

Study on the Factors of Customer Satisfaction on Consumer Purchase in Sichuan-Taking Aviation Service Industry as an Example

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Abstract: With the progress of technology and the popularization of service standardization and standardization, the gap between aircraft hardware and service quality in the aviation industry is gradually narrowed, the homogenization of aviation products is becoming more and more obvious, and the competition among airlines is becoming more and more fierce. In addition, in order to solve the structural problems of the aviation industry, the various airlines not only strive to control the costs, but also try their best to improve the service quality and compete in the market by enabling customer satisfaction. This is because customer satisfaction is not only directly related to customers' repeated purchase behavior and loyalty, which is conducive to the development of the enterprise, but also affects the profit and market share of the enterprise.

Keywords: Customer Satisfaction; Consumer Repeat Purchase; Aviation Service Industry

1. Background

The aviation industry is a symbol of the rise of a major country and its comprehensive national strength. It is also an indispensable part of modern national defense, an important guarantee for national security, and an important support for economic and social development. In recent years, the rapid development of the general aviation industry plays an increasingly important role in the entire aviation industry. China's traffic scale is getting bigger and bigger, greatly to meet the needs of domestic people travel! By 2020, the country's aviation population had reached 380 million. Aviation services have covered 92 percent of the country's prefectural administrative regions, 88 percent of the population and 93 percent of the total economy. Airlines are the service industry that provides air transport business. In the operating revenue of most airlines in China, passenger transport revenue accounts for about 85%. Therefore, the passenger transport operating status of airlines plays a decisive role in the overall operating status of airlines. In 2002, the civil aviation reform, the three major aviation groups including China Eastern Airlines reorganized, and seized more than 80% of the market share through the strong route network and scale advantage; in 2005, the private aviation approved the operation, and the civil aviation field broke the monopoly, the low price policy also won the favor of some low-end passengers. Low-level competition between airlines intensifies and operating conditions worsen.

2. Research objectives

Analyze the economic impact of repeated consumer purchases in the aviation service industry.

Explore the mechanism of influence between several groups of factors.

Formulate targeted optimization suggestions for consumers' repeated purchase, and provide highly reference opinions for aviation service enterprises to improve consumers' repeated purchase intention and improve customer satisfaction.

3. Range of study

3.1 Significance and value

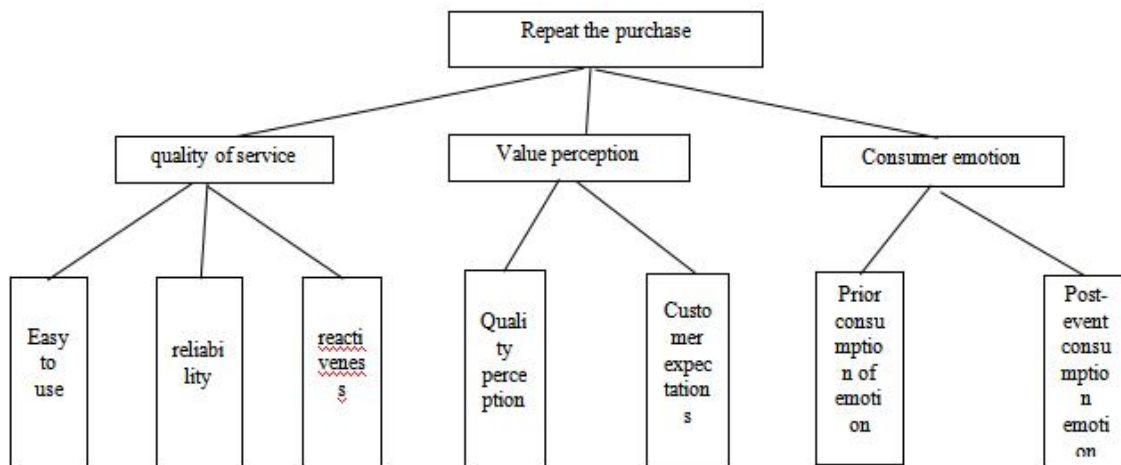
In terms of the theoretical value. On the basis of classic literature at home and abroad, combining the perspective of customer satisfaction theory, service marketing theory, the theory of customer perception on customer repeated service quality, enrich the relevant literature of customer satisfaction theory, and enrich the existing theories of customer satisfaction theory, service marketing theory and customer perceived service quality.

In terms of real value. This study has clarified the influence mechanism of customer satisfaction on consumers' repeated purchases, so that aviation service enterprises can adopt corresponding promotional activities and marketing strategies to improve consumers' purchase intention based on the influence mechanism of customer satisfaction on consumers' repeated purchases. It will also help to improve the satisfaction of consumer satisfaction on the basis of helping aviation service enterprises to obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan province, mainly including consumers in Chengdu province, Sichuan province. The sample collection category was limited to Chengdu province, and the influence factor of customer satisfaction on repeated purchases was investigated.

4. The conceptual framework of the research



5. Theoretical principle

Wen Shisong (2012), through the empirical research results, found that the service quality of e-commerce service has a significant impact on customer satisfaction, and all the measured variables significantly affect customer satisfaction, especially the service reliability. Customer satisfaction is a complete intermediary variable of the influence of each measurement variable of e-commerce service quality on repeated purchase intention. Through this intermediary variable, the quality of e-commerce service measurement variable can have a significant impact on repeated purchase intention. Lu Lixin (2022) select XP airlines as the research object, the main reference CCSI model, to customer perception service quality as the breakthrough point, the contacts in the whole business process system comb, select tickets, boarding and check-in, flight attendant, abnormal flight service eight projects as the key contact of customer perception service quality. According to the actual situation of XP Airlines, a satisfaction questionnaire survey of passengers taking XP Airlines' flights was conducted to collect the customer satisfaction evaluation data of XP Airlines' services. YuWenyong, Li Jingxun (2012) results found that prior consumption emotion to afterwards consumer emotion and perception of service quality has a

positive impact, and after the consumer emotion has a positive impact on customer satisfaction, but has no direct effect on the repeated purchase intention, at the same time perception of service quality on consumer sentiment and customer satisfaction has a positive impact.

6. Correlation studies

Datta, Kaushik (2019) notes that in this times, the aviation industry has become highly invisible, perishable and heterogeneous in nature. In some cases, it has been observed that airline services are highly personalized due to changing customer engagement factors for frontline employees. Most of the senior managers in the aviation industry believe that they are able to continuously bridge the gap between the customers 'quality of service views and the services actually provided through the front-line staff, which is highly misunderstood from the customer's perspective. Given the high nature of the highly volatile and competitive industry, airline management must be able to measure the trend lines affecting airline quality ratings (AQR) and their impact on the consumer decision-making process. Conitzer, Taylor (2012) When a company can identify its previous customers, it may use information about their past purchases for price discrimination. A model with a monopolistic and heterogeneous consumer continuum was studied, where consumers have the ability to remain anonymous and avoid being identified as past customers, probably at a cost. When consumers are free to remain anonymous, they all choose to do so alone, yielding the highest profits for the monopolists. Increasing the costs of anonymity can benefit consumers, but only to some extent, before the effect is reversed.

Conclusion

Service quality: First of all, airlines should take maximizing customer satisfaction as the ultimate goal of improving the company's service marketing strategy, and establish the service concept of "passenger first". Secondly, the impact of service reliability on customer satisfaction is significant. Value perception: First of all, the airline should do a good job of passenger comfort and logistics support. The staff should uphold high professional quality to actively meet the needs of the passengers, comfort the passengers' emotions, and reduce their dissatisfaction as far as possible. Secondly, to establish a large service pattern, to achieve seamless service to customers. Consumer sentiment: First of all, under the wave of the Internet, Xiaohongshu, TikTok, live broadcasting and other popular brands. Enterprises can use the power of new media to complete brand building, marketing recommendation of different products and brand exposure, helping to improve the company's brand awareness and online traffic conversion rate. Secondly, customers' emotional needs have an obvious impact on customer satisfaction, and even will have a direct impact on customer satisfaction.

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