care" significant value = 0.007 <0.05 all other e-commerce service quality constructs have a p-value greater than 0.05, implying that these factors do not have a statistically significant relationship with brand loyalty.

Table 4.4.2. Coefficients: E-commerce Service Quality Factors and Brand Loyalty



Coefficient Equation: Y= a + bx (a= 1.677 and b = independent variable scores)

For every unit increase by 0.553 of "Care," we expect a corresponding predictive value on brand loyalty (0.007). “Care” is the only construct with a significant p-value, with positive implications on the extent of the association with brand loyalty. The outcomes present an inadequate evidence of association among all the service quality variables, hence, the null hypothesis could not be rejected.

4.5. Research Question 3

Null Hypothesis: e-commerce service quality does not influence repurchase intention.

To understand repurchase intentions, airport travelers had to rate airline re-use probability, being the percentage of traveling with the same airline in the future. The analysis assumed the responses for the airline used on the day of the survey as the most accurate reflection, compared to the probability of flying on a previously used airline.

Despite several adjustments to improve the model fit, the statistic outputs for repurchase intention raised interesting observations requiring rigorous interrogations.
The standard deviation for the repurchase intention variable was observably larger at 8.835, compared to all the service quality factors, with significant Pearson correlations across several variable constructs, except for repurchase intention refers to Index Table 1(d).

Table 4.5.1. Regression: E-commerce Service Quality Factors and Repurchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343[a]	.117	-.067	9.12485

a. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

b. Dependent Variable: Repurchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.634	5	53.127	.638	.673[b]
	Residual	1998.309	24	83.263		
	Total	2263.942	29			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

A similar statistic in Table 4.5.1 above showed that the model fit does not meet the assumptions for the hypothetical significance. With R <0.05 and a low negative adjusted square (-0.067) possibly indicating the model cannot explain the variability in the repurchase intention variable. The correlation coefficient results were negative and Sig was greater than tolerable levels. Due to inadequate evidence the null hypothesis cannot be rejected. As alluded previously, increasing the sample size and data manipulations including eliminating correlated independent variables may improve the results.

4.6. Research Question 4

Null Hypothesis: Customer experience does not enhance brand loyalty

Analysis for *research questions 4 and 5* investigated the two dependent variables as predictors of each other. Customer experience as a co-creative response to the consumption process is believed to evoke attitudinal and cognitive-behavioral undertone impacting brand loyalty. Both attitudinal and behavioral brand loyalty regression analysis yielded significant associations confirming a positive relationship, refer to Index Table 4 (a) and 4 (b).

As observed in Table 4.6.1 model summary below, the correlation between the customer experience variable with brand loyalty is R = 0.454, the goodness fit R-square value = 0.206, and the Adjusted R-square (0.178), translating to only 17.8% of the variation in brand loyalty can be explained by customer experience. The ANOVA result displays the p-value = 0.012 < 0.05 and the F value = 7.259 greater than 1, based on the 95% confidence level, the result is significant. With the p-value laying below the tolerable significant level, it increases the likelihood of rejecting the null hypothesis.

Table 4.6.1. Regression: Customer Experience and Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454[a]	.206	.178	.73798

a. Predictors: (Constant), Customer Experience

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.953	1	3.953	7.259	.012[b]
	Residual	15.249	28	.545		
	Total	19.203	29			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Customer Experience

The statistic in Table 4.6.1 and 4.6.2 confirms the linear relationship between customer experience and brand loyalty is unlikely due to chance, an increase in customer experience as an independent variable will affect brand loyalty positively, the null hypothesis is rejected.

Further exploration of the positive relationship is necessary, including elimination of unobserved factors if any, that may have an impact on brand loyalty.

Table 4.6.2. Coefficients: Customer Experience and Brand Loyalty

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.778	.624		2.847	.008	.499	3.057
	Customer Experience	.412	.153	.454	2.694	.012	.099	.726

a. Dependent Variable: Brand Loyalty

Coefficient Equation: Y=a+ bx (a= 1.778; b = independent variable scores)

4.7. Research Question 5

Null Hypothesis: Brand loyalty does not influence repurchase intention

Brand loyalty among other factors was assumed to increase the probability of repeat purchases otherwise explained as repurchase intention in this study. Table 4.7.1. displays a weak correlation between brand loyalty variables with repurchase intention, R = 0.111, the R-square value = 0.012, and negative Adjusted R-square, meaning that none of the variations in repurchase intention can be explained by brand loyalty construct, other predictors may be responsible for the variability. With Sig = 0,559 > 0.05, the model goodness of fit is questionable and the outcomes are not conclusive.

Table 4.7.1. Regression: Brand Loyalty and Repurchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.111[a]	.012	-.023	8.93628

a. Predictors: (Constant), Brand Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.942	1	27.942	.350	.559[b]
	Residual	2236.000	28	79.857		
	Total	2263.942	29			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Brand Loyalty

Table 4.7.2 below highlights both the attitudinal and behavioural attributes associations with the air travelers' repurchase intentions. Whilst some attributes are well correlated with each other, the majority of the attributes have no association with the repurchase intentions (p-values are less than 0.1). Only "airline recommendation" (p-value= 0.212) and "identification with airline image" p-value = 0.124 weakly correlated with the repurchase intentions.

Table 4.7.2. Attitudinal and Behavioural Attributes Effects on Repurchase Intent

Pearson Correlations									
	Repurchase Intention	Recommend-Airline	Recommend to Others	Airline adverts	Airline Information	Loyalty_ Airline	Airline_ image	Airline_CSI Awareness	Airline CSI Sponsorship
Repurchase Intention	1,000	0,212	0,080	0,055	0,033	0,065	0,124	0,087	0,030
Recommend	0,212	1,000	0,846	0,432	0,474	0,615	0,689	0,585	0,497
Recommend to Others	0,080	0,846	1,000	0,535	0,561	0,543	0,580	0,465	0,485
Airline adverts	0,055	0,432	0,535	1,000	0,595	0,239	0,292	0,140	0,613
Airline Information	0,033	0,474	0,561	0,595	1,000	0,415	0,333	0,165	0,245
Loyalty to Airline	0,065	0,615	0,543	0,239	0,415	1,000	0,811	0,524	0,387
Airline image_ Personality	0,124	0,689	0,580	0,292	0,333	0,811	1,000	0,757	0,506
Airline CSI	0,087	0,585	0,465	0,140	0,165	0,524	0,757	1,000	0,545
Airline CSI Sponsorship	0,030	0,497	0,485	0,613	0,245	0,387	0,506	0,545	1,000

The summary Table 5 below highlights the overall hypotheses testing outcomes. A discussion on these findings shares further insights for considerations.

Table 5. Hypotheses Testing Outcomes Summary

Null Hypothesis	P-value/ Sig	Outcome
H1 .E-commerce service quality does not influence customer experience.	.001 < .05 Significant predictability	However, the null hypothesis could not be rejected due to coefficient values > .05 except for Convenience=.036. and Care.033
H2 E-commerce service quality does not influence brand loyalty.	.015 < .05 Significant predictability	However, the null hypothesis could not be rejected due to coefficient values > .05 except for Care = .007
H3.E-commerce service quality does not influence repurchase intention.	.673 > .05 Not Significant	The null hypothesis could not be rejected due to coefficient values > .05
H4.Customer experience does not enhance brand loyalty.	.012 < .05 Significant predictability	<0.05 Reject the null hypothesis
H.5 Brand loyalty does not influence repurchase intention,	.559 > .05 Not Significant	The null hypothesis could not be rejected due to coefficient values > .05

Chapter 5. Findings and Discussion

The foregoing section presented the key attributes of the hypothesis testing analysis and tabulated the statistical outcomes of each research question. This discussion gleans insights from these outcomes whilst keeping in mind the key variables in the conceptual model. A particular emphasis is given to the application of the 5C model in understanding e-commerce service quality within the airline multichannel transactions ecosystem.

5.1 Airline E-commerce Service Quality

On a high level, e-commerce experiences and behavioural trends of air travellers were rated positively by both males and females across all age groups. However, it can be argued that navigating through unintegrated sales channels was likely to lessen the remarkable experience as observed in the multichannel search either via website and mobile or travel agent and call centre. This forms a partial backdrop of the ensuing discussions.

Guided by the multidimensional nature of the inquiry into e-commerce transactions among airport travelers, insightful regression analysis determined the extent to which each construct as ‘observed indicators’ predicts the dependent variables. Undertaking reliability and validity testing, as well as identification of any causal relationships among the variables, it explained to some extent the variance and the strength of the relationship between ‘service quality constructs’ of e-commerce transactions – the independent variables; and customer experience, brand loyalty together with repurchase intention as the dependent variables.

This is important for any business, service quality and positive perceptions thereof are determinants of value creation and successful competition. Therefore, the quality of online services as observed by (Verhoef et al.,2015; Rust and Oliver 2000) has become one of the major differentiators, and its contribution to sustainable competitive advantage cannot be overemphasised. The statistical outcomes from Pearson correlations, and regression analysis confirmed Hammerschmidt's (2016) 5C model constructs as viable predictor variables with a strong causal relationship with e-commerce service quality for the airline transaction, as seen in all the 5C Model constructs p-values = 0.000.

While further investigations are required, the preliminary findings offer an alternative perspective toward understanding the airline e-commerce service quality within the 5C model constructed as predictors of service-based business customer satisfaction as suggested by Gerea and Herskovic (2022).

5.2. E-commerce Service Quality Effects on Customer Experience

As a dependent variable in the hypothesis analysis, the customer experience is a cognitive attitudinal and experience element representing the aggregate judgments of attribution regarding service quality, satisfaction, and experience (Brady and Robertson, 2001). Interestingly, the regression analysis met the goodness-of-fit requirements, and the Sig-value = 0.001 was below the tolerable significance level, alluding to a significant relationship between the 5C model and customer experience. However, the coefficient values could not decisively confirm a causal relationship between the holistic 5C model constructs and customer experience as a dependent variable.

Due to the coefficient values higher than 0.05 for variables such as Choice = 0.064, Charge = 0.671, and Confidence= 0.606 point to the lack of evident association with customer experience. Wiryawan (2017) cited in (Pringgodigdoyo and Nurmahdi 2022:1) "several factors influence the pattern of ticket purchases through online applications, including internet knowledge, service quality, prices, trust, understanding of risk, and user perceptions." These outcomes suggest that a limited variety of airline tickets, the cost thereof, and trust or confidentiality, remain a challenge for the airline business to address continuously.

As seen with the results of the two significant constructs, "Care" = 0.033 and "Convenience" = 0.036 confirm the "reliable expected service performance" and "the service that is convenient" as the mediating factors for the airport traveler's experience. One can argue that should airport travelers increasingly perceive these constructs positively; it will enhance positive association with overall customer experience. Moreover, the conclusions can be generalized to the population of airport travelers.

Arguably, the failure to reject the null hypothesis in this instance alludes to an inadequacy of service quality holistically represented by all " 5C's " in the model as having a positive effect on airport traveler experiences. Supposing the isolation of 5C per individual constructs, the model remains with "Convenience" and "Care" as critical constructs with a positive

relationship with customer experience. The impact of “Choice”, “Charge” and “Confidence” constructs are explained further following their poor associations with other dependent variables in the conceptual model.

5.3 E-commerce Service Quality Effects on Brand Loyalty

The results for ANOVA model summary $p=0.015 < 0.05$ implied that the independent variables -service quality constructs (5C model) reliably predict brand loyalty as a dependent variable. From the behavioral aspect, Xu and Jackson (2019) insights on customer channel selection intention found that channel sustainability, transparency, convenience, and uniformity, positively impact the customer's perceived behavioral control.

However, based on the coefficient values, all the service quality construct p-value was more than 0.05, except for "Care" = 0.007, a significant p-value, implying a positive association with brand loyalty, suggesting that for every increase of 0.553 of the "Care" construct, a corresponding increase in the brand loyalty mean score is expectant. And that the results can be generalised to the population of airport travelers. The negative standardized values for Choice = -0.134, Convenience = -0.091, and Confidence = -0.122, signaling a negative association between these independent variables and brand loyalty, the null hypothesis could not be rejected. Scholarly insights confirmed the perceived risk of "low confidence" and lack of trustworthiness (Elias et al., 2015) as undercurrents resulting in a negative impact on brand loyalty.

Invariably, “Choice” and “Charge” poor association with brand loyalty allude to the limited range of airline tickets- considering the regional and domestic cost airlines' low capacity post-covid-19 pandemic. Similarly, airline ticket costs and value create an untenable relationship – resulting in cheap ticket bargain hunts across airline carriers enabled by the ease of bargain searching using the website or mobile devices and completing the entire transaction using one or multiple channels (Pringgodigdoyo and Nurmahdi 2022).

It goes without saying that “Convenience” is one of the underlying drivers for e-commerce transactions in the airline business (Chepkemboi et al., 2019). The negative association observed in the results characterises the current unintegrated sales channels. To succeed in the highly competitive environment, the airline business requires years of investment going beyond safety measures to include the application of technology to improve consistent airline

service quality seamless integration of sales channels, and creating value in the loyalty programs.

5.4 Customer Experience Effects on Brand Loyalty

Based on the ANOVA model summary result, p-value = 0.012 < 0.05, laying below the tolerance level of significance as well as the relevant statistics confirmed a linear relationship between customer experience and brand loyalty is unlikely due to chance. Implying an increase in customer experience variable will positively affect brand loyalty, resulting in the rejection of the null hypothesis. The outcomes confirmed the perspective that customer experience is a mediating factor in brand loyalty. Alignment with the previous discussion on attitudinal and behavioral brand loyalty, regression analysis signals a positive association between variables displayed in Index Tables 4 (a) and 4 (b). Respondents who rated the respective airlines positively on their corporate social responsibility initiatives were likely to recommend and remain loyal to the brand.

Touching the hearts and minds of customers, airline management strategies must create a sustained impact on customer experience to influence sustained brand loyalty across multiple dimensions encompassing behavioural, attitudinal, or emotional/corporate image loyalty (Lemon et al., 2016; Hussain 2016). Despite the apparent poor associations between some of the service quality constructs with brand loyalty – air travelers find the overall customer experience rewarding during their e-commerce transactions.

5.5 Brand Loyalty Effects on Repurchase Intention

There is an obvious expectation of the linkage between brand loyalty and repeat business. For any business, the measurement of repeat purchase and repurchase intentions is fundamental for planning and growth strategy. The outcomes of the analysis in this regard found a weak correlation between brand loyalty and repurchase intentions. Perhaps being truthful to the expectation that brand loyalty alone is unlikely to be a significant determinant for flying on the same airline carrier in the future particularly true for the low-cost airlines.

Notably, with Sig = 0.559 > 0.05, the model provides inadequate information to reject the null hypothesis. The majority of the attitudinal and behavioural attributes have correlation values less than (0.1), suggesting that none of the variations in the repurchase intentions could be

explained by the air traveler's brand loyalty or lack thereof. Only the "airline recommendation" (p-value= 0.212) and "identification with airline image" (p-value = 0.124) showed some correlation with repurchase intentions Other factors such as service quality, pricing, availability, and timing as well as loyalty program play a far important role in the repurchase intentions phenomena. For further insights into the repurchase intentions, service quality is discussed in the following outcomes as one of its suggested predictors.

5.6 Service Quality Effects on Repurchase Intention

The regression analysis sought to find the influence of the service quality factors on repurchase intention as a dependent variable. Sig value = 0.673 does not meet the assumptions for the hypothetical significance, and together with a negatively adjusted square (-0.067), the model could not explain the variability in the repurchase intention as an outcome of service quality constructs in the 5C model.

Only two service quality-related questions signal a significant relationship with repurchase intentions namely; Charge - "value for money" with a p-value= 0.022 and Confidentiality- "trustworthy experience" with a p-value = 0.032. The two factors represent some of the underlying determinants of repurchase intentions. Noted above, poor perceptions of airline ticket cost and value for money, in conjunction with privacy and confidentiality concerns, remarked in (Xu and Jackson 2019), are likely to impact the repurchase intentions negatively.

Brand loyalty and service quality constructs are disproved as determinants of repurchase intentions. This contradiction to the existing literature calls for further refinement of the repurchase intention constructs to reach a conclusive outcome on this hypothesis.

5.7 Limitations

Although the sample is adequate for scientific inquiry based on the central limit theorem, the study was restricted to a small sample size due to time spatial restrictions dictated by the Airports Company South Africa (ACSA) protocols. As a result, only 30 respondents could participate in the study. Regarding the empirical challenge of validating the service quality construct, only a few of the 5C model constructs loaded successfully, impacting the use of the scale.

5.8. Recommendations

Due to the limited conceptual contribution of some questions in the 5C model constructs, further exploration is required on its multi-dimensional application on airline service quality. To optimise the positive application of the 5C model in the airline industry, scrutiny is required in utilization of the scale items related to “Choice”, “Charge” and “Confidence” constructs. In addition, a larger inclusive sample size is likely to increase the model reliability and transfer use in other serviced based sectors, such as entertainment, for example.

Practically, to maximize ACSA's permission protocol, further research should be considered in surveying different airports in the country, such as Cape Town, and Durban. Inclusive participation of respondents across all age groups will increase the heterogeneous representativeness of the larger air traveler profiles. To improve further rigorous testing several variables underpinning multi-channel customer experience in the airline sector. Furthermore, since travel is an ongoing phenomenon testing the model on a larger sample size will produce richer data benefiting both academic and managerial perspectives.

5.9. Conclusion

As observed in this study, air traveler experience monitoring across multiple sales channels is expedient, particularly with the active engagement of all the service partners in the air travel value chain. Omnichannel implementation for the industry is achievable by the airline sales and marketing management, for the low-cost airline specifically, taking a leading role in determining the terms and conditions of engagement. Over time, this proactive role will enhance seamless experience across air-travel planning touchpoints to improve brand loyalty and repurchase intentions.

Airline’s careful selection of sustainability and community development initiatives is a critical strategy- and is becoming one of the key drivers of brand loyalty. To improve both behavioural and attitudinal loyalty attributes as observed, respondents who rated the respective airlines positively on their corporate social responsibility initiatives were likely to recommend and remain loyal to the brand. To this end, the 5C model application in the airline service quality usefulness as an ongoing customer experience evaluation tool.

TABLE INDEX

Table 1.1 Multichannel Shopping Descriptive Statistics

Flight _Search	Frequency	Percent
Website	20	66,7
Mobile	5	16,7
Travel Agent	4	13,3
Branch	1	3,3
Total	30	100,0

Flight Reservation	Frequency	Percent
Website	16	53,3
Travel Agent	6	20,0
Mobile	4	13,3
Call Centre	3	10,0
Branch	1	3,3
Total	30	100,0

Flight _ Payment	Frequency	Percent
Website	17	56,7
Mobile	7	23,3
Travel Agent	4	13,3
Counter	2	6,7
Total	30	100,0

Flight_Manage	Frequency	Percent
Mobile	12	40,0
Website	11	36,7
Travel Agent	4	13,3
Call Centre	3	10,0
Total	30	100,0

Check-in_Mode	Frequency	Percent
Mobile	13	43,3
Website	10	33,3
Counter	6	20,0
Other	1	3,3
Total	30	100,0

Luggage _Process	Frequency	Percent
Bag Drop	15	50.0
Check-in Counter	12	40,0
Hand Luggage	3	10.0
Total	30	100.0

Boarding _ Pass	Frequency	Percent
Online/Mobile	15	50.0
Check-in Counter	14	46,7
Other	1	3,3
Total	30	100,0

Table 1(a) Multichannel Shopping Correlation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,849	0,861	13

Inter-Item Correlation Matrix

	Multi-channel_ Search	Seamless Multichannel	Airline agent _Website ticket	Website - App Ticket	Airline agent - App Ticket	Cross Multichannel Booking	Sales Channels _Effectiveness	Social media_Promotion	Social media_Discounts	Payment_ Sales counter _ online booking	Payment_ Sales counter _ App Booking	Payment_Call Centre _App Booking	Overall Sat _Reservation
Multi-channel_ Search	1,000	0,556	0,115	0,227	-0,005	0,640	0,432	0,367	0,512	0,174	0,191	0,048	0,567
Seamless Multichannel	0,556	1,000	-0,125	0,140	0,023	0,253	0,213	0,613	0,193	0,138	0,146	-0,017	0,429
Airline agent _Website ticket	0,115	-0,125	1,000	0,552	0,746	0,295	0,555	0,039	0,353	0,379	0,425	0,477	0,414
Website - App Ticket	0,227	0,140	0,552	1,000	0,796	0,175	0,250	0,180	0,035	0,003	0,196	0,093	0,289
Airline agent -App Ticket	-0,005	0,023	0,746	0,796	1,000	0,079	0,259	0,259	0,101	0,204	0,263	0,315	0,284
Cross Multichannel Booking	0,640	0,253	0,295	0,175	0,079	1,000	0,648	0,274	0,442	0,169	0,169	0,033	0,351
Sales Channels _Effectiveness	0,432	0,213	0,555	0,250	0,259	0,648	1,000	0,338	0,538	0,418	0,342	0,463	0,574
Social media_Promotion	0,367	0,613	0,039	0,180	0,259	0,274	0,338	1,000	0,513	0,268	0,108	0,164	0,456
Social media_Discounts	0,512	0,193	0,353	0,035	0,101	0,442	0,538	0,513	1,000	0,464	0,251	0,349	0,510
Payment_ Sales counter _ online booking	0,174	0,138	0,379	0,003	0,204	0,169	0,418	0,268	0,464	1,000	0,803	0,770	0,396
Payment_ Sales counter _ App Booking	0,191	0,146	0,425	0,196	0,263	0,169	0,342	0,108	0,251	0,803	1,000	0,799	0,318
Payment_Call Centre _App Booking	0,048	-0,017	0,477	0,093	0,315	0,033	0,463	0,164	0,349	0,770	0,799	1,000	0,442
Overall Sat _Reservation	0,567	0,429	0,414	0,289	0,284	0,351	0,574	0,456	0,510	0,396	0,318	0,442	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
S.4.1. Multi-channel_ Search	42,103	105,953	0,475	0,755	0,843
S.4.2. Seamless Multi-channel	42,690	102,579	0,293	0,685	0,854
S.4.3. Airline agent _Website ticket	43,241	91,904	0,597	0,868	0,832
S.4.4. Website - App Ticket	42,931	98,995	0,421	0,816	0,845
S.4.5. Airline agent -App Ticket	43,276	94,921	0,498	0,905	0,840
S.4.6. Cross Multichannel Booking	42,379	104,887	0,434	0,720	0,843
S.4.7. Sales channels _Effectivenes	42,931	96,638	0,667	0,783	0,829
S.4.8. Social media_Promotion	43,517	97,830	0,460	0,746	0,842
S.4.9. Social media_Discounts	43,414	99,323	0,544	0,708	0,836
S.4.10. Payment @ Sales counter _	43,379	96,244	0,581	0,788	0,833
S.4.11. Payment @ Sales counter _	43,310	95,365	0,561	0,873	0,834
S.4.12. Pay @ Call Centre _App Bo	43,655	96,520	0,560	0,866	0,835
S.4.13. Overall sat _reservation	42,621	100,244	0,677	0,656	0,832

Table 1(b) Service Quality (5C Model) Variables Correlations

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,916	0,920	15

Inter-Item Correlation Matrix

	Sufficient_ Airline offerings	Variety _Airline Offerings	Ease_ Access Services	Afford-ability	Value for Money	Customer Experience	Speed of booking	Ease of Booking	Effortless Search	Trust-worthy Experience	Trusted Service	Confiden tiality	Service Expectati ons	Service Reliable	Service Promise
Sufficient_ Airline offerings	1,000	0,549	0,466	0,043	0,083	0,384	0,336	0,138	0,389	0,268	0,241	0,005	0,362	0,385	0,413
Variety _Airline Offerings	0,549	1,000	0,855	0,451	0,400	0,747	0,496	0,444	0,552	0,573	0,525	0,282	0,555	0,480	0,525
Ease_ Access Services	0,466	0,855	1,000	0,568	0,369	0,673	0,483	0,455	0,491	0,689	0,632	0,509	0,550	0,536	0,512
Affordability	0,043	0,451	0,568	1,000	0,814	0,562	0,319	0,160	0,193	0,528	0,620	0,525	0,432	0,399	0,320
Value for Money	0,083	0,400	0,369	0,814	1,000	0,603	0,248	-0,113	0,073	0,374	0,502	0,357	0,322	0,414	0,335
Customer Experience	0,384	0,747	0,673	0,562	0,603	1,000	0,580	0,290	0,358	0,492	0,555	0,470	0,421	0,452	0,517
Speed of booking	0,336	0,496	0,483	0,319	0,248	0,580	1,000	0,581	0,617	0,259	0,378	0,265	0,350	0,447	0,529
Ease of Booking	0,138	0,444	0,455	0,160	-0,113	0,290	0,581	1,000	0,773	0,413	0,284	0,265	0,311	0,056	0,095
Effortless Search	0,389	0,552	0,491	0,193	0,073	0,358	0,617	0,773	1,000	0,506	0,381	0,199	0,378	0,345	0,352
Trustworthy Experience	0,268	0,573	0,689	0,528	0,374	0,492	0,259	0,413	0,506	1,000	0,835	0,586	0,310	0,370	0,405
Trusted Service	0,241	0,525	0,632	0,620	0,502	0,555	0,378	0,284	0,381	0,835	1,000	0,670	0,405	0,591	0,560
Confidentiality	0,005	0,282	0,509	0,525	0,357	0,470	0,265	0,265	0,199	0,586	0,670	1,000	0,324	0,384	0,386
Service Expectations	0,362	0,555	0,550	0,432	0,322	0,421	0,350	0,311	0,378	0,310	0,405	0,324	1,000	0,729	0,647
Service Reliable	0,385	0,480	0,536	0,399	0,414	0,452	0,447	0,056	0,345	0,370	0,591	0,384	0,729	1,000	0,906
Service Promise	0,413	0,525	0,512	0,320	0,335	0,517	0,529	0,095	0,352	0,405	0,560	0,386	0,647	0,906	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Sufficient_ Airline offerings	51,10	105,955	0,396	0,517	0,918
Variety _Airline Offerings	50,97	101,275	0,780	0,907	0,905
Ease_ Access Services	50,80	99,545	0,824	0,917	0,904
Affordability	52,00	101,586	0,630	0,845	0,910
Value for Money	52,00	102,759	0,496	0,855	0,915
Customer Experience	51,07	100,478	0,749	0,781	0,906
Speed of booking	50,33	106,506	0,602	0,811	0,911
Ease of Booking	50,47	107,982	0,411	0,871	0,916
Effortless Search	50,67	103,195	0,561	0,830	0,912
Trustworthy Experience	51,07	99,444	0,704	0,894	0,907
Trusted Service	51,17	98,489	0,768	0,883	0,905
Confidentiality	51,03	101,895	0,544	0,661	0,913
Service Expectations	50,80	104,786	0,626	0,769	0,910
Service Reliable	50,90	103,955	0,676	0,942	0,909
Service Promise	50,97	101,826	0,666	0,917	0,909

Table 1 (c). Pearson Correlations Service Quality - 5C Model Constructs



Table 1. (d) Pearson Correlations Service Quality – Repurchase Intention

Correlations

		Choice	Charge	Convenience	Confidence	Care	Repurchase Intention
Choice	Pearson Correlation	1	.509**	.544**	.515**	.601**	.219
	Sig. (2-tailed)		.003	.002	.003	<,001	.246
	N	31	31	31	31	31	30
Charge	Pearson Correlation	.509**	1	.274	.618**	.490**	.146
	Sig. (2-tailed)	.003		.137	<,001	.005	.442
	N	31	31	31	31	31	30
Convenience	Pearson Correlation	.544**	.274	1	.417*	.387*	.131
	Sig. (2-tailed)	.002	.137		.020	.032	.489
	N	31	31	31	31	31	30
Confidence	Pearson Correlation	.515**	.618**	.417*	1	.507**	-.040
	Sig. (2-tailed)	.003	<,001	.020		.004	.834
	N	31	31	31	31	31	30
Care	Pearson Correlation	.601**	.490**	.387*	.507**	1	.024
	Sig. (2-tailed)	<,001	.005	.032	.004		.902
	N	31	31	31	31	31	30
Repurchase Intention	Pearson Correlation	.219	.146	.131	-.040	.024	1
	Sig. (2-tailed)	.246	.442	.489	.834	.902	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 1(e). 5C Service Quality: Regression Analysis Standardized Residual

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644[a]	.415	.293	.68425

a. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

b. Dependent Variable: Brand Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.966	5	1.593	3.403	.018[b]
	Residual	11.237	24	.468		
	Total	19.203	29			

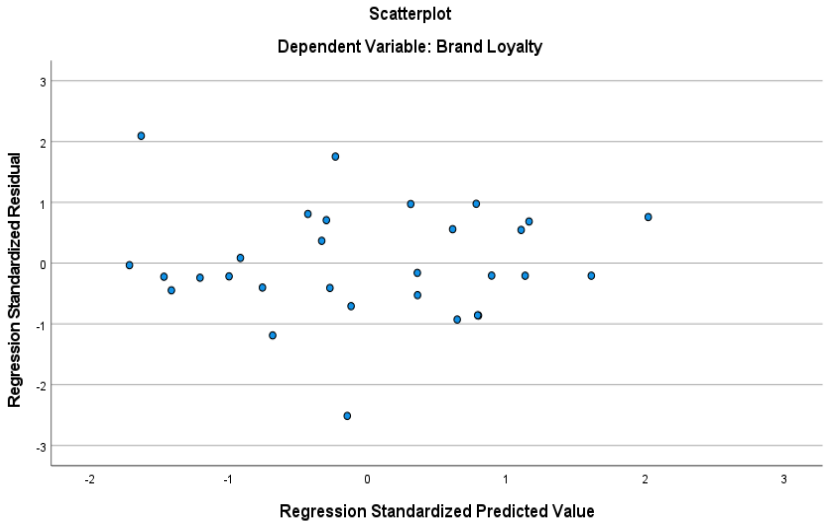
a. Dependent Variable: Brand Loyalty

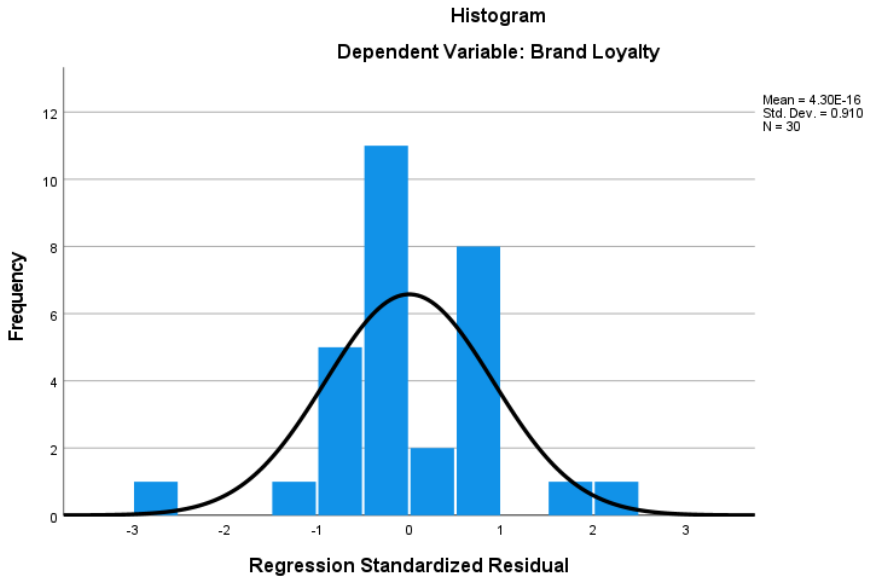
b. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.677	.726		2.311	.030	.179	3.174
	Choice	-.120	.204	-.134	-.590	.560	-.540	.300
	Charge	.269	.170	.334	1.581	.127	-.082	.620
	Convenience	-.087	.183	-.091	-.474	.640	-.466	.292
	Confidence	-.094	.167	-.122	-.565	.577	-.439	.250
	Care	.553	.193	.593	2.869	.008	.155	.951

a. Dependent Variable: Brand Loyalty





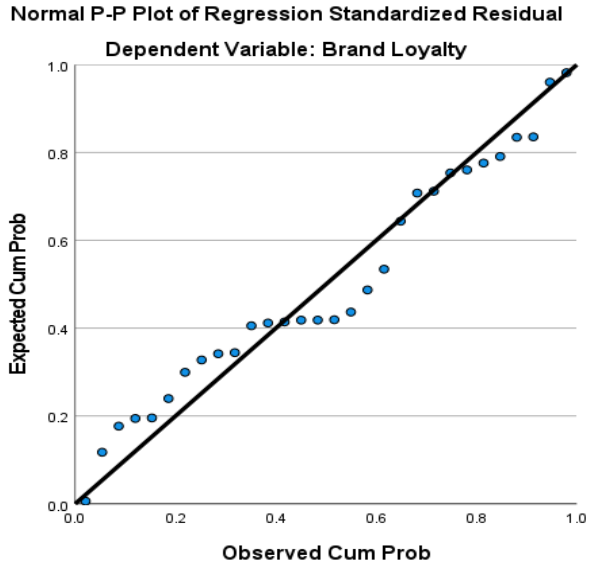


Table 2. Customer Satisfaction: Regression Analysis Standardized Residual

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699[a]	.489	.382	.67271

a. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

b. Dependent Variable: Customer Satifaction

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.388	5	2.078	4.591	.004[b]
	Residual	10.861	24	.453		
	Total	21.249	29			

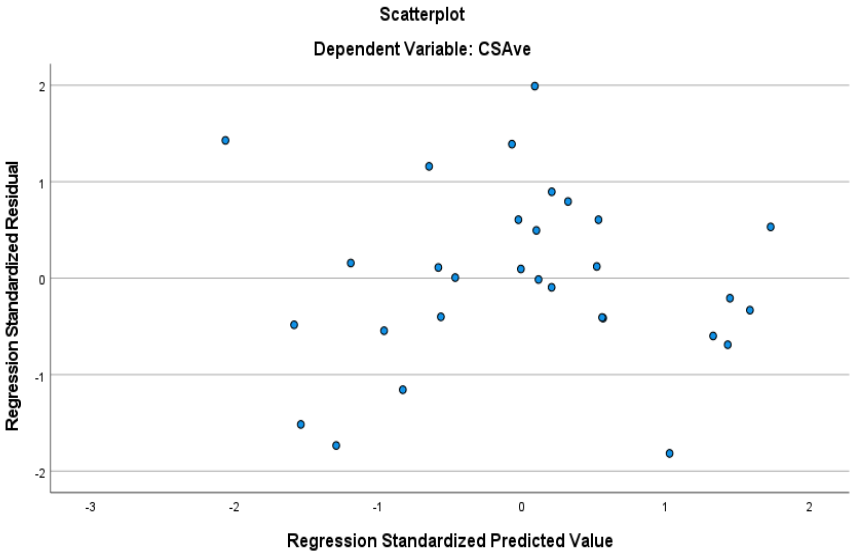
a. Dependent Variable: Customer Satifaction

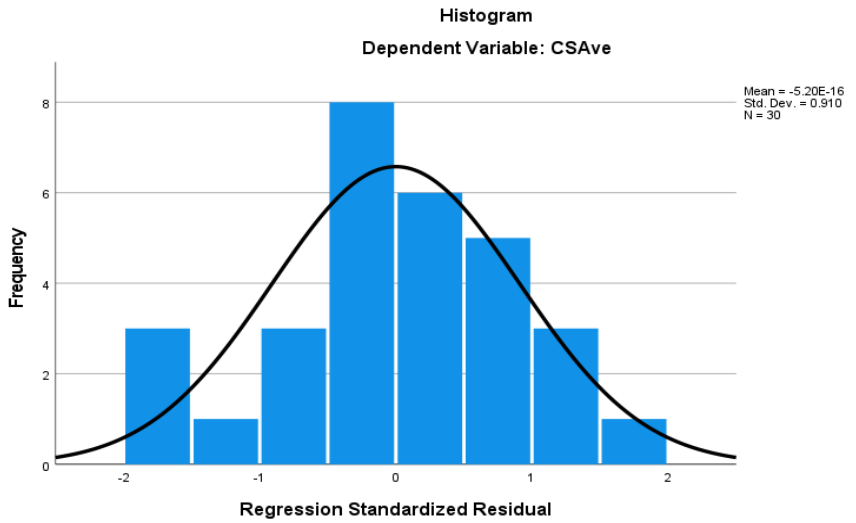
b. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.732	.713		1.026	.315	-.740	2.204
	Choice	.103	.200	.108	.513	.613	-.310	.516
	Charge	-.125	.167	-.147	-.746	.463	-.470	.220
	Convenience	.081	.180	.080	.448	.658	-.291	.453
	Confidence	.086	.164	.106	.525	.605	-.253	.425
	Care	.587	.190	.599	3.099	.005	.196	.979

a. Dependent Variable: Customer Satifaction





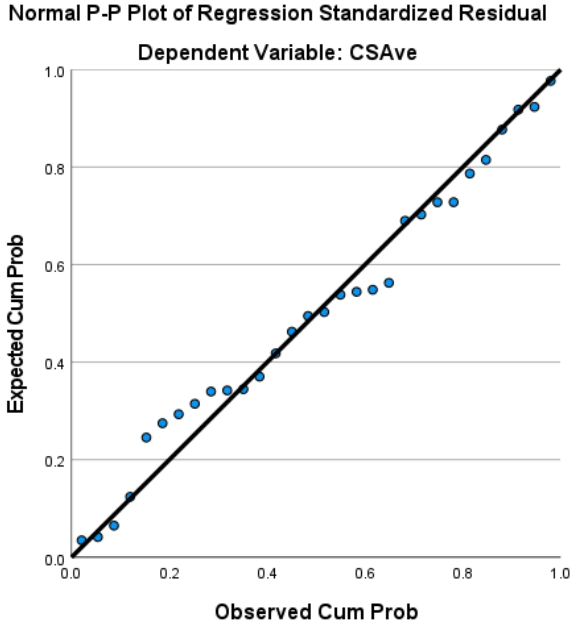


Table 3. Customer Experience: Regression Analysis Standardized Residual

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.526	.61663

a. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

b. Dependent Variable: Customer Experience

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.116	5	2.823	7.425	<,001[b]
	Residual	9.126	24	.380		
	Total	23.242	29			

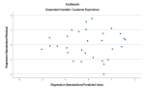
a. Dependent Variable: Customer Experience

b. Predictors: (Constant), Care, Convenience, Charge, Confidence, Choice

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound
1	(Constant)	.795	.654		1.216	.236	-.554	2.145
	Choice	.409	.183	.414	2.232	.035	.031	.788
	Charge	-.014	.153	-.016	-.094	.926	-.331	.302
	Convenience	-.066	.165	-.063	-.402	.691	-.408	.275
	Confidence	.198	.151	.233	1.313	.201	-.113	.508
	Care	.339	.174	.331	1.952	.063	-.019	.698

a. Dependent Variable: Customer Experience



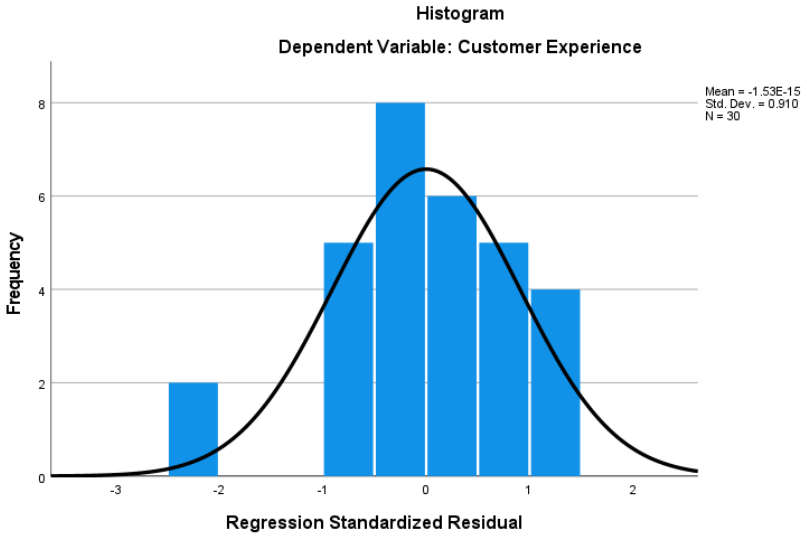




Table 4(a). Attitudinal Brand Loyalty: Regression Standardized Residual

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917[a]	.840	.814	.35055

a. Predictors: (Constant), Airline CSI Sponsorship, Loyalty to Airline, Airline CSI, Airline image_ Personality

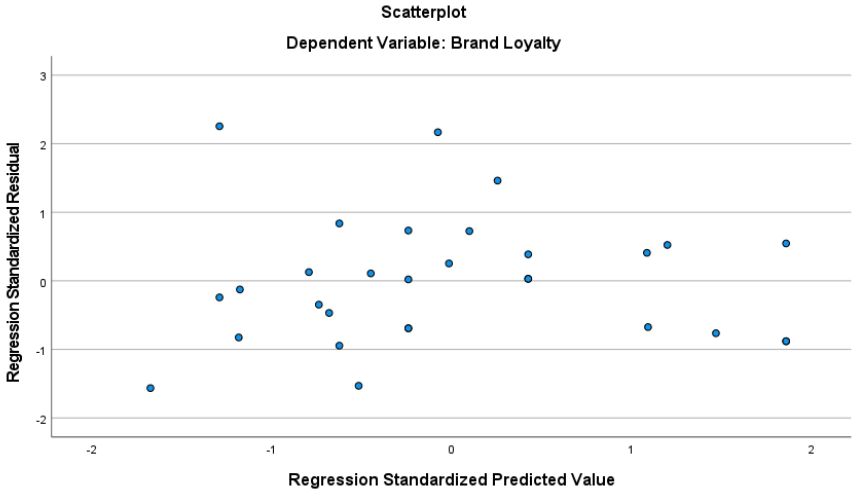
b. Dependent Variable: Brand Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.130	4	4.033	32.816	<,001[b]
	Residual	3.072	25	.123		
	Total	19.203	29			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Airline CSI Sponsorship, Loyalty to Airline, Airline CSI, Airline image_ Personality



Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.893	.251		3.554	.002	.376	1.411
	Loyalty to Airline	.206	.098	.295	2.103	.046	.004	.408
	Airline image_ Personality	.249	.137	.334	1.817	.081	-.033	.530
	Airline CSI	.042	.102	.054	.413	.683	-.169	.253
	Airline CSI Sponsorship	.286	.067	.417	4.303	<,001	.149	.423

a. Dependent Variable: Brand Loyalty

Table 4(b). Behavioral Brand Loyalty: Regression Standardized Residual

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919[a]	.845	.820	.34512

a. Predictors: (Constant), Airline Information, Recommend, Airline adverts, Recommend to Others

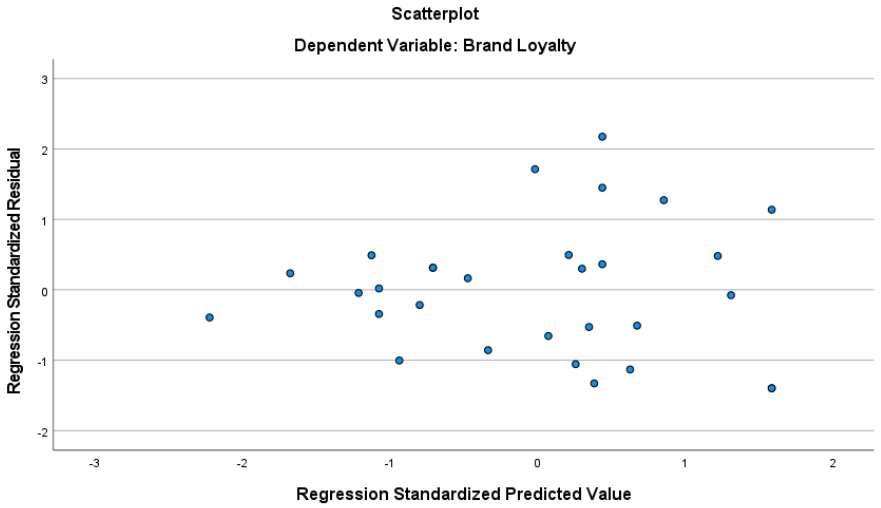
b. Dependent Variable: Brand Loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.225	4	4.056	34.054	<,001[b]
	Residual	2.978	25	.119		
	Total	19.203	29			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Airline Information, Recommend, Airline adverts, Recommend to Others



Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.318	.284		1.120	.273	-.267	.903
	Recommend	.449	.125	.531	3.594	.001	.192	.707
	Recommend to Others	.135	.142	.153	.953	.350	-.157	.427
	Airline adverts	.170	.065	.271	2.634	.014	.037	.303
	Airline Information	.103	.077	.140	1.333	.195	-.056	.262

a. Dependent Variable: Brand Loyalty

Table 4(c). Behavioral, Attitudinal and Emotional Loyalty Attributes with Repurchase Intention

Correlations

		Repurchase Intention	Recommend	Recommend to Others	Airline adverts	Airline Information	Loyalty to Airline	Airline image_ Personality	Airline CSI	Airline CSI Sponsorship
Pearson Correlation	Repurchase Intention	1.000	.212	.080	.055	.033	.065	.124	.087	.030
	Recommend	.212	1.000	.846	.432	.474	.615	.689	.585	.497
	Recommend to Others	.080	.846	1.000	.535	.561	.543	.580	.465	.485
	Airline adverts	.055	.432	.535	1.000	.595	.239	.292	.140	.613
	Airline Information	.033	.474	.561	.595	1.000	.415	.333	.165	.245
	Loyalty to Airline	.065	.615	.543	.239	.415	1.000	.811	.524	.387
	Airline image_ Personality	.124	.689	.580	.292	.333	.811	1.000	.757	.506
	Airline CSI	.087	.585	.465	.140	.165	.524	.757	1.000	.545
	Airline CSI Sponsorship	.030	.497	.485	.613	.245	.387	.506	.545	1.000
Sig. (1-tailed)	Repurchase Intention	.	.130	.337	.386	.432	.367	.256	.323	.437
	Recommend	.130	.	.000	.009	.004	.000	.000	.000	.003
	Recommend to Others	.337	.000	.	.001	.001	.001	.000	.005	.003
	Airline adverts	.386	.009	.001	.	.000	.101	.059	.230	.000
	Airline Information	.432	.004	.001	.000	.	.011	.036	.192	.096
	Loyalty to Airline	.367	.000	.001	.101	.011	.	.000	.001	.017
	Airline image_ Personality	.256	.000	.000	.059	.036	.000	.	.000	.002
	Airline CSI	.323	.000	.005	.230	.192	.001	.000	.	.001
	Airline CSI Sponsorship	.437	.003	.003	.000	.096	.017	.002	.001	.

Appendix A: Ethical Clearance Certificate

Appendix B: Airports Company South Africa Approval Letter

Appendix C: Survey Instrument

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