PANYAPAT
ปัญญาพัฒน์

JSDP
Journal of Spatial Development and Policy
https://so16.tci-thaijo.org/index.php/JSDP/index

Research Article

Service Quality as a Second-Order Construct Influencing Repurchase Intention through Customer Satisfaction among Full-Service Airline Passengers at Suvarnabhumi International Airport

Prachayapachara Wan-uta[1*]

[1] *College of Innovative Management, Valaya Alongkorn Rajabhat University under the Royal Patronage, Thailand*

[*] *Corresponding author. E-mail: prachayapachara@vru.ac.th*

ABSTRACT

This article aimed to examine the influence of service quality on repurchase intention through customer satisfaction among passengers of full-service airlines at Suvarnabhumi International Airport. Service quality was conceptualized as a second-order construct comprising five SERVQUAL dimensions: tangibility, reliability, responsiveness, assurance, and empathy. A quantitative research design was employed, and data were collected from 400 Thai passengers aged 20 years and above who had experience using full-service airline services at Suvarnabhumi International Airport. The respondents were selected using purposive sampling. Data were analyzed using Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and bootstrap analysis. The results showed that the measurement model demonstrated satisfactory reliability, convergent validity, and discriminant validity. Common method bias was assessed using Harman's single-factor test, and the first factor accounted for 37.260% of the total variance, indicating that common method bias was unlikely to be a serious concern. The structural model showed a good fit with the empirical data. Service quality had a positive and significant effect on customer satisfaction (β = 0.793, $p < .001$), and customer satisfaction had a positive and significant effect on repurchase intention (β = 0.775, $p < .001$). The bootstrap mediation analysis confirmed that customer satisfaction significantly mediated the association between service quality and repurchase intention, with a standardized indirect effect of β = 0.615, 95% CI [0.534, 0.689], $p < .001$. The findings indicate that service quality enhances repurchase intention indirectly by increasing customer satisfaction. This study contributes to airline service quality research by conceptualizing service quality as a second-order construct and clarifying the mediating role of customer satisfaction in the full-service airline context. Practically, full-service airlines should manage service quality as an integrated passenger experience that strengthens satisfaction and encourages repeat service use.

Keywords: Service Quality, Customer Satisfaction, Repurchase Intention, Full-Service Airlines, Structural Equation Modeling

© 2026 JSDP: Journal of Spatial Development and Policy

Received: 16 June 2026;
Revised: 4 August 2026;
Accepted: 12 August 2026

© 2026 JSDP: Journal of Spatial Development and Policy
ISSN: 2985-220X (Online)

Introduction

The aviation industry plays an important role in the global economy by supporting international connectivity, trade, and tourism. Air transportation contributes significantly to economic growth and employment worldwide. According to the International Civil Aviation Organization (ICAO, 2025), the aviation sector contributes approximately 3.5% of global GDP and supports more than 65 million jobs globally. In countries such as Thailand, where tourism is a major economic sector, the aviation industry also serves as an important gateway that supports national competitiveness and international accessibility (International Air Transport Association [IATA], 2024).

In the post-pandemic "Next Normal" era, the aviation industry has experienced substantial changes in passenger behavior and service expectations. Although air travel demand has gradually recovered, passengers have become more attentive to safety, hygiene, reliability, convenience, and service efficiency (IATA, 2022; Zhang et al., 2021). In addition, digital and contactless service technologies have become increasingly important in the airline passenger journey, including online booking, automated check-in, self-service systems, biometric verification, and real-time service communication. These developments indicate that passenger satisfaction is increasingly shaped by both traditional service quality and digitally integrated service experiences (IATA, 2022; Shiwakoti et al., 2022).

Full-service airlines operate in a highly competitive service environment where passengers expect not only safe transportation but also superior service quality across multiple touchpoints. Unlike low-cost carriers, full-service airlines provide integrated service offerings, including pre-flight services, check-in procedures, in-flight service, baggage handling, customer assistance, and post-flight support. As a result, service quality has become a key determinant of passenger satisfaction and future behavioral intention. Previous studies in the airline context have shown that service quality significantly influences customer satisfaction and behavioral outcomes, including loyalty and repurchase intention (Park et al., 2004; Clemes et al., 2008; Suki, 2014).

The SERVQUAL model developed by Parasuraman et al. (1991) has been widely applied to measure service quality through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. In airline service research, these dimensions have often been examined as separate first-order dimensions to explain passenger perceptions of service performance (Pakdil & Aydın, 2007; Nadiri et al., 2008). However, aviation services are complex and involve multiple service encounters across the passenger journey. Passengers may not evaluate each service attribute in isolation; rather, they tend to form an overall perception of service quality from the combined performance of multiple dimensions.

From a theoretical perspective, while SERVQUAL provides the dimensional foundation for measuring service quality, the higher-order conceptualization of service quality is supported by Brady and Cronin (2001), who argued that service quality can be represented as a hierarchical construct formed by multiple sub-dimensions. This perspective is particularly relevant to full-service airlines, where service quality is shaped by tangible facilities, reliability of service delivery, responsiveness of staff, assurance, and empathy throughout the travel experience. Therefore, this study applies SERVQUAL dimensions within a second-order service quality framework to provide a more integrated explanation of how passengers evaluate airline service quality.

Although previous studies have examined the associations among service quality, customer satisfaction, and repurchase intention, several research gaps remain. First, many airline service studies have examined SERVQUAL dimensions as first-order constructs or independent predictors, which may not fully reflect the hierarchical nature of service quality in complex service systems. Second, limited studies have examined service quality as a second-order construct within a Structural Equation Modeling (SEM) framework while simultaneously testing the mediating role of customer satisfaction. Third, previous empirical findings regarding the association between service quality and repurchase intention remain inconsistent, as some studies suggest a direct effect while others indicate that customer satisfaction serves as a key mediating mechanism. Fourth, empirical evidence focusing on full-service airline passengers at major aviation hubs in Southeast Asia, particularly Suvarnabhumi International Airport, remains limited.

Suvarnabhumi International Airport is one of the key aviation hubs in Southeast Asia and serves as a major gateway for international travel and tourism in Thailand. The airport hosts numerous full-service airlines and operates in a highly competitive service environment where service quality is an important differentiating factor. Understanding passenger perceptions and behavioral intentions in this context is therefore important for improving airline service management, passenger experience, and customer retention strategies (Airports of Thailand, 2024).

To address these gaps, this study examines the structural associations among service quality, customer satisfaction, and repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport. Specifically, service quality is conceptualized as a second-order latent construct consisting of five SERVQUAL dimensions, while customer satisfaction is examined as a mediating mechanism linking service quality to repurchase intention. This study contributes empirical evidence to airline service quality research by clarifying how multidimensional service quality is transformed into repurchase intention through customer satisfaction in the full-service airline context.

Literature Review and Conceptual Framework

1. Service Quality in the Aviation Industry

Service quality is widely recognized as an important factor influencing organizational success in service industries, particularly in aviation, where passengers interact with multiple service touchpoints throughout their journeys. In the airline context, service quality includes both tangible and intangible aspects of the travel experience, covering pre-flight, in-flight, and post-flight services (Park et al., 2004).

The SERVQUAL model developed by Parasuraman et al. (1991) explains service quality through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. These dimensions represent the relationship between customer expectations and perceived service performance. In the aviation industry, many studies have applied the SERVQUAL framework to evaluate passenger perceptions and airline service performance (Pakdil & Aydın, 2007; Nadiri et al., 2008).

However, most prior studies have treated service quality as a first-order construct, focusing on individual dimensions independently. This approach may not adequately reflect the hierarchical and integrated nature of service quality in complex service systems. While SERVQUAL provides the dimensional foundation for measuring service quality, the higher-order conceptualization of service

quality is more closely aligned with the hierarchical service quality perspective proposed by Brady and Cronin (2001).

Brady and Cronin (2001) proposed that service quality consists of multiple sub-dimensions that collectively form an overall perception of service performance. In complex service environments such as aviation, passengers evaluate not only individual service attributes but also the overall service experience across multiple touchpoints. Therefore, this study conceptualizes service quality as a second-order latent construct formed by five first-order SERVQUAL dimensions, namely tangibility, reliability, responsiveness, assurance, and empathy. This approach provides a more comprehensive and theoretically grounded representation of how passengers perceive service performance in the full-service airline context.

2. Customer Satisfaction

Customer satisfaction represents the overall evaluation of a service experience based on the comparison between expectations and perceived performance. Expectation-Confirmation Theory explains that satisfaction occurs when perceived performance is compared with prior expectations and subsequently shapes future behavioral responses (Oliver, 1980, 1999).

In addition to being an outcome variable, customer satisfaction also plays an important mediating role between service quality and behavioral intention. According to Expectation-Confirmation Theory, customers first evaluate whether service performance matches their expectations before forming satisfaction judgments, which subsequently influence future decisions and behaviors (Oliver, 1980, 1999). In service industries, this means that customers may not directly convert service quality perceptions into behavioral intention. Instead, service experiences are first interpreted through satisfaction before affecting repurchase intention and loyalty.

In the airline industry, customer satisfaction is influenced by several aspects of service delivery, including operational efficiency, emotional experience, and overall service quality. Previous studies consistently found that service quality is an important antecedent of customer satisfaction (Suki, 2014; Park et al., 2004; Shiwakoti et al., 2022). These findings suggest that airlines need to maintain consistent service performance across all service touchpoints in order to improve passenger satisfaction.

3. Repurchase Intention

Repurchase intention refers to a customer's willingness to reuse a service in the future and is commonly considered an important indicator of customer loyalty (Zeithaml et al., 1996). In the airline industry, passengers who perceive high service quality and experience satisfaction are more likely to develop positive behavioral intention, including repeat usage and positive word-of-mouth communication (Oliver, 1999).

Previous empirical studies have consistently shown that customer satisfaction significantly influences repurchase intention. Clemes et al. (2008) and Forgas et al. (2010) found that satisfied passengers are more likely to continue using airline services and maintain long-term relationships with airlines. More recent airline service research has also shown that passenger satisfaction and service experience remain important factors influencing behavioral intention and continued service use (Bakır et al., 2025; Shiwakoti et al., 2022).

In the post-COVID-19 environment, repurchase intention has become increasingly influenced by perceived safety, service reliability, hygiene standards, and seamless service experiences. Recent studies suggest that passengers now place greater importance on digital service integration, service convenience, and technology-supported passenger experiences when deciding whether to reuse airline services (Zhang et al., 2021; Shiwakoti et al., 2022). These changing expectations indicate that repurchase intention in the aviation industry is influenced not only by traditional service quality dimensions but also by the overall travel experience and perceived value in rapidly changing service environments.

4. Research Gap

Although previous studies have examined the associations among service quality, customer satisfaction, and repurchase intention, several important gaps remain. First, many studies have conceptualized service quality as a first-order construct, which may not fully explain its hierarchical and multidimensional nature. Second, limited studies have integrated second-order service quality constructs within a Structural Equation Modeling (SEM) framework to examine both direct and indirect associations simultaneously. Third, previous empirical findings regarding the association between service quality and repurchase intention remain inconsistent, as some studies suggest a direct association while others indicate that customer satisfaction may serve as a mediating mechanism. Fourth, empirical research focusing on full-service airlines operating in major aviation hubs in Southeast Asia, particularly Suvarnabhumi International Airport, remains limited.

Addressing these gaps is essential for developing a more comprehensive understanding of passenger behavior in the aviation industry. Therefore, this study conceptualizes service quality as a second-order construct and examines its association with repurchase intention through customer satisfaction within the context of a major international aviation hub. This approach allows the study to clarify how multidimensional service quality perceptions are transformed into repurchase intention through passenger satisfaction.

5. Hypotheses Development

5.1 Service Quality and Customer Satisfaction

Service quality has been widely identified as a key determinant of customer satisfaction (Oliver, 1980, 1999). In the airline context, high service quality enhances passenger perceptions and leads to higher levels of satisfaction (Suki, 2014; Park et al., 2004). Recent studies also indicate that airline service quality and technology-supported service experiences play an important role in shaping passenger satisfaction in the post-pandemic aviation environment (Shiwakoti et al., 2022; Bakır et al., 2025). Therefore:

H1: Service quality, as a second-order latent construct, has a positive effect on customer satisfaction.

5.2 Customer Satisfaction and Repurchase Intention

Customer satisfaction plays a critical role in shaping future behavioral intentions. Satisfied customers are more likely to reuse services and maintain loyalty (Clemes et al., 2008; Forgas et al., 2010). Recent airline service research also supports the role of customer satisfaction in strengthening repurchase intention and continued service use (Shiwakoti et al., 2022; Bakır et al., 2025). Therefore:

H2: Customer satisfaction has a positive effect on repurchase intention.

5.3 The Mediating Role of Customer Satisfaction

Customer satisfaction has been identified as a mediating mechanism linking service quality and behavioral outcomes (Zeithaml et al., 1996). In the airline industry, satisfaction transforms service perceptions into future behavioral intentions. Previous studies have also suggested that service quality can influence repurchase intention both directly and indirectly through satisfaction, indicating the importance of examining satisfaction as a mediating variable in the airline service context (Clemes et al., 2008; Forgas et al., 2010; Bakır et al., 2025). Therefore:

H3: Customer satisfaction mediates the association between service quality and repurchase intention.

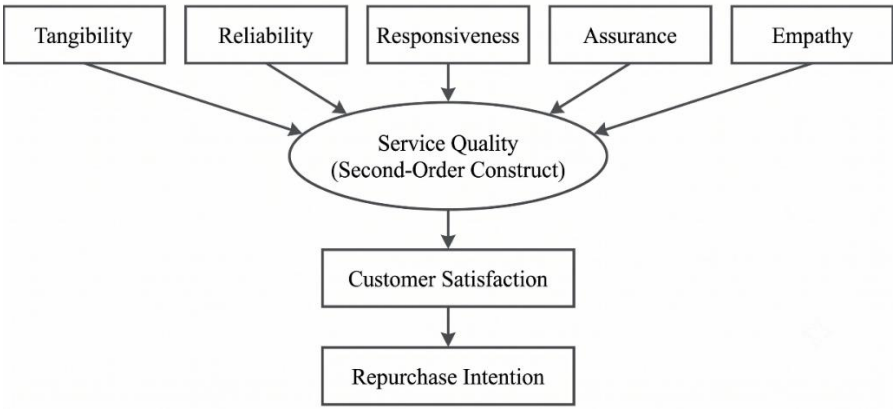


Figure 1 Conceptual Framework of the Study

Figure 1 presents the conceptual framework of this study. The framework was developed based on the SERVQUAL model proposed by Parasuraman et al. (1991), the hierarchical service quality perspective of Brady and Cronin (2001), and Expectation-Confirmation Theory (Oliver, 1980, 1999). Service quality was conceptualized as a second-order latent construct consisting of five first-order SERVQUAL dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The framework proposes that passengers' perceptions of service quality positively influence customer satisfaction, which subsequently affects repurchase intention. In addition, customer satisfaction is expected to function as a mediating mechanism through which service quality influences future behavioral intention among passengers of full-service airlines at Suvarnabhumi International Airport.

Research Objectives

1. To examine the effect of service quality on customer satisfaction among passengers of full-service airlines at Suvarnabhumi International Airport.

2. To investigate the effect of customer satisfaction on repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport.

3. To examine the mediating role of customer satisfaction in the association between service quality and repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport

Research Methodology

This study employed a quantitative research design using a survey method to examine the associations among service quality, customer satisfaction, and repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport. A quantitative approach was appropriate because the study aimed to test hypothesized associations among latent variables and examine the mediating role of customer satisfaction within a theoretically specified model.

1. Population and Sample

The target population consisted of Thai passengers aged 20 years and above who had experience using full-service airline services at Suvarnabhumi International Airport. The inclusion criteria were as follows: (1) respondents were Thai passengers aged 20 years or above, (2) they had previous experience using full-service airline services, (3) they were able to understand and respond to the questionnaire, and (4) they voluntarily agreed to participate in the study.

The sample size was estimated using Cochran's (1977) formula for an unknown population, which yielded a minimum requirement of 385 respondents. Although Cochran's formula is commonly associated with probability sampling, it was used in this study only as a guideline for estimating the minimum sample size required for a large or unknown population. In addition, Hair et al. (2019) recommended that the sample size for Structural Equation Modeling (SEM) should be sufficient for the number of observed variables and the complexity of the model. Since the final measurement model consisted of 17 observed variables, a total of 400 valid responses was considered adequate for statistical power, model estimation, and measurement stability.

A purposive sampling technique was employed to select respondents who met the study criteria and had prior experience using full-service airline services. This sampling technique was appropriate because the study required respondents who were able to evaluate service quality, customer satisfaction, and repurchase intention based on actual airline service experience. However, because purposive sampling is a non-probability sampling method, the findings should be interpreted with caution in terms of generalizability beyond the study context.

2. Research Instruments

The research instrument was a structured questionnaire developed based on established scales in service quality, customer satisfaction, and behavioral intention research. The questionnaire consisted of four sections: (1) demographic information, (2) service quality, (3) customer satisfaction, and (4) repurchase intention. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Service quality was measured based on the SERVQUAL framework proposed by Parasuraman et al. (1991), which consists of five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. In this study, service quality was conceptualized as a second-order latent construct comprising these five first-order dimensions. The final measurement model consisted of 17 observed variables. Service quality was measured using 11 retained indicators across five SERVQUAL dimensions: tangibility (TAN1–TAN3), reliability (REL1–REL2), responsiveness (RES1–RES2), assurance (ASS1–ASS2), and empathy (EMP1–EMP2). Customer satisfaction was measured using three indicators (SAT1–SAT3), and repurchase intention was measured using three indicators (RI1–RI3).

The 11 retained service quality indicators were considered appropriate because they represented the theoretical definitions of the five SERVQUAL dimensions, were adapted to fit the full-service airline context, and demonstrated acceptable measurement properties during the validation process. The retention of measurement items was based on theoretical relevance, contextual appropriateness, expert review, standardized factor loadings, Composite Reliability (CR), Average Variance Extracted (AVE), and overall model fit. This process was conducted to ensure measurement validity and model stability.

To ensure content validity, the questionnaire was reviewed by three experts in aviation management, marketing, and service studies. The Index of Item-Objective Congruence (IOC) was used to assess the relevance, clarity, and appropriateness of each item. The IOC values ranged from 0.67 to 1.00, indicating acceptable to excellent content validity (Rovinelli & Hambleton, 1977). Items were revised based on expert comments to improve clarity, contextual appropriateness, and construct coverage.

A pilot test was conducted with 30 passengers who had previous experience using full-service airline services. The reliability results showed that Cronbach's alpha coefficients for all constructs ranged from 0.82 to 0.91, exceeding the recommended threshold of 0.70 and indicating satisfactory internal consistency (Tavakol & Dennick, 2011).

3. Data Collection

Formal permission to collect data was granted by Airports of Thailand Public Company Limited (AOT), reference number AOT 2478/2569. Data collection was conducted at Suvarnabhumi International Airport between January and February 2026, specifically in landside areas on Levels 3 and 4, where respondents could be approached without interfering with airport operations or passengers' travel processes.

Before completing the questionnaire, respondents were screened according to the study criteria to ensure that they had prior experience using full-service airline services. Respondents who met the criteria were informed about the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. No personally identifiable information was collected. Respondents were also informed that the data would be used for academic research purposes only and that they could withdraw from participation at any time.

To reduce response bias, the researcher avoided pressuring respondents to participate and allowed them to complete the questionnaire independently. The questionnaire was designed to be concise and understandable so that respondents could complete it within a reasonable period. The completed questionnaires were checked for completeness before data analysis. Questionnaires with incomplete responses or inconsistent answer patterns were excluded from the analysis. Because only completed and usable questionnaires were retained, the final dataset consisted of 400 valid responses for data analysis.

Ethical approval for this study was granted by the Research Ethics Committee of Valaya Alongkorn Rajabhat University under the Royal Patronage (COA No. 0122/2568; REC No. 0084/2568). This study followed international ethical principles, including the Declaration of Helsinki, the Belmont Report, and ICH-GCP guidelines. All respondents were informed about the purpose of the study before

participation. Participation was voluntary, and confidentiality and anonymity were maintained throughout the study.

4. Data Analysis

The data were analyzed using SPSS and AMOS software. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to describe respondent characteristics and study variables. The interpretation of mean scores was based on a five-point Likert scale, where mean scores of 3.41–4.20 were interpreted as a high level.

Confirmatory Factor Analysis (CFA) was conducted to validate the measurement model. The evaluation criteria included standardized factor loadings greater than 0.70, Composite Reliability (CR) greater than 0.70, and Average Variance Extracted (AVE) greater than 0.50. Convergent validity and discriminant validity were assessed following the criteria proposed by Fornell and Larcker (1981).

Structural Equation Modeling (SEM) was subsequently employed to examine the hypothesized associations among service quality, customer satisfaction, and repurchase intention. Model fit was evaluated using multiple goodness-of-fit indices, including chi-square divided by degrees of freedom (χ^2/df), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and PCLOSE. Following Hair et al. (2019), the model was evaluated by considering several fit indices together with theoretical support and the overall interpretability of the model.

Since the data were collected using a self-administered questionnaire at a single point in time, common method bias was considered. Several procedural remedies were applied, including assuring respondents of confidentiality, emphasizing voluntary participation, and using clear questionnaire items. In addition, Harman's single-factor test was conducted as a statistical diagnostic procedure to assess common method bias.

The mediating effect of customer satisfaction was examined using a bootstrapping procedure with 5,000 resamples. Bias-corrected 95% confidence intervals were generated to assess the significance of indirect effects. Following Preacher and Hayes (2008), an indirect effect was considered statistically significant when the confidence interval did not include zero. Statistical significance was determined at the 0.05 level.

Research Results

From the research study, it was found that:

1. To examine the effect of service quality on customer satisfaction among passengers of full-service airlines at Suvarnabhumi International Airport

A total of 400 valid responses were collected for analysis. The majority of respondents were female (52.00%), followed by male (48.00%). Most respondents were aged between 30–39 years (29.25%), followed by 40–49 years (23.25%) and 20–29 years (19.50%). In terms of education, most respondents held a bachelor's degree (49.00%), followed by a master's degree (24.50%). The majority were private-sector employees (37.00%), followed by students (17.25%) and self-employed individuals (17.00%). Most respondents reported traveling 1–5 times within the past 12 months (51.75%), followed by 6–10 times (27.50%). The primary purpose of travel was tourism (50.50%), followed by business

(29.25%). Thai Airways was the most frequently used full-service airline (41.75%). Overall, the sample represented a diverse group of full-service airline passengers with sufficient experience to evaluate service quality, customer satisfaction, and repurchase intention.

The descriptive statistics indicated that passengers perceived service quality at a high level (Mean = 3.53, S.D. = 1.285). Customer satisfaction was also rated at a high level (Mean = 3.75, S.D. = 1.123), while repurchase intention was reported at a high level (Mean = 3.73, S.D. = 1.188). The interpretation of mean scores was based on a five-point Likert scale, where mean scores of 3.41–4.20 were interpreted as a high level. These findings suggest that passengers generally had positive perceptions toward full-service airline services, satisfaction, and future behavioral intentions.

Table 1 Descriptive Statistics of Study Variables

Variable	Mean	S.D.	Level
Service Quality	3.53	1.285	High
Customer Satisfaction	3.75	1.123	High
Repurchase Intention	3.73	1.188	High

Confirmatory Factor Analysis (CFA) was conducted to validate the measurement model. Service quality was conceptualized as a second-order construct consisting of five first-order SERVQUAL dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Customer satisfaction and repurchase intention were measured as first-order latent constructs.

The final measurement model consisted of 17 observed variables. Service quality was measured by 11 retained indicators across five dimensions: tangibility (TAN1–TAN3), reliability (REL1–REL2), responsiveness (RES1–RES2), assurance (ASS1–ASS2), and empathy (EMP1–EMP2). Customer satisfaction was measured by three indicators (SAT1–SAT3), and repurchase intention was measured by three indicators (RI1–RI3).

The standardized factor loadings ranged from 0.761 to 0.865, exceeding the recommended threshold of 0.70. The lowest standardized loading was EMP2 = 0.761, while the highest standardized loading was RES2 = 0.865. These results indicate that all retained indicators adequately represented their respective latent constructs.

Table 2 Measurement Model Results

Construct	Items	Standardized Loading Range	Cronbach's Alpha	CR	AVE
Tangibility	TAN1–TAN3	0.808–0.837	0.864	0.865	0.679
Reliability	REL1–REL2	0.776–0.859	0.799	0.803	0.670
Responsiveness	RES1–RES2	0.780–0.865	0.806	0.810	0.679
Assurance	ASS1–ASS2	0.774–0.781	0.753	0.751	0.605
Empathy	EMP1–EMP2	0.761–0.779	0.745	0.747	0.593
Customer Satisfaction	SAT1–SAT3	0.781–0.797	0.832	0.831	0.624
Repurchase Intention	RI1–RI3	0.784–0.824	0.840	0.840	0.637

Note: Factor loadings represent standardized estimates obtained from Confirmatory Factor Analysis (CFA). CR = Composite Reliability; AVE = Average Variance Extracted.

As shown in Table 2, Cronbach's alpha values ranged from 0.745 to 0.864, exceeding the recommended threshold of 0.70. Composite Reliability (CR) values ranged from 0.747 to 0.865, also exceeding the recommended threshold of 0.70. In addition, Average Variance Extracted (AVE) values ranged from 0.593 to 0.679, exceeding the recommended threshold of 0.50. Therefore, the measurement model demonstrated satisfactory internal consistency, construct reliability, and convergent validity.

Since the data were collected using a self-administered questionnaire at a single point in time, common method bias was assessed using Harman's single-factor test. The results showed that the Kaiser-Meyer-Olkin (KMO) value was 0.870, and Bartlett's test of sphericity was statistically significant (χ^2 = 3120.284, df = 136, p < .001), indicating that the data were suitable for factor analysis. The first unrotated factor accounted for 37.260% of the total variance, which was below the recommended threshold of 50%. Therefore, common method bias was unlikely to be a serious concern in this study.

Discriminant validity was assessed using the Fornell-Larcker criterion. As shown in Table 3, the square root of AVE for each construct was greater than its correlations with other constructs. The square root of AVE ranged from 0.770 to 0.824, while the inter-construct correlations ranged from 0.293 to 0.650. These results indicate that all constructs were empirically distinct from one another and that discriminant validity was established.

Table 3 Discriminant Validity Based on the Fornell-Larcker Criterion

Construct	TAN	REL	RES	ASS	EMP	SAT	RI
TAN	**0.824**						
REL	0.302	**0.819**					
RES	0.348	0.356	**0.824**				
ASS	0.32	0.333	0.394	**0.778**			
EMP	0.32	0.296	0.324	0.337	**0.77**		
SAT	0.446	0.476	0.401	0.386	0.378	**0.79**	
RI	0.333	0.365	0.301	0.31	0.293	0.65	**0.798**

Note: Diagonal values in bold represent the square root of AVE. Off-diagonal values represent Pearson correlation coefficients. TAN = Tangibility; REL = Reliability; RES = Responsiveness; ASS = Assurance; EMP = Empathy; SAT = Customer Satisfaction; RI = Repurchase Intention.

Structural Equation Modeling (SEM) was conducted to test the hypothesized associations among service quality, customer satisfaction, and repurchase intention. The structural model demonstrated a good fit with the empirical data: χ^2 = 110.169, df = 112, p = .531, χ^2/df = 0.984, GFI = 0.968, AGFI = 0.957, CFI = 1.000, TLI = 1.000, RMSEA = 0.000, and PCLOSE = 1.000.

Although some model fit indices indicated an exceptionally strong fit, the model was not saturated because it had 112 degrees of freedom. Therefore, the model fit was interpreted together with theoretical justification, standardized factor loadings, reliability, convergent validity, discriminant validity, and the overall interpretability of the model.

Table 4 Model Fit Indices

Fit Index	Result	Recommended Criterion	Interpretation
χ^2	110.169	—	Acceptable
df	112	—	Model not saturated
p-value	0.531	> .05	Good fit
χ^2/df	0.984	< 3.00	Good fit
GFI	0.968	> 0.90	Good fit
AGFI	0.957	> 0.90	Good fit
CFI	1	> 0.90	Good fit
TLI	1.000	> 0.90	Good fit
RMSEA	0	< 0.08	Good fit
PCLOSE	1	> 0.05	Good fit

The structural path results are presented in Table 5. To avoid confusion between standardized and unstandardized estimates, both types of coefficients are reported separately. The unstandardized estimates were reported together with standard errors, critical ratios, and p-values, while standardized coefficients were used to interpret the strength of associations.

Table 5 Hypothesis Testing Results

Hypothesis	Path	Unstandardized Estimate	S.E.	C.R.	p-value	Standardized β	Result
H1	SERVQUAL ⟶ SAT	1.106	0.126	8.754	< .001	0.793	Supported
H2	SAT ⟶ RI	0.787	0.062	12.608	< .001	0.775	Supported

The results revealed that service quality had a positive and statistically significant effect on customer satisfaction (β = 0.793, p < .001). Therefore, Hypothesis 1 was supported. This finding indicates that passengers who perceived higher service quality from full-service airlines were more likely to report higher levels of satisfaction.

2. To investigate the effect of customer satisfaction on repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport

The results revealed that customer satisfaction had a positive and statistically significant effect on repurchase intention (β = 0.775, p < .001). Therefore, Hypothesis 2 was supported. This finding suggests that passengers who were satisfied with full-service airline services were more likely to express an intention to reuse such services in the future.

The direct effects of the structural model confirmed the associations among the study variables. Service quality had a direct effect on customer satisfaction (β = 0.793), while customer satisfaction had a direct effect on repurchase intention (β = 0.775). These findings indicate that customer satisfaction serves as an important factor in explaining passengers' future behavioral intentions toward full-service airline services.

3. To examine the mediating role of customer satisfaction in the association between service quality and repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport

Bootstrapping analysis with 5,000 resamples was conducted to examine the mediating effect of customer satisfaction in the association between service quality and repurchase intention. The results indicated that the standardized indirect effect of service quality on repurchase intention through customer satisfaction was statistically significant (β = 0.615, 95% CI [0.534, 0.689], $p < .001$). Since the confidence interval did not include zero, the mediating effect was supported.

Table 6 Mediation Analysis Results (Bootstrap)

Path	Standardized Indirect Effect	95% CI Lower–Upper	p-value	Result
Service Quality ⟶ Customer Satisfaction ⟶ Repurchase Intention	0.615	[0.534, 0.689]	< .001	Supported

The results indicate that customer satisfaction significantly mediated the association between service quality and repurchase intention. Therefore, Hypothesis 3 was supported. This finding suggests that service quality influences repurchase intention indirectly through customer satisfaction. In other words, passengers' positive evaluations of full-service airline service quality are translated into future repurchase intention primarily through satisfaction with the service experience.

Discussion

This study examined the structural associations among service quality, customer satisfaction, and repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport. The findings provide empirical support for the proposed model and contribute to both theoretical and practical understanding in the aviation service context.

The results revealed that service quality had a significant positive effect on customer satisfaction (β = 0.793, $p < 0.001$). This finding is consistent with the SERVQUAL framework proposed by Parasuraman et al. (1991), which suggests that service quality is a multidimensional construct influencing customers' overall evaluations. In the context of full-service airlines, both tangible and intangible service elements, such as staff professionalism, responsiveness, reliability, assurance, empathy, and personalized attention, collectively enhance passenger satisfaction. This finding is also consistent with previous airline service studies indicating that passengers' evaluations of service quality play an important role in shaping satisfaction (Park et al., 2004; Suki, 2014).

Furthermore, customer satisfaction was found to have a strong positive effect on repurchase intention (β = 0.775, $p < 0.001$). This result supports Expectation-Confirmation Theory, which explains that satisfaction derived from the comparison between expectations and perceived performance leads to favorable behavioral intentions (Oliver, 1980, 1999). The findings are also consistent with previous studies in the airline industry (Clemes et al., 2008; Forgas et al., 2010), which highlight the critical role of

satisfaction in fostering customer loyalty, repeat usage, and future behavioral intention. In the full-service airline context, satisfied passengers are more likely to reuse airline services because their overall service experience confirms or exceeds their expectations.

Importantly, this study demonstrates that customer satisfaction significantly mediates the association between service quality and repurchase intention, with a significant indirect effect (β = 0.615, 95% CI [0.534, 0.689], $p < 0.001$). This finding indicates that passengers' perceptions of service quality are translated into repurchase intention through satisfaction with the service experience. In other words, service quality contributes to repurchase intention indirectly by first enhancing customer satisfaction. This result provides deeper insight into the underlying mechanism of passenger decision-making and reinforces the role of satisfaction as a key linkage between service delivery and customer retention.

The findings can also be explained within the context of full-service airlines operating at major international hubs such as Suvarnabhumi International Airport. Passengers using full-service airlines typically have higher expectations than those using low-cost carriers because they evaluate not only core transportation services but also a wide range of service touchpoints, including check-in procedures, staff assistance, in-flight experiences, baggage handling, and post-flight support. As a result, airline service quality should be understood as an integrated service experience rather than a set of isolated service attributes.

Passengers tend to integrate their overall service experience across multiple stages of the journey before forming behavioral intentions. This explains why service quality perceptions need to be transformed into customer satisfaction before influencing repurchase intention. Customer satisfaction serves as a holistic evaluation mechanism that consolidates various service encounters into a meaningful experience. Therefore, in the context of full-service airlines, repurchase decisions are strongly driven by overall satisfaction with the service experience.

From a theoretical perspective, this study applies the SERVQUAL framework (Parasuraman et al., 1991) together with the hierarchical service quality perspective of Brady and Cronin (2001) by modeling service quality as a second-order latent construct within a Structural Equation Modeling (SEM) approach. This contributes empirical evidence to the airline service quality literature by providing a more integrated understanding of how tangibility, reliability, responsiveness, assurance, and empathy collectively form passengers' overall perceptions of service quality in a complex aviation service environment.

From a practical perspective, the findings suggest that airline operators should prioritize improving service quality across all dimensions, particularly those related to reliability, employee responsiveness, communication, assurance, and personalized services. Enhancing these aspects can significantly increase customer satisfaction, which in turn strengthens repurchase intention and long-term customer retention. For full-service airlines, service quality improvement should not focus only on individual touchpoints but should be managed as an integrated passenger experience throughout the entire service journey.

Originality and Body of Knowledge

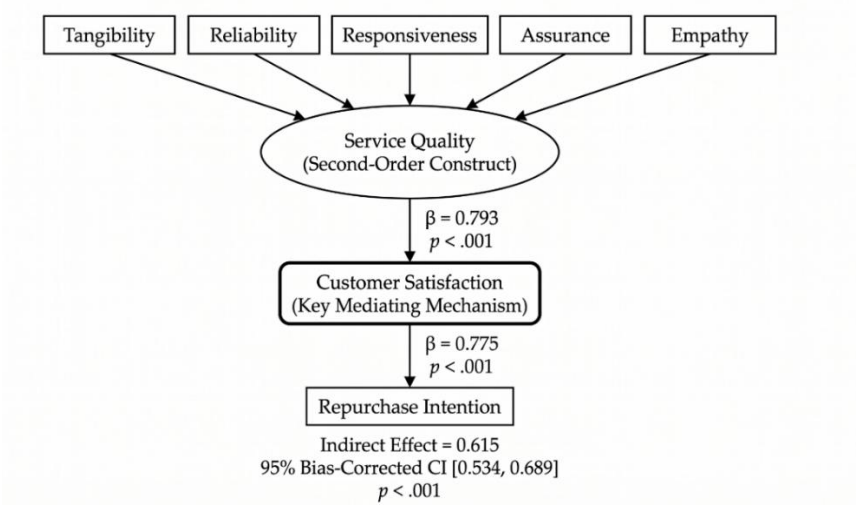


Figure 2 Service Quality–Customer Satisfaction–Repurchase Intention Formation Model among Full-Service Airline Passengers

Figure 2 presents the originality and body of knowledge derived from this study. The findings indicate that service quality functions as a second-order construct comprising five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Service quality was found to have a significant positive effect on customer satisfaction (β = 0.793, p < .001), while customer satisfaction significantly influenced repurchase intention (β = 0.775, p < .001). Furthermore, customer satisfaction served as a mediating mechanism linking service quality and repurchase intention through a significant standardized indirect effect (β = 0.615, 95% Bias-Corrected CI [0.534, 0.689], p < .001).

These findings suggest that passengers' intentions to reuse full-service airlines are formed primarily through satisfaction generated by perceived service quality. This study provides empirical evidence that service quality should be understood as an integrated and hierarchical construct in the full-service airline context. The body of knowledge generated from this study shows that service quality dimensions do not merely function as separate service attributes; rather, they collectively form passengers' overall perceptions of service quality, which subsequently enhance satisfaction and repurchase intention.

The originality of this study lies in applying the SERVQUAL framework together with a second-order construct approach to explain passenger behavioral intention in the full-service airline context. The findings clarify the mediating role of customer satisfaction as the mechanism through which service quality perceptions are transformed into future behavioral intention among airline passengers in the Next Normal era.

Conclusions

This study examined the associations among service quality, customer satisfaction, and repurchase intention among passengers of full-service airlines at Suvarnabhumi International Airport. The findings confirmed that service quality significantly influenced customer satisfaction, while customer satisfaction significantly influenced repurchase intention. In addition, customer satisfaction significantly mediated the association between service quality and repurchase intention.

The results indicate that passengers' intentions to reuse full-service airline services are formed primarily through satisfaction derived from service quality experiences. Although passengers evaluate multiple dimensions of service quality, these perceptions are translated into future behavioral intention through meaningful and satisfying service experiences. Therefore, customer satisfaction plays an important role as a mechanism linking service quality perceptions to repurchase intention.

The study highlights the importance of enhancing overall service quality to improve customer satisfaction and strengthen repurchase intention. By conceptualizing service quality as a second-order construct and confirming the mediating role of customer satisfaction, this study contributes empirical evidence to airline service quality research and provides useful guidance for airline service management. The findings suggest that full-service airlines should manage service quality as an integrated passenger experience in order to enhance passenger retention and maintain competitiveness in the evolving aviation industry.

Recommendations

1. Policy Recommendations

1.1 Airline operators should prioritize improving frontline service performance, particularly in areas related to staff professionalism, responsiveness, assurance, communication, and personalized service. Continuous training programs and service quality development initiatives should be implemented to enhance passenger satisfaction across all service touchpoints.

1.2 Airlines and airport authorities should adopt digital technologies and service innovations, such as self-service systems, biometric identification, automated check-in, real-time service communication, and integrated digital platforms, to improve operational efficiency and enhance passenger convenience throughout the travel journey.

1.3 Customer satisfaction should be treated as a strategic performance indicator. Organizations should implement customer relationship management (CRM) systems to monitor passenger experiences, analyze service feedback, and develop personalized service strategies that encourage repurchase intention and long-term customer retention.

1.4 Full-service airlines should manage service quality as an integrated passenger experience rather than focusing only on individual service attributes. Since service quality influences repurchase intention through customer satisfaction, airlines should ensure consistency across pre-flight, in-flight, and post-flight services.

2. Recommendations for Future Research

2.1 Future studies should employ longitudinal research designs to examine changes in passenger perceptions, customer satisfaction, and repurchase intention over time, particularly in the rapidly evolving aviation industry.

2.2 Future research should expand the study context to include different airline business models, such as low-cost carriers, as well as multiple airports and geographical regions to enhance the generalizability of the findings.

2.3 Future studies should extend the research model by incorporating additional variables, such as perceived value, trust, brand image, emotional experience, digital service quality, or moderating

variables, to provide a more comprehensive explanation of passenger behavior and service usage intentions.

2.4 Future research may compare domestic and international passengers or different passenger groups to examine whether the formation of satisfaction and repurchase intention differs across travel purposes, service expectations, and passenger profiles.

References

Airports of Thailand Public Company Limited. (2024). *Form 56-1 One Report 2024*. Retrieved from https://investor.airportthai.co.th.

Bakır, M., Atalık, Ö., & Itani, N. (2025). Service quality and repurchase intentions in the airline industry: A multiple mediation analysis through customer citizenship behaviour. *Current issues in tourism, 28*(24), 4025-4046.

Brady, M. K., & Cronin Jr, J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of marketing, 65*(3), 34-49.

Clemes, M. D., Gan, C., Kao, T. H., & Choong, M. (2008). An empirical analysis of customer satisfaction in international air travel. *Innovative marketing, 4*(2), 50-62.

Cochran, W. G. (1977). *Sampling techniques*. (3rd ed.). New York: John Wiley & Sons.

Forgas, S., Moliner, M. A., Sánchez, J., & Palau, R. (2010). Antecedents of airline passenger loyalty: Low-cost versus traditional airlines. *Journal of air transport management, 16*(4), 229-233.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research, 18*(1), 39-50.

Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. (2019). *Multivariate data analysis*. (8th ed.). Boston, Massachusetts: Cengage Learning.

International Air Transport Association. (2022). *Global passenger survey 2022: Media briefing*. Retrieved from https://www.iata.org/contentassets/baf7cb5eed64472aaac8906608085aff/global-passenger-survey-2022-media-briefing.pdf.

_____. (2024). *Global air travel demand continued its bounce back in 2023*. Retrieved from https://www.iata.org/en/pressroom/2024-releases/2024-01-31-02/.

International Civil Aviation Organization. (2025). *ICAO environmental report 2025: Realizing aviation's sustainable future*. Retrieved from https://www.icao.int/sites/default/files/environmental-protection/Documents/EnvironmentalReports/2025/ICAO-EnvReport-2025.pdf.

Nadiri, H., Hussain, K., Haktan Ekiz, E., & Erdoğan, Ş. (2008). An investigation on the factors influencing passengers' loyalty in the North Cyprus national airline. *The TQM Journal, 20*(3), 265-280.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research, 17*(4), 460-469.

_____. (1999). Whence consumer loyalty?. *Journal of marketing, 63*(Special), 33-44.

Pakdil, F., & Aydın, Ö. (2007). Expectations and perceptions in airline services: An analysis using weighted SERVQUAL scores. *Journal of air transport management, 13*(4), 229-237.

Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of retailing, 67*(4), 420.

Park, J. W., Robertson, R., & Wu, C. L. (2004). The effect of airline service quality on passengers' behavioural intentions: a Korean case study. *Journal of air transport management, 10*(6), 435-439.

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods, 40*(3), 879-891.

Rovinelli, R. J., & Hambleton, R. K. (1977). (1977) On the Use of Content Specialists in the Assessment of Criterion-Referenced Test Item Validity. *Tijdschrift Voor Onderwijs Research, 2*, 49-60.

Shiwakoti, N., Hu, Q., Pang, M. K., Cheung, T. M., Xu, Z., & Jiang, H. (2022). Passengers' perceptions and satisfaction with digital technology adopted by airlines during COVID-19 pandemic. *Future Transportation, 2*(4), 988-1009.

Suki, N. M. (2014). Passenger Satisfaction with Airline Service Quality in Malaysia: A Structural Equation Modeling Approach. *Research in Transportation Business & Management, 10*, 26-32.

Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education, 2*, 53.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing, 60*(2), 31-46.

Zhang, L., Yang, H., Wang, K., Bian, L., & Zhang, X. (2021). The impact of COVID-19 on airline passenger travel behavior: An exploratory analysis on the Chinese aviation market. *Journal of Air Transport Management, 95*, 102084.