Satisfaction on Passenger Services Quality of Airlines in Pasay City: An Analysis

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Abstract— **Passenger satisfaction is crucial to the airline industry as it is important to how the airlines perform their quality services towards their passengers. These services make each airline competitive, offering the best for the passengers. This study examined the satisfaction on passenger services quality of airlines in Pasay City. The researchers surveyed 426 respondents to explore the significant differences in the perceptions of passenger services of airlines from the profile of the respondents and their significant relationship concerning service quality (SERVQUAL); (1) reliability, (2) assurance, (3) empathy, (4) tangible, and (5) responsiveness. Three informants were interviewed to validate the data gathered that survey respondents answered. The study employed both snowball sampling and parametric convenience sampling methods to select participants for the research investigation. The researchers used cross-tabulation and thematic analysis as the standards for their findings. Based on the profile of the respondents, their age and educational attainment do not have a significant difference in their perception of the service quality of airlines in Pasay City. In addition, it showed that reliability, assurance, empathy, tangible, and responsiveness considerably enhance passenger satisfaction and overall service quality. Therefore, to build good relationships with passengers, airlines should always provide superior service and always consider the convenience of their passengers. Recommendations were for the airline management and airline employees as they have to know how the passengers feel about their services to keep pace or go beyond with the airlines around Pasay City. Airlines can improve their operational efficiency to offer passengers a superior experience and remain competitive in the industry.**

Index Terms— **Airlines, Passenger Perception, Passenger Service Satisfaction, SERVQUAL.**

1. Introduction

The Philippine airline industry operates in a competitive environment with intense competition among rivals. To maintain sustained survival and succeed in the aviation industry. An airline must thoroughly understand consumer needs and exhibit adeptness in efficiently meeting those needs. Passengers can access an elevated standard of service from various carriers because of perceived advancements in the service standards provided by airlines over time. Implementing creative strategies is at the forefront of enticing and maintaining them. Evaluating the service quality, they received is crucial when determining passenger's level of satisfaction. Moreover, it is necessary to acknowledge that satisfied passengers hold immense weight as influential advocates, boosting an airline's competitive advantage through positive verbal endorsements. In turn, validating satisfied passengers through favorable word-of-mouth can further strengthen an airline's edge, contributing to its overall prosperity.

Passenger service is at the cutting edge of every airline's in apropos with their traveling passengers. Airport lounges are where passengers can comfortably wait for their flights (Chatterjee et al., 2023). Passengers can do as much as they want, including eating, sleeping, and showering. Accompanying the satisfaction of passengers is the convenience of online check-in and in-flight Wi-Fi service and entertainment (Noviantoro & Huang, 2022). Baggage access time is a factor that affects passenger satisfaction (Oflaç & Yumuryaci, 2014). Therefore, maintaining expedited baggage locomotion minimizes the time wasted inside the airport. Airport departure, arrival, and airline services affect passengers' satisfaction. By improving these qualities, airlines can enhance the overall travel experience for passengers (Munoz et al., 2019). Ticketing, reservation, in-flight, and employee services impact passengers' satisfaction and cognitive loyalty (Al-Refaie et al., 2014).

With the emergence of a global catastrophe come unusual services that change the passenger's experience and perception. Adopting cleaning robots and ultraviolet lights became integral to the sanitation of passenger lounges and facilities, even inside the aircraft (Shiwakoti et al. 2022). Passenger services cannot be fully realized if the airport facilities are lacking in numerous ways. Ceres et al. (2016) drew attention to IATA's Level of Service (LOS) given to an airport in Pasay City. With IATA's Level of Service (LOS) A being the highest and LOS F being the lowest, the latter was given to an airport in Pasay City, not meeting the IATA's suggested worst LOS C for both the queuing area and check-in counters (Ceres et al., 2016).

Examining passenger perceptions of airline services is vital for the provision of satisfactory and fulfilling customer experiences. Shiwakoti, et al., (2022) mentioned that service quality (SERVQUAL) is a valuable tool for airlines and other service industries to assess and enhance the quality of their services. This tool encompasses (1) reliability; (2) tangibility; (3) assurance; (4) responsiveness; and (5) reliability of the services provided by the airlines. This specifies a structural way to understand the passenger's perception of quality service. When applied effectively, SERVQUAL can help airlines improve passenger satisfaction and overall service performance (Shiwakoti, et al., 2022). Passengers typically prioritized: (1) airline safety records; (2) cleanliness of facilities; and (3) punctuality of departures and arrivals (Hamid et al., 2021). The analysis of how strong the connection is between customer satisfaction and positive recommendations was found through the structural equation model. This analyzed the vital role of empathy and emphasized that airlines must focus on improving passenger's experience, satisfaction, and loyalty (Suki et al., 2014). Competition in the aviation industry is inevitable, and airlines must understand their passengers' preferences and meet their expectations. By gaining those insights, airlines can identify what areas require improvement, prioritizing: (1) reliability; (2) assurance; (3) responsiveness; and (4) empathy over tangible factors. Following these findings could lead to airlines providing higher-quality services and staying competitive in the market (Al Awadh et al., 2023). Passengers always prioritize factors like (1) pricing, (2) safety, and (3) quality services. The determination of prices significantly influences the decision-making process of passengers. Whereas, lower prices attract and make passengers responsive to the quality services that the airlines offer (Manivasugen et al., 2013).

Passenger service quality is essential for passenger satisfaction. The traits of passengers affect their standards and demands, which influences their perception of customer service. A study on passenger experience shares demographics and satisfaction data. Most survey respondents decide service quality over ticket price (Leon & Cantal, 2023). Another research study presents a greater tendency for women to emphasize qualities such as comfort, experience, and satisfaction concerning passenger service than men. Additionally, delivering high-quality, effective, and convenient services tailored to diverse demographics can enhance passenger satisfaction and foster loyalty (Namukasa, 2013). Age, gender, income, occupation, and nationality affect passengers' airline service opinions. These elements are vital since they influence passengers' decisions about airline service quality (Oyewole, 2020). Passengers comprise: (1) workers; (2) college graduates; and (3) planned annual vacations. Whereas, satisfactory level is dependent on (1) trip number, (2) degree, (3) purpose, and (4) occupation. Based on passenger satisfaction surveys, more flight choices and better employee training are suggested to increase service and passenger comfort (Caiga et al, 2018). Airlines maintain and retain their passengers through frequent flyer programs, whereas their travel frequency notably impacts passengers (Shiwakoti et al., 2022).

Brand image is fundamental in the airline business, and gaining brand popularity takes time and effort to maintain. Passengers rely on the type of service offered by the airline. A consistent good quality of service leads to passenger satisfaction and, by extension, loyalty to the airlines (Rahim, 2016). A satisfied customer would lead to brand loyalty which would mean more profit for the airline. Schneider and White (2006), as quoted by Shah et al. (2020), define customer satisfaction as evaluating passenger satisfaction with an airline's services or products. The satisfaction of passengers is what all airlines are working on to achieve their goals. Passenger service attributes include (1) In-flight services, (2) Reliability, (3) Responsiveness, and (4) Baggage handling services are some factors that airlines need to consider to achieve customer satisfaction (Kasuwar & Gambo, 2016). Identifying the causes of passenger satisfaction helps airlines to improve and develop their services. In the Aviation industry, airlines need to have a better understanding of the needs, expectations, and priorities of the passengers (Basfirinci & Mitra, 2015). All kinds of airlines, whether full-service or low-cost carriers, should prioritize the excellent quality of service and safety of their passengers. Airlines should not compromise the safety of their passengers for the sake of gaining more profit. There is a significant gap regarding the airline preferences of passengers. A large number of passengers prefer to fly with low-cost carriers rather than flying with full-service airlines (Lu, 2017).

To that effect, this paper focuses on air passengers' perception of satisfactory levels of Passenger Services Quality of Airlines in Pasay City. It dives deep into the factors that mediate between their perception and quality services using the SERVQUAL framework. (1) Expedited baggage movement, (2) airport lounges, (3) check-in, (4) reservation, and (5) in-flight services were some of the main points driving passengers' discernment; it also creates links to their purchase habits and loyalty to a particular airline. Demographics of passengers are also looked upon, creating diverse premises on passenger experience and satisfaction. A study presents that women are more sensitive to comfort and experience than men. Consequently, this paper addresses (1) reliability, (2) assurance,

(3) empathy, (4) tangible, and (5) responsive facets of airlines in Pasay City.

A. Background of the Study

Air transport in the Philippines plays a significant role in transferring and moving passengers and cargo between destinations. The well-known airport in Pasay continues to serve as a gateway for travelers visiting the Philippines (Del Mundo, 2023). The primary airport caters to foreign and domestic air carriers. It has four different terminals: terminals one and three serve international flights, while terminals two and four are dedicated to domestic flights. It is essential to provide top-quality service and deliver a seamless passenger experience to maintain the highest level of passenger perception. The leading airport is geared up to enforce fresh guidelines in line with the standards of the government-controlled corporation and agency under the Department of Transportation (DOTr).

The primary airport in Pasay City has two well-known domestic airlines. In comparison, Airline A is the most dominant local low-cost carrier, while Airline B is the most dominant local traditional carrier. There is a significant perception of passenger preference toward low-cost and full-service carriers (Ramaganesh, 2021). Many passengers prefer to travel with low-cost airlines because they offer cheaper fares.

Check-in counters have become operational approximately three hours before the flight's departure time; more so, online check-in availability varies depending on the chosen airline. International passengers should complete the check-in process two to three hours before the flight, while domestic passengers should aim for a minimum of 90 minutes before departure. It is crucial to ensure that the (1) flight ticket, (2) passport, (3) valid identification, (4) luggage, (5) travel documents, and (6) visas are prepared for presentation during check-in. On average, the check-in procedure takes around ten minutes to complete. Following a successful check-in, the passengers receive a boarding pass, granting access to the upcoming flight (Ph, 2023).

The strenuous wait times that passengers encounter, on the other hand, have earned a place on a study by a vacation rental management company's list of Asia's least favorable airports (2023). As stated in the findings, the leading airport in the Philippines secured the eighth position among the top ten airports with the longest waiting times on the continent, with only 18.11% of passengers expressing high satisfaction with the airport's queuing process. The main airport has previously received negative feedback, being designated as one of the least favorable airports for business-class travelers and one of the most anxiety-inducing airports in Asia across different surveys.

The research examines the passengers' perceptions regarding the services rendered by the airlines operating at the primary airport in Pasay. The airport serves as a crucial catalyst for the nation's economic expansion. To uphold the satisfaction level of their passengers, airlines must offer top-notch passenger service and ensure a flawless passenger experience. The contentment level of passengers will significantly assist the airlines in addressing any deficiencies in passenger services and ultimately restoring customer confidence. Outstanding passenger service will impact the entire airport community and influence passengers' perceptions of airlines.
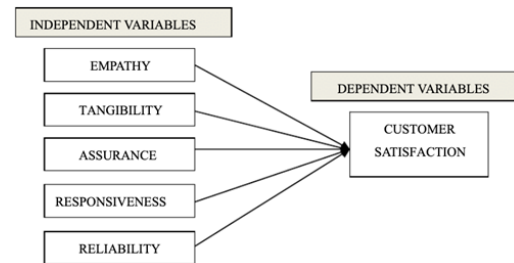
B. Theoretical Framework.

Fig.1. The Gap Model - SERVQUAL

Figure 1 is the theoretical framework of Parasuraman et al. (1988), the Gap Model, SERVQUAL, as discussed by Abdul and Aziz (2015). The theoretical framework is based on the aspects of service qualities that are used to measure customer satisfaction with the passenger services of an airport. The assessment of SERVQUAL discerns the gaps in services provided by airlines and airports (Abdul & Aziz, 2015). The independent variables are the five dimensions of service qualities, which are as follows: (1) reliability, (2) assurance, (3) empathy, (4), tangible, and (5) responsiveness, while the dependent variable is the customer satisfaction. In line with the study, the researchers also used the gap model to figure out the significant relationship in the perceptions of passengers about the passenger services of airlines. These dimensions influence customer satisfaction, and the airlines must enhance and upgrade their passenger service to retain their customers and, eventually, create word-of-mouth recommendations.

Ramya et al. (2019) defined the dimensions accordingly: (1) Reliability is the capacity to consistently and accurately provide the promised quality service. (2) Assurance is the ability of the airline to inspire trust in their passengers; the absolute knowledge and skills of the airline employees make the passengers feel confident. (3) Empathy is another dimension of SERVQUAL that cares, understands, and pays attention to the passenger's needs. (4) Tangible provides quality services; This pertains to amenities, infrastructure, and technology that the airline is required to allocate investments in. (5) Responsiveness is the ability of the airline to help passengers with their requests, complaints, questions, and problems. This can be measured through the professionals' attitude towards the passengers and the time passengers wait for assistance. According to Shiwakoti et al. (2022), when these dimensions are applied effectively, the airlines will improve their overall service performance and passenger satisfaction. Accomplishing these dimensions of SERVQUAL makes the airline provide high-quality services and be more competitive in the market. Also, analyzing these dimensions can help the airline quickly

identify improvement areas (Al Awadh et al., 2023). Consistently meeting passenger expectations will lead to positive recommendations and maintain passenger loyalty towards the airline (Suki et al., 2014).

The qualities encompassed in this framework comprise reliability, assurance, empathy, tangibility, and responsiveness. The successful implementation of these dimensions leads to improved service performance, increased competitiveness, and enhanced passenger loyalty. Various aspects, including check-in procedures, boarding processes, ticketing services, gate services, transit experiences, and lounge facilities, influence customer satisfaction in the airline industry. Additionally, a passenger's unique characteristics and preferences may impact their perception of service quality.
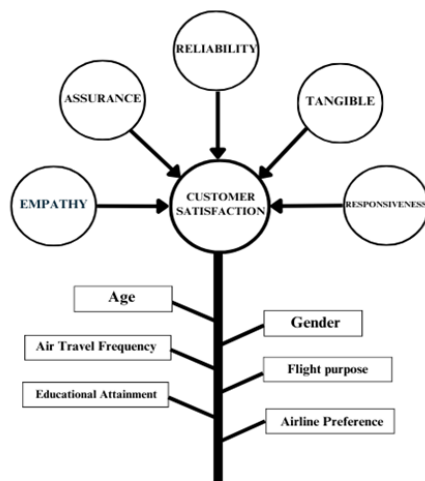
C. Conceptual Framework

Fig.2. The Flower SERVQUAL Model

The researchers have made the concept of customer satisfaction into the shape of a flower. In this context, the core of Flower represents overall customer satisfaction. The petals (surrounding the core) represent the SERVQUAL qualities, while the leaves connected to the core stem are the passenger profile. The core, petals, and leaves together make up the entire Flower. Failure to look after the petals leads to incomplete and unsatisfactory passengers. It is up to the airlines to constitute the foundation of aesthetically pleasing passenger service qualities. The leaves may not be as beautiful as the petals, but these variables represent as much as they do. The leaves amount to the profile of the passengers, including (1) age, (2) gender, (3) travel frequency, (3) flight purpose, (4) educational attainment, and (5) airline preference. Passengers' satisfaction differs significantly when their profile is stressed (Namukasa, 2013). Women are also keen on sustainability and sympathetic to sustainable initiatives regarding passenger services. Andrada, et al. (2023) featured in their piece that women tend to be more sensitive to passenger comfort and experience than men. The report demonstrates the requirement to associate the profiles and their influence on the passenger's perception of satisfaction.

The leaves are latent elements of customer satisfaction but are crucial in their preferences. Age comes into play when a passenger requires more attention, i.e., the elderly, or when they demand modern solutions to their internet connectivity (kids and teenagers). Either way, a passenger's trouble can be quickly answered when the crew knows precisely who they are dealing with. Business, holiday, study purpose, or urgent matters—a passenger's purpose of travel is essential to their perception of an airline. Additionally, college students, high schoolers, post-graduate students, and professionals vary in perception and preference regarding passenger service. An airline's success depends on passengers' perceptions; as such, they are the most valued facet of the airline industry (De Leon, 2023). They understand passengers' demographics, leading to airlines' better passenger services.

The SERVQUAL model as a flower's five petals offers a creative and visual approach to grasping service quality dimensions. Each SERVQUAL dimension can be linked to a flower's petal; (1) The reliability petal symbolizes the service's consistency and dependability, connected with the innermost petals that form a flower's core beauty. Reliable services consistently meet customer expectations and accurately provide their promised quality service; (2) The assurance petal symbolizes a service provider's competence, credibility, and trustworthiness, emphasizing passenger confidence in their knowledge and professionalism, including staff qualifications and reputation. Its absence can diminish the service's appeal and trust, similar to how missing petals affect a flower's attractiveness to pollinators and overall appearance; (3) The empathy petal signifies a service provider's capacity to empathize with passengers by demonstrating understanding, compassion, and a commitment to personalized service, linking to how the outer petals of a flower envelop the inner ones. This involves actively listening to passenger concerns and adapting to their preferences and needs; (4) The tangible petal represents the physical aspects: the appearance of the service environment, equipment, and aesthetics, all of which are pivotal in shaping initial impressions; (5) The responsiveness petal represents the capacity to address passenger needs and issues related to how a flower petal responds to sunlight. It underscores the airline's agility and willingness to assist passengers by promptly responding to their requests and inquiries. These dimensions collectively form the complete flower, as all five factors influence passengers' perceptions and ultimately lead to customer satisfaction. Airlines must harmoniously nurture and maintain these "petals" to deliver exceptional service to craft an appealing and engaging overall passenger experience.

D. Statement of the Problem

The study aimed to analyze the passengers' perception on satisfaction of Passenger Services Quality of Airlines in Pasay City. The study sought the answers to the following questions:

1. What are the passenger services offered by airlines in

Pasay City in terms of:

1.1 Check-In and Boarding Services;

1.2 Airport Ticketing;

1.3 Gate Arrival/Departure Services;

1.4 Transit and Transfer Counters/Services; and

1.5 Lounge and Customer Service?

2. How do passengers perceive the Airlines' Passenger Services based on:

2.1 Reliability;

2.2 Assurance;

2.3 Empathy;

2.4 Tangible; and

2.5 Responsiveness?

3. Is there a significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile:

3.1 Age;

3.2 Gender;

3.3 Educational Attainment;

3.4 Air Travel Frequency;

3.5 Airline Preference; and

3.6 Flight Purpose?

4. Is there a significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of:

4.1 Reliability;

4.2 Assurance;

4.3 Empathy;

4.4 Tangible; and

4.5 Responsiveness?

5. Based on the data gathered from the respondents, why are there perception differences when grouped according to their profile?

6. Based on the data gathered from the respondents, why are there direct relationships in terms of different variables?

E. Hypothesis

The following hypotheses are formulated based on the statement of the problem indicated by the researchers:

- There is no significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile.
- There is no significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of: Reliability; Assurance; Empathy; Tangible; and Responsiveness.

F. Significance of the Study

This study would benefit the following:

- General Public - This study indirectly benefited the general public from the improved passenger services resulting from an analysis of the perceptions of passengers. A better, well-suited passenger service contributed to the overall enhancement of air transportation and the promotion there of.

- Travel Agencies - This study aimed to comprehend the perspectives of tourists. Travel agencies can provide passengers with valuable advice and recommendations, conveniently supporting and assisting passengers by recognizing their needs.

- Passengers - This study aimed to seek the perceptions of passengers on the passenger service quality of airlines. It became advantageous because the airline management would consider their perception of their service quality, creating top-notch passenger service quality.

- Airline Employees - This study aimed to help passengers identify their specific and quantified perceptions of their passenger services. It gave the airline employees an outlook on the passengers' minds and their expectations regarding airline passenger services, thus helping to develop specific measures and techniques to tailor their services.

- Airline Management - This study aimed to assist the management of airlines in curating the finest passenger services and giving their customers the quality service they deserve. Based on the passenger's perception, the management could gain a competitive advantage by maximizing the data they received.

- Future Researchers - This study provides a valuable reference point and a solid foundation for future researchers to understand passengers' perceptions of the passenger service quality of airlines. As time passes, it will provide a historical context that enables them to track the trend of passenger satisfaction towards the airlines' service quality for passengers. In addition, the outcomes of this study on passenger perception can serve as an example for comparative research, enabling assessments of how passengers perceive the services that airlines offer to their customers and how they change over time.

2. Methodology

A. Research Design

The researchers used a mixed method of qualitative and quantitative research method for the study. The research design for quantitative research was correlational and descriptive approach, using questionnaires and surveys as the type of data collection. The data analysis that the researchers used was through cross-tabulation. On the other hand, The qualitative research method approach used by the researchers was narrative using an in-depth interview. Thematic analysis was used for the data analysis. Both quantitative and qualitative research methods were used to critically examine the correlation between the variables of the study among the passengers of the airlines in Pasay City.

B. Respondents

Data gathering was conducted through questionnaires, surveys, and in-depth interviews. Statistical data for the number of passengers in airport terminals two and three in Pasay City in the year 2022 was used in the study. The number of passengers from January to December of 2022 was collected from the statistical data of the Manila International Airport Authority website. The research study has a total of 31,125,479 population or number of users in airport terminals two and three in Pasay City (Operational Statistics, n.d.). For the sample size of the study, Slovin's formula was used to determine how many passengers will be needed as respondents among the total population of airports in Pasay City. Using the formula, the researchers came up with 400 passengers as a sample size for the study to be asked to answer the survey questionnaires. The study used both convenience and snowball sampling in determining the respondents for the research study.

The participants aged 16 and above, including gender identities such as male, female, LGBTQA+, and others, participate in air travel for various purposes. The educational backgrounds of the participants in consideration showed a range of attainment levels, from finishing high school through senior high school graduate, undergraduate, graduate degrees, and post-graduate. These individuals engage in air travel for many reasons, including without being limited to business-related activities, leisure travel, family matters, or other personal motives. Specific participants choose low-cost carriers to choose preferred airlines, while others prefer airlines complying with a traditional business model. The frequency of air travel among consumers shows substantial variation, with participants participating in air travel on a single occasion while others partake in 2-3, 4-5, or more. This broad range of air travel preferences shows the numerous aspects of air travel.

Table 1
Frequency and Percent Distribution of the Age Bracket of the Respondents

Age	Frequency	Percentage
GenZ	317	74.4
Millennial	63	14.80
GenX	37	8.70
GenJones	7	1.60
Boomers	2	0.50
Total	426	100.00

To get different views of the respondents, the researchers set an age bracket to identify the age group they belong to quickly. The age bracket selections are GenZ, Millennial, GenX, GenJones, and Boomers (Pew Research Center, 2023). Through the Snowball technique, the researcher successfully achieved its target respondents. After tallying the results, GenZ has the greatest number of respondents, while Boomers has the least number of respondents. Based on the results, it can be concluded that ages 7-22, also known as GenZ, are frequent

users of the airlines. Because of their age, they have a lot of time and energy to travel around the world. Boomers have the smallest value in the result; it can be concluded that because of their ages (55-73), they don't have enough energy to travel more.

Table 2
Frequency and Percent Distribution of the Gender Representation of the Respondents

Gender	Frequency	Percentage
Male	211	49.50
Female	198	46.50
LGBTQ+	17	4.00
TOTAL	426	100.00

The researchers included a question regarding the respondent's gender; the respondents chose the following: Male, Female, and LGBTQ+. Using ANOVA, the researchers were able to identify which gender travels the most. After tallying the results, it appears that Male passengers travel the most compared to females and LGBTQ+. The data shows that 49.50% belong to Males, followed by Females with 46.50%, and the lowest result belongs to LGBTQ+ with 4.00%.

Table 3
Frequency and Percent Distribution of the Educational Attainment

Educational Attainment	Frequency	Percentage
Highschool Graduate	37	8.70
College Undergraduate	217	50.90
College Graduate	143	33.60
Post Graduate	29	6.80
Total	426	100.00

The respondents are required to indicate their educational attainment in the given questionnaire; there are four choices. The respondents will choose from the following: high school graduate, College undergraduate, College graduate, and Postgraduate. In determining the result of the data, the researchers used ANOVA. 50.90% are College undergraduates, 33.60% are College graduates, and 8.70% belong to high school graduates. Lately, postgraduates have the lowest percentage, with only 6.80% of the result.

Table 4
Frequency and Percent Distribution of the Air Travel Frequency

Air Travel Frequency	Frequency	Percentage
Once	65	15.30
2-3 times	100	23.50
4-5 times	58	13.60
More than 5 times	203	47.70
Total	426	100.00

To determine the respondent's air travel frequency, the researchers included a question that has four choices to choose

from. The respondents can choose from the following: once, 2-3 times, 4-5 times, and more than five times. In getting the result of the data, the researchers used ANOVA to determine the result. It shows that 47.70% of the respondents already travel more than five times. 23.50% of the respondents traveled between 2-3 times. They were followed by 15.30% of the respondents who traveled once. The lowest result is from respondents who traveled 4-5 times, with 13.60% of the result.

Table 5
Frequency and Percent Distribution of the Flight Purpose of the Respondents

Flight Purpose	Frequency	Percentage
Business Purpose	38	8.90
Leisure Travel	291	68.30
Family Matter	97	22.80
Total	426	100.00

To identify the flight purpose of the respondents, the researchers established a question that has three choices to choose from. The choices are Business purposes, leisure travel, and Family matter. To come up with the result, the researchers used ANOVA. After tallying the results of the data, Leisure travel, with 68.30%, is the top answer of the respondents. Followed by Family matters with 22.80%. Lately, 8.90% belongs to Business purposes.

Table 6
Frequency and Percent Distribution of the Preferred Airlines of the Respondents

Preferred Airlines	Frequency	Percentage
Low-Cost Carriers	260	61.00
Traditional Business Model	166	39.00
Total	426	100.00

This table will provide the researchers with information regarding the respondent's preferred airline, and the researchers provided two choices in the questionnaires. The respondents must choose between Low-cost carriers and traditional business models. To get the result, the researchers used cross-tabulation and thematic analysis. After tallying the data, it appears that 61.00% of the respondents preferred low-cost carriers. In contrast, 39.00% of the respondents answered the Traditional Business model.

The informants in this study were selected from individuals who participated in our survey, focusing on an individual chosen as the respondent due to the uniqueness of their response.

This selection allows one to delve into the underlying factors contributing to their distinctive perspective within the broader context. Two of the informants were the validators of the survey questionnaire. The information collected from these participants forms the basis for evaluating critical factors significantly influencing passengers' overall experience.

C. Settings

The Satisfaction on Passenger Services Quality of Airlines in Pasay City: An Analysis tackled the different service qualities of passenger services in the context of airlines. It used the SERVQUAL method: (1) reliability, (2) assurance, (3) empathy, (4), tangible, and (5) responsiveness, as a quantitative method of measuring the passengers' satisfaction. It has also incorporated in-depth interviews and thematic analysis to correlate respondents' answers, finding patterns, similarities, and differences, thus increasing passenger satisfaction.

The study was focused on two terminals in Pasay City. The study aimed to analyze the three leading airlines native to the Philippines: Airline A, Airline B, and Airline C. Airline A is situated in a terminal that catered to 8,075,378 international and domestic passengers in 2022. Both Airline B and Airline C were situated in a different location, a terminal that catered to 15,727,499 international and domestic passengers in the year 2022 (Operational Statistics, n.d.). With the situation of airlines in different terminals, the researchers had to gather data from the respondents in both terminals.

To elaborate and give meaning to the results of the data gathered in the quantitative part, the researchers opted to have three people to be interviewed. Two of them were from the validators of the thesis questionnaires and the other one was from the pool of respondents who had very intriguing answers from the quantitative segment. The researchers determined that gathering subsidiary details from validators would explain the behavior of the results in survey questionnaires. Also, identifying the perspective point of view of at least one of the respondents will give the researchers an idea of whether their answer will be unanimous to that of the validators.

D. Instrumentation

To effectively address the research questions and objectives outlined in this study, the researchers considered the instruments and methods to be used for data collection and analysis. This section offers an in-depth analysis of the instruments and procedures used to ensure the reliability and precision of the research findings. To guarantee the dependability and authenticity of this study, the researchers sought validation and guidance from expert aviation professionals. The recommendations from the validators significantly contributed to the success and credibility of this study and the time and effort the validator allotted will be much appreciated. Also, the validator provided their signature to ensure the validity of their response. This mentorship will be instrumental in ensuring the credibility, and quality of this research.

The researchers of this study looked for three validators that could guide and help them validate their study. The validators they selected are a knowledgeable professor from an aviation school, the president of a company who is a frequent flyer passenger and is also a member of Mabuhay Miles, and an airline employee from an international airline.

The researchers contacted their respective validators through email. The mail contains the following information: The researchers surveyed reviewing and validating the research tool. Validators' guidance and recommendations will significantly contribute to the study's success and credibility. Under The Data Privacy Act of 2012, the validator's name and company profile will be confidential. The researchers will not reveal any information without consent. Upon getting the result, the validators suggested that eight survey questions must be revised.

The statement of the problem, per the introduction, revolves around the need to understand the impact of passenger services offered by airlines in terms of Check-In and Boarding Services, Airport Ticketing, Gate Arrival/Departure services, Transit and Transfer Counters/Services, and Lounge and Customer Service and passenger service qualities that passengers look for based on Reliability, Assurance, Empathy, Tangible, and Responsiveness affect the satisfaction of the passengers in the airport. To address this issue, the researchers formed a varied strategy for data collection by doing questionnaires/surveys. By employing this instrument, the researchers aimed to build a complete set of data that will serve as the foundation to contribute to resolving the problem.

Pilot testing is an essential stage in the research process, as it helps to improve the clarity of instruments, detect potential problems, and ensure the efficiency of data collection methods. The selected method for data collection is a questionnaire or survey, which enables researchers to examine respondents' feedback and gain useful insights into the instruments' usability. Most of the respondents agreed with the airline's service quality. However, some are still looking for more services they experienced. The data collected will be important in improving the instruments, and avoiding confusion among respondents during the questionnaire or survey administration. Notably, the pilot testing process showed the need for specificity in respondents' travel purposes under the "others" category in their profiles. Moreover, the results showed that questions one and two in the interview questionnaire produced similar findings, leading the researchers to merge them into one question to avoid repetition.

The selection of the three informants was strategic and done in a deliberate process to capture their perspectives and experiences that are related to the research topic. The researchers wrote a consent letter to the three informants who participated in the interview. The interview was voluntary and was conducted in person or through Google Meet. The three interviewees are highly qualified for the interview because of their expertise, unique roles, and knowledge in the aviation sector. The participation of each individual was highly appreciated knowing that their participation would contribute to the reliability and credibility of the study. Additionally, the selected participants were relatively aligned with the study, ensuring that their insights were relevant and reliable.

E. Data Analysis

The researchers used cross-tabulation and thematic analysis to examine the significant differences between the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profiles. The same tools were used to determine the significant relationships in the perception of the passengers on the passenger services of airlines in Pasay City in terms of (1) reliability, (2) assurance, (3) empathy, (4) tangible, and (5) responsiveness. The various analyses performed in the study are as follows: (1) To correlate and determine the diverse behaviors of respondents, frequency, and percentage are used; (2) Weighted mean is used to perceive the response of respondents through the Likert scale; (3) The researchers used analysis of variance (ANOVA) to find out the significant difference and relationship of variables of the study. The asterisk indicates the following; '*' for significant: '**' for highly significant, both rejecting the null hypothesis. The transcript of interviews which are the results of the informants was analyzed and identified using thematic analysis to critically evaluate the answers to determine the commonality of the informants.

F. Ethical Considerations

The researchers guaranteed the anonymity of the respondents and informants concerning their privacy. The data they provided will solely be used for this particular study. The researchers used Artificial Intelligence with the likes of Drillbit and Grammarly for grammar correction and as a plagiarism checker. The researchers will make sure that all data will be reviewed and examined by research practitioners, experts, and anyone who has a field of expertise in this topic to interpret accurate data.

3. Result And Analysis

A.3.1. What are the passenger services offered by airlines in Pasay City in terms of:
a. Check-In and Boarding Services;
b. Airport Ticketing;
c. Gate Arrival/Departure Services;
d. Transit and Transfer Counters/Services;.
e. Lounge and Customer Service?

This part of the study focuses on tabulating the data gathered regarding the services offered by airlines in Pasay City in terms of: Check-in and Boarding Services, Airport Ticketing, The Gate Arrival/Departure Services, Transit and Transfer Counters/Service, and the Lounge and Customer Services of the airlines.

After collecting and tabulating the data gathered, results showed that answers have a standard deviation that ranges from 0.60974 being the lowest value, and 0.66703 being the highest value. The standard deviations signify how different the answers are from one another.

Table 7

Passenger services offered by airlines in Pasay City in terms of: Check-In and Boarding Services, Airport Ticketing, Gate Arrival/Departure Services, Transit and Transfer Counters/Services

Statement	Standard Deviation	Weighted Mean	Decision
Check-In and Boarding Services	0.63948	3.18	Agree
Airport Ticketing	0.66703	3.04	Agree
Gate Arrival/Departure Services	0.60974	2.88	Agree
Transit and Transfer Counters/Services	0.61833	2.59	Agree
Lounge and Customer Service	0.64040	2.78	Agree
TOTAL	0.63500	2.89	Agree

Lounge and Customer Service
Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

The weighted mean of all five statements is also computed to come up with a decision on what remarks to use for the statement.

The total value computed for the weighted mean is 2.89. The outcomes indicated that the calculated mean values for each set of data are within the range of the remarks 'Agree'. Improved airport qualities such as lounges, online check-in, in-flight services, and baggage access enhanced the overall travel experience for passengers (Munoz et al., 2019). Passengers' satisfaction was influenced by factors like the convenience of online check-in, in-flight Wi-Fi, and entertainment options (Noviantoro & Huang, 2022). Timely baggage access was identified as a critical factor affecting passenger contentment (Oflaç & Yumuryaci, 2014). Services such as ticketing, reservation, in-flight amenities, and employee interactions impacted both the satisfaction and cognitive loyalty of passengers (Al-Refaie et al., 2014). Additionally, global catastrophes led to the introduction of unconventional services, altering passengers' experiences and perceptions.

3.2. How do passengers perceive the Airlines' Passenger Services based on:
  a. Reliability;
  b. Assurance;
  c. Empathy;
  d. Tangible; and
  e. Responsiveness?

Table 8 presents data on how the passengers perceive the airline's passenger service based on reliability, assurance, empathy, tangible and responsiveness. All the data collected by the researchers showed that the lowest standard deviation is on

reliability with a value of 0.62639 and the highest standard deviation is on responsiveness with a value of 0.72226.

Table 8

Passengers perceive the Airlines' Passenger Services based on: Reliability, Assurance, Empathy, Tangible and Responsiveness

Statement	Standard Deviation	Weighted Mean	Decision
Reliability	0.62639	3.05	Agree
Assurance	0.63670	2.79	Agree
Empathy	0.71988	2.80	Agree
Tangible	0.65880	2.86	Agree
Responsiveness	0.72226	2.62	Agree
TOTAL	0.67280	2.82	Agree

Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

Therefore, a lower standard deviation on the reliability indicates that it is relatively close to the mean and has a higher level of consistency in the uniformity of data. The weighted mean showed that the values range from 2.59 to 3.18 which means most of the passengers agreed on the reliability, assurance, empathy, tangible, and responsiveness of the airline. According to Shiwakoti (2022), when the reliability of the airline is applied effectively, it can help improve the perception of the passengers on the airline's passenger service.

Passengers generally gave the highest importance to the safety records of the airline, the cleanliness of facilities, and the punctuality of departures and arrivals (Hamid et al., 2021). This means the assurance of the safety of the passengers is one of the airlines' top priorities to increase passenger satisfaction. Based on Suki (2014), the analysis of how strong the connection between customer satisfaction and positive recommendations was found through the structural equation model. This analyzed the vital role of empathy and emphasized that airlines must focus on improving passenger experience, customer satisfaction, and loyalty. Competition in the aviation industry is inevitable, and airlines must understand their passengers' preferences and meet their expectations on the tangible aspects (Al Awadh, 2023). Following these findings could lead to airlines providing higher-quality services and staying competitive in the market.

3.3. Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile

3.3.1 Age
In the age, it shows the results of the 20 statement questions included in the survey questionnaires, and the values were at least 0.05. All the statement questions were accepted, and there were no significant differences in the perception of passengers on the quality of passenger service of airlines in Pasay City

based on the age of the respondents. These findings are vital as they influence passengers' decisions regarding airline service quality (Oyewole, 2020).

A. Gender

Table 9

Significanct difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Gender

Statement		Sum of square	Mean Square	f	Significant	Decision
I am comfortable whenever I am in an airport lounge.	Between Group.	8.192	4.096	5.951	0.003	Reject
	Within Group.	291.172	0.688			
	Total	299.364				

Table 10

Multiple Comparisons of Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Gender

Statements	Sig. Dif	Decision
I am comfortable whenever I am in an airport lounge. *Male, Female	0.003	Reject
I am comfortable whenever I am in an airport lounge. *LGBTQ+, Female	0.199	Reject
I am comfortable whenever I am in an airport lounge. *Female, Male	0.005	Reject

Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

Tables 9 and 10 result from a survey where people asked opinions about their experiences inside the airport in Pasay City. Using ANOVA and Multiple Comparisons, the researchers identified significant findings. Table 10 shows a significant difference between the males (p=0.003) and females (p=0.005) who are comfortable in an airport lounge. There is also a substantial difference between males and the LGBTQ+ (p=0.199) who are comfortable in an airport lounge. The data analysis results showed no statistically significant difference in the ratio of females comfortable in an airport lounge compared to LGBTQ+. As stated by Chatterjee et al. (2023), airport lounges may reflect the passenger's needs for the services of an airport, and passengers should feel comfortable in the lounges to satisfy their needs and to avail of the service again.

B. Educational Attainment

In the data collection using survey questionnaires, there were 37 High School graduates, 217 College undergraduates, 143 College graduates, and 29 Postgraduates. A total of 426 people participated in the survey. In the survey, participants of the study were asked to disclose their educational attainment for the researchers to fully understand and filter the factors affecting the passenger service quality of airlines in Pasay City. One of those factors that this study looked into is the educational attainment of the passengers.

Using Analysis of Variance (ANOVA), the results show that all of the 20 statement questions provided in the survey questionnaires are accepted, meaning the statement questions have no significant differences to the variable, educational attainment. People who are educated have higher standards that airlines should meet for service to be considered adequate. In the study of Lou & Giravoza (2014), as cited by Caiga et al. (2018), it is concluded that most air travelers are degree holders, and this makes them able to understand and identify the kind of service quality that airlines are providing them. Regardless of education level, the results showed that it does not affect the perception of passengers on the quality of passenger service of airlines in Pasay City.

C. Air Travel Frequency

Table 11

Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Air Travel Frequency

Statement		Sum of square	Mean square	f	Significant	Decision
Using mobile/online tickets would hasten the boarding process.	Between Group.	6.588	3	2.662	0.048	Reject
	Within Group.	348.044	422			
	Total	354.631	425			
Online reservation services meet my expectation of getting easy access to my ticket.	Between Group.	9.212	3	3.187	0.024	Reject
	Within Group.	406.553	422			
	Total	415.765	425			
Overall		770.396	425	5.849	0.072	

Table 12

Multiple Comparison of Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Air Travel Frequency

Statement	Significant	Decision
Online reservation services meet my expectation of getting easy access to my ticket. *Once, 2-3 times	0.040	Reject
Online reservation services meet my expectation of getting easy access to my ticket. *Once, 4-5 times	0.033	Reject

Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

In this section, the researchers interpreted the results gathered using the Analysis of Variance conducted through SPSS. The ANOVA result showed that all the questions had no significant differences in the travel frequency of the passengers except for using mobile/online tickets that can hasten the boarding process and using online reservations to meet the passenger expectations by giving them easy access to the ticket. These two questions significantly differed between the travel frequency and passengers' satisfaction. The researchers found out that there is a significant difference in the online reservation that meets the passengers' expectations by getting their ticket through easy access.

The researchers discovered notable distinctions in questions three and eight, thus rejecting the null hypothesis based on their respective significant values. According to Noviantoro & Huang (2022), the convenient check-in and in-flight Wi-Fi service and entertainment have a significant effect on the passengers' perception of satisfaction. The researchers decided to reject questions number three and eight since they have significant differences in the variables and no significant correlation to the variables based on their significant value.

D. Preferred Airlines

Table 13

Multiple Comparisons of Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Preferred Airlines

Statement	Significant	Decision
The smooth flow process of transit and transfer counter service helps me connect to my next flight.	0.008**	**Reject**
Passenger service is the reason for the long waiting time.	0.012**	**Reject**
I am comfortable whenever I am in an airport lounge.	0.015**	**Reject**

Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

The table 13 shows the gathered data, and the significant difference in each statement concerning passenger's preferred airlines. The researchers used the t-test method to analyze the collected data. Most of the gathered data has later been omitted from the table, leaving only the statements that are now labeled as "Reject." After the analysis of the gathered data, only three statements remained. As shown above, a result of 0.008, 0.012, and 0.015 was shown that these statements are significant. The statement about customer satisfaction has significance in the mentioned statements, especially when dealing with stress where airport lounges are places where passengers can rest and comfortably wait for their flights (Chatterjee et al., 2023).

E. Flight Purpose

Table 14

Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Flight Purpose

Statement		Sum of square	Mean Square	f	Significant	Decision
I find it very helpful when the information screens with real-time flight information, gate details, and updates are well-placed at gate arrival/departure.	Between Group.	7.222	2	4.105	0.017	Reject
	Within Group.	372.074	423			
	Total	379.296	425			
Customer service affects my satisfaction level.	Between Group.	12.486	2	6.630	0.001	Reject
	Within Group.	398.324	423			
	Total	410.810	425			
OVERALL		790.106	425	10.735	0.018	

Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

Table 15
Multiple Comparisons of Significant difference in the perception of passengers on the quality of passenger service of airlines in Pasay City based on their profile: Flight Purpose

Statement	Sig. Dif	Decision
I find it very helpful when the information screens with real-time flight information, gate details, and updates are well-placed at gate arrival/departure. - *Leisure Travel; Family Matter	0.040	Reject
Customer service affects my satisfaction level. - *Business Purpose; Leisure Travel	0.045	Reject
Customer service affects my satisfaction level. - *Leisure Travel; Family Matter	0.006	Reject
Customer service affects my satisfaction level. - *Leisure Travel; Family Matter	0.008	Reject

Legend: 3.51 - 4.00 Strongly Agree; 2.51 - 3.50 Agree; 1.51 - 2.50 Disagree; 1.00 - 1.50 Strongly Disagree

The researchers used ANOVA and Multiple Comparisons in table 14 and 15 in analyzing the collected data, the result showed that two statements had their null hypothesis rejected. In multiple comparisons, there are four rejected statements. While two statements have a significant relationship to the variables. In conclusion, airline passenger service greatly affects the passenger satisfaction level. It is very important to provide the best quality service so that passengers will keep coming back and build a relationship with the airline. Passengers always look for airlines that have great passenger amenities, and customer service, and provide customers with information screens. Enhancing the contentment of passengers involves the ease of utilizing online check-in and accessing in-flight Wi-Fi services and entertainment (Noviantoro & Huang, 2022). In addition, the satisfaction of passengers is influenced by the duration it takes to access baggage (Oflaç et al., 2014).

3.4. Significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of:

F. Reliability

Table 16
Significant relationship between the perception of the passengers on the passenger services of airlines in Pasay *City in terms of* Reliability

GROUPS COMPARED	SIG
Reliability and Assurance	0.660**
Reliability and Empathy	0.558**
Reliability and Tangible	0.584**
Reliability and Responsiveness	0.460**

Table 16 shows the significant relationship between Reliability and other SERVQUAL variables. The relationship between Reliability and Assurance is very significant, indicated by a value of 0.660. Similarly, Reliability and Empathy exhibited a very significant relationship with a value of 0.558. The same is true for Reliability and Tangible, with a value of 0.584. Additionally, Reliability and Responsiveness display a very significant relationship, as indicated by a value of 0.460. Ramya et al. (2019) defined reliability as the capacity to consistently and accurately provide the promised quality service. The service provider should deliver quality service, issue-solving, and pricing in a broader sense. This will be crucial in how passengers perceive the quality of the service and their loyalty to the airline. Following these findings could lead to airlines providing higher-quality services and staying competitive in the market (Al Awadh et al., 2023). In summary, reliability has a very significant relationship with other variables in the perception of the passengers on the passenger services of airlines in Pasay City.

G. Assurance

Table 17
Significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of: Assurance

GROUPS COMPARED	SIG
Assurance and Reliability	0.660**
Assurance and Empathy	0.630**
Assurance and Tangible	0.631**
Assurance and Responsiveness	0.576**

The researchers examined the relationship between Reliability, Assurance, Empathy, Tangible, and Responsiveness variables. The obtained correlation value of 0.660** indicates a strong positive correlation between the variables of Reliability and Assurance. The significance of service quality comes from customers' evaluation of their airline experience, whereby variables such as airline safety, facility cleanliness, and, notably, timeliness of departures and arrivals are considered (Hamid et al., 2021). The correlation between Assurance and Empathy, marked by a coefficient of 0.630**, indicates a solid positive connection, which has implications for establishing good customer relationships (Caiga et al. 2018). The observed correlation coefficient of 0.631** indicates a statistically significant positive correlation between Assurance and Tangible specifications. Also, there is a significant positive correlation of 0.576** between the variables of Assurance and Responsiveness. As a whole, all the variables demonstrated positive correlations, indicating that an increase in the others typically accompanies an increase in one variable.

H. Empathy

Table 18
Significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of: Empathy

GROUPS COMPARED	SIG
Empathy and Reliability	0.558**
Empathy and Assurance	0.630**
Empathy and Tangible	0.699**
Empathy and Responsiveness	0.656**

Table 18 shows that the variable Empathy has a strong positive correlation among the other four variables in this study, which are Reliability, Assurance, Tangible, and Responsiveness. Using Pearson Correlation, relationships between two variables are measured. Customer satisfaction is highly influenced by Empathy, which is why Airline companies try to provide and improve the services offered to the passengers to satisfy them (Suki, 2014).

I. Tangible

Table 19
Significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of: Tangible

GROUPS COMPARED	SIG
Tangible and Reliability	0.584**
Tangible and Assurance	0.631**
Tangible and Empathy	0.699**
Tangible and Responsiveness	0.643**

All the variables have a double asterisk therefore the Reliability, Assurance, Empathy, Tangible and Responsiveness have a very significant relationship with each other (Shiwakoti, 2022). These variables have a very significant relationship, when applied effectively, the airlines can improve passenger satisfaction and overall service performance and meet the expectations of the passengers.

J. Responsiveness

In table 20, the table shows that the variable Responsiveness has a positive correlation in regards to the other variables of the study; Reliability, Assurance, Empathy, and Tangible.

Table 20
Significant relationship between the perception of the passengers on the passenger services of airlines in Pasay City in terms of: Responsiveness

GROUPS COMPARED	SIG
Responsiveness and Reliability	0.460**
Responsiveness and Assurance	0.576**
Responsiveness and Empathy	0.656**
Responsiveness and Tangible	0.643**

In table 20, the table shows that the variable Responsiveness has a positive correlation in regards to the other variables of the study; Reliability, Assurance, Empathy, and Tangible. All the variables possess two asterisks signifying that all four are highly significant to the study. Airlines must focus on improving passenger experience, customer satisfaction, and loyalty (Suki, et al., 2014). The passengers' responsiveness is greatly affected by lower prices, which attracts them to the quality services that the airlines offer (Manivasugen, et al., 2013).

Based on the data gathered from the respondents, why are there perception differences when grouped according to their profile?

Table 21
Master Themes based on the data gathered from the respondents, why are there perception difference when grouped according to their profile

MASTER THEMES	SUPERODRIDINATE THEMES
Qualities men, women and lgbtq+ are looking for in an airline lounge.	No Preference
	Amiable
Different perceptions of the groups in air travel frequencies regarding the use of online ticket and reservation.	Convenience
Ways that different passenger services of Traditional Carriers and Low Cost Carriers affect the preference of passengers.	Value
Different flight purpose that affects the customer service satisfaction in relation to information screens with real-time flight information, gate details, and updates that are well-placed at gate arrival/departure.	Assurance

Master Theme 1: Qualities men, women, and LGBTQ are looking for in an airline lounge.

Superordinate Theme 1.1: No Preference

Informant 1: "No preference, everyone can…."

The data shows that the passengers' gender has no significant effect on their perception of airline services. The common answer of the informants, the question given to them was, "What are the qualities men, women, and LGBTQ+ are looking for in an airline lounge?". The informant mentioned that there is no preference regarding the airport lounge. In analyzing the result, shows that passengers' gender has nothing to do with the quality of the airport lounge that they are looking for. Passengers' gender is not a factor concerning airport lounges. In conclusion, passengers' gender will not affect their choice. What matters the most is the services offered by the airlines. Passengers always seek the top quality of service (Shiwakoti, et al., 2022).

Superordinate Theme 1.2: Amiable

Informant 2: "... honesty, empathy, and communication skills."

Informant 3: "…who is friendly and hospitable."

The qualities sought by passengers in an airline lounge transcend gender and sexual orientation, encompassing a spectrum of expectations. According to the informants, most qualities that an airline lounge personnel should have regardless of gender usually honesty, empathy, good communication skills, and someone friendly and hospitable. Creating a welcoming atmosphere in airline lounges, regardless of gender or sexual orientation, is crucial for enhancing overall passenger experience, satisfaction, and future airline choices. The amiable environment, acting as a sanctuary for passengers, is particularly beneficial for LGBTQ+ travelers, providing a space where diverse groups feel valued. A research study indicated that women are more inclined to prioritize attributes like comfort, experience, and satisfaction related to passenger service compared to men. Furthermore, delivering high-quality, effective, and convenient services tailored to diverse demographics can enhance passenger satisfaction and foster loyalty. (Namukasa, 2013). Empathy is another dimension of SERVQUAL that cares, understands, and pays attention to the passenger's needs (Ramya et al., 2019). This analysis emphasized the crucial importance of empathy and highlighted the need for airlines to concentrate on enhancing passengers' experience, satisfaction, and loyalty (Suki, et al., 2014).

Master Theme 2: Different perceptions of the groups in air travel frequencies regarding the use of online tickets and reservations.

Superordinate Theme 2.1: Convenience

Informant 1: "convenience, that you can book anywhere."

Informant 2: "… I think one factor it affects the perception when using the online ticket reservation is the website is more user-friendly… mostly older people tend to use the traditional way by going to the airline ticketing office."

Informant 3: "for young people, online ticket and reservation is much easier but to those who are old and doesn't know how to use a technology, they still prefer over the counter transaction."

Responses from the interview imply that convenience certainly is a big factor in achieving passenger satisfaction. Almost every passenger can agree that technology does make air travel much easier and convenient. But even with the integration of technology and making it more convenient, there are still people who prefer the traditional way of purchasing tickets which is by going to physical ticketing booths. The informants prefer a more user-friendly and easier way to book tickets. For passenger satisfaction to be achieved in the airline business, the needs and wants of the customers or passengers should be met (Noviantoro & Huang, 2022). In today's time, customer perception is highly influenced and affected by the use of technology (Shiwakoti et. al, 2022).

Master Theme 3: Ways that different passenger services of Traditional Carriers and Low-Cost Carriers affect the preference of passengers.

Superordinate Theme 3.1: Essentiality

Informant 1: Cost Efficiency..."

Informant 2: "… in traditional carriers they offer lounges which provides more comfort… while the low-cost carrier doesn't have that kind of service."

Informant 3: "Low-cost carriers… prioritizing the quantity of the passengers aboard the plane and minimizing other forms of services such as foods and comfort…Which is why frequent flyers prefer traditional carriers because they use it all the time."

Table 21 shows the different ways on which passenger services play a crucial role in shaping the preferences of the passengers. Based from the informants, passengers' perception differs from the value that different airlines offer. In traditional carriers, having a frequent flyer membership is worthy because frequent flyers get to experience better amenities than low-cost carriers offer. Because low-cost carriers prioritize the quantity of passengers over the quality of their services, passengers who travel seldomly will prioritize the cost-efficiency than the quality. These are the essential qualities of an airline that affects the preferences of passengers based on traditional and low-cost carriers. Many travelers opt for low-cost carriers over full-service airlines, according to Lu (2017).

Master Theme 4: Different flight purpose that affects customer service satisfaction concerning information screens with real-time flight information, gate details, and updates that are well-placed at gate arrival/departure

Superordinate Theme 4.1: Assurance

Informant 1: "...we always rely on visibility information's and real-time updates/ It ease our impatience and boredom…"

Informant 2: "...when it comes to service satisfaction public information is a huge factor…"

Informant 3: "Giving flight information's to the passenger will give them the assurance of what is happening."

The Master Themes specified that when it comes to service satisfaction, information plays a crucial role. Considering the way, place, and time the information was provided, affects the service satisfaction of the passengers. While seeking for

correlation between the information of the informants, all emphasize the same point. According to their statements; passengers value information, visibility, and real-time updates in addressing impatience, and boredom, ensuring service satisfaction, and providing assurance to individuals in different situations. It emphasizes the role of information in building confidence and reducing uncertainty, they become assured that everything is still on track. Assuring the passengers in the Airline Industry is more than just providing service, it also involves trust — when trust is established, it contributes to a sense of confidence and security (Ramya et al, 2019). The quality of service is also essential for the satisfaction of the passengers (De Leon & Cantal, 2023). Shah et al. (2020) mentioned that the satisfaction of the passengers through its services and products can be evaluated, and assurance is among other factors attributed to passenger service.

Based on the data gathered from the respondents, why are there direct relationships in terms of different variables?

Table 22

Master Themes based on the data gathered from the respondents, why are there direct relationships in: Reliability, Assurance, Empathy, Tangible, and Responsiveness.

MASTER THEMES	SUPERORDINATE THEMES
Airlines prioritize and ensure the reliability of its flight operations, considering factors such as on-time performance, maintenance practices, and overall service quality.	Punctuality
	Coordination
An airline has a good quality service regarding safety, cleanliness and timeliness of departure and arrival.	Optimality
Airline staff affect the overall flying experience of passengers with the airline.	Shown Behavior
Cleanliness and well-maintained facilities affect the airline image and reputation.	Compassion
Ways that price affect the passenger's reasoning when considering an Airline.	Value

Master Theme 1: Airlines prioritize and ensure the reliability of its flight operations, considering factors such as on-time performance, maintenance practices, and overall service quality.

Superordinate Theme 1.1: Punctuality

Informant 1: "...on-time flight departure and safe landings give is an assurance…"

Informant 2: "...airlines always ensure that the flight is on time…"

Assuming the prioritization and assurance of the dependability of flight operations, with careful consideration given to factors such as punctuality, the researchers sought to determine differences in the interviewee approaches. As per the statements provided by the informants, the punctuality of their flights is deemed of outstanding significance, and they emphasize the relevance of the airworthiness of their aircraft throughout this procedure. Ensuring the airworthiness of an aircraft is crucial as it is one of the reasons for minimizing flight delays. An airline's outstanding performance mainly includes a solid safety track record and high punctuality in flight departures and arrivals (Hamid et al., 2021). When evaluating an airline, passengers prioritize punctuality and reliable transportation (Suki et al., 2014).

Superordinate Theme 1.2: Coordination

Informant 2: "... always coordinate with the respective authority or service provider …"

Informant 3: "... implementing redundancy on each step of the way … always have a backup plan and twice the security."

The superordinate theme focused on prioritizing and ensuring the reliability of flight operations. According to informants, different ground operations personnel always coordinate with the respective authority or service provider. Airlines must also implement redundancy on each step of the way, always have a backup plan and twice the security. Effective coordination is essential for developing and adhering to flight schedules, involving collaboration between ground staff, air traffic controllers, and airline operations to optimize routes and minimize delays. Smooth and rapid processes, such as refueling and takeoff, require coordination among ground staff, maintenance personnel, and cabin crew. Clear communication and coordination are crucial for informed decision-making in situations like delays or cancellations, contributing to a positive passenger experience and overall customer satisfaction while helping the airline manage expectations and maintain a good reputation. Consistently providing high-quality service contributes to passenger satisfaction and, consequently, fosters loyalty to the airlines (Rahim, 2016). Passengers commonly prioritize factors such as (1) airline safety records, (2) cleanliness of facilities, and (3) punctuality of departures and arrivals (Hamid et al., 2021). Adhering to these insights could enable airlines to deliver superior services and maintain competitiveness within the market (Al Awadh et al., 2023).

Master Theme 2: An airline has a good quality service regarding safety, cleanliness, and timeliness of departure and arrival.

Superordinate Theme 2.1: Optimality

Informant 1: "... same level of services is meet all the time."

Informant 2: "... if they have a good quality of service… you are satisfied with their service."

Informant 3: "If the queuing line is efficient and the staff are

friendly… they'll have a good service on board."

The master theme emphasizes evaluating the service quality of an airline, specifically on the aspects of safety, cleanliness, and punctuality for both departures and arrivals. The informants expressed their perspectives but concurred on a shared conclusion, highlighting the communal significance of the assessed criteria in assessing the quality of an airline's service. The potential for a below-average level of airline service negatively impacts customer satisfaction and loyalty (Al-Refaie et al., 2014). The relevance of services, including airport and airline services, comes in their relatedness, wherein a failure in one element can enormously impact the overall experience (Munoz et al., 2019).

Master Theme 3: Airline staff affect the overall flying experience of passengers with the airline.

Superordinate Theme 3.1: Shown Behavior

Informant 1: "As you enter the plane, the crew greets you and assist you find you seat and your luggage… its very welcoming and heartwarming."

Informant 2: "…what happened to the delayed flight with a positive attitude so the passenger will likely not be agitated."

Informant 3: "The airline staff assist the passengers throughout their time…. Because of that, they will heavily affect the experience of the customers."

The airline staff heavily affects the overall flying experience of passengers, highlighting the impact of a passenger's first impression of the airline. First impressions are very important in the Airline Industry. The responses in a one-on-one interview pinpointed the traits that a passenger is looking for in an airline staff. The demeanor and outlook of the staff reflect the type of service provided by the airline. The airline staff is considered the facade of an airline and holds significance in shaping the overall experience of a passenger flying with the airline. The passenger service depends on how creative the airlines are to attract more passengers (Basfirinci & Mitra, 2015). Given the fact that not all passengers have the same expectations, passenger satisfaction could still be achieved. An effective way to achieve passenger satisfaction is by being reliable and an excellent service provider (Schneider, 2006, as cited by Shah et. al, 2020). Furthermore, providing consistent quality service leads to passenger satisfaction and by extension, loyalty to the airline (Rahim, 2016).

Master Theme 4: Cleanliness and well-maintained facilities affect the airline's image and reputation.

Superordinate Theme 4.1: Compassion

Informant 1: "…good feeling of comfortable journey …"

Informant 2: "…makes the passenger more relax and safe …"

Informant 3: "…the airline cares about their service. …"

The quality service of the airline relies on its cleanliness and well-maintained facilities to maintain a high standard image and reputation. Passengers feel comfortable and at ease with their journey if the environment is clean and stress-free. Airlines that address and prioritize these aspects show compassion for the passengers and also acknowledge their health, comfort, and safety. Passengers can still be productive in their work if the facilities and lounges are clean and well-maintained. Cleanliness of the facilities is one of the priorities of the passengers when choosing an airline (Hamid, 2021). Therefore, many passengers travel with an airline that has a good brand image in maintaining passenger satisfaction with cleanliness and well-maintained facilities (Schneider and White (2006), as quoted by Shah 2020).

Master Theme 5: Ways that price affects the passenger's reasoning when considering an Airline.

Superordinate Theme 5.1: Value

Informant 1: "When choosing Airlines, price and time are the big factors."

Informant 2: "...passengers will consider low-cost airline since it is more affordable than the traditional airline."

Informant 3: "If the price is high but the service is poor, naturally, I won't think that it is worth it…"

Pricing is a factor that influences the reasoning and decision-making of the passengers when choosing an airline. It focuses on the relationship between the price and its perceived value which plays an important function when passengers determine whether the service provided equates to its price. The informants all agree that price and time play a pivotal role in the decision-making process of individuals when choosing an airline. Affordability is highlighted as a significant consideration, especially in terms of low-cost Airlines, and there is an acknowledgment that the perceived value of the service provided relative to its price is a key factor in their decision-making. More people by the day prefer flying through low-cost airlines, passengers see it as a better deal for their money instead of going for the Traditional Airlines that charge higher rates for the small extra services, and passengers much prefer the budget-friendly options (Lu, 2017). What attracts passengers to an airline is the fact that they could offer lower prices (Manivasugen, et al., 2013).

4. Discussion

A. *Conclusions*

Based on the results and analysis, the following were concluded:

- The study focused on analyzing data related to airline services in Pasay City, encompassing check-in, boarding, ticketing, gate services, transit, lounges, and customer services. The study aligns with existing research affirming that enhanced airport qualities, including lounges, online check-in, in-flight services, and timely baggage access, contribute to an improved overall travel experience. The influence of factors such as online check-in convenience, in-flight Wi-Fi, and entertainment options on passenger satisfaction was emphasized, along with the critical role of timely baggage access. Furthermore, services like ticketing, reservation, in-flight amenities, and employee interactions were identified as impactful on both satisfaction and cognitive loyalty. The study also

acknowledged the role of global catastrophes in prompting the introduction of unconventional services, ultimately reshaping passengers' experiences and perceptions.

- The results highlight the necessity for airlines to promote reliability, safety assurance, empathic services, and pleasant lounge experiences to enhance customer fulfillment and loyalty. An airline's performance in the aviation industry can be highly affected by realizing these fundamental aspects and meeting passenger demands. It presents meaningful insights that airlines may operate on. Applying great importance to reliability, safety, empathy, and ensuring a pleasing passenger experience in lounge areas can substantially improve customer satisfaction and loyalty. Recognizing and honoring passenger preferences is essential for obtaining a competitive lead in a highly competitive industry such as aviation. Airlines that utilize these studies to improve their services are expected to achieve elevated customer satisfaction levels, build stronger ties with their customers, and secure a prominent standing in the market.

- Results showed that the perception of passengers on the quality of passenger service of airlines in Pasay City is not affected by the passenger's Age and Educational attainment. However, the variables Gender, Air Travel Frequency, Airline Preference, and Flight Purpose pose a significant difference in terms of responses in the survey questionnaires from the participants. To address the variables that affect passenger perceptions, survey questionnaires are carefully analyzed where and what statements the respondents have differences in answers. The data strongly indicated that giving importance to the variables gender, travel frequency, airline preference, and flight purpose is key to influencing a passenger's perceptions positively. Improving and developing ways to cater to the demands of different types of passengers is an effective way to achieve passenger satisfaction and keep the airline apart from other competitors.

- The strong correlation values that the researchers gathered indicated the interdependence of reliability, assurance, empathy, tangible, and responsiveness on each other in shaping passengers' perceptions of airline services. For the airline to maintain high-quality services, it must follow these key variables and also to sustain its competitive advantage in the market. Considering airline safety, facility cleanliness, and timeliness of departures and arrivals are the essential factors in improving passenger satisfaction. These findings that the researchers analyzed, provide valuable insights for airlines in Pasay City. It indicates the strategic focus on Reliability, Assurance, Empathy, Tangible, and Responsiveness can significantly enhance passenger experience and overall service performance.

- The passengers' gender does not affect their preferences for airline lounges. The study emphasized the pivotal role of service quality. The qualities sought by passengers, as stated in the 'Amiable' supertheme, emphasized the importance of creating a welcoming atmosphere for diverse groups, which also includes LGBTQ+ travelers. Diverse perceptions on air travel frequencies and ticketing preferences, explored in the 'supertheme: Convenience', highlighted the need for efficient user-friendly processes to achieve passenger satisfaction. Traditional carriers provide frequent flyer members with superior amenities compared to low-cost carriers, which prioritize quantity over service quality, leading infrequent travelers to prioritize cost efficiency over service quality as emphasized in supertheme; Value'. 'Supertheme: Assurance' emphasized the importance of information, visibility, and real-time updates in building trust and confidence which are essential factors for passenger satisfaction and loyalty in the dynamic landscape of air travel.

- Airline reliability is one of the critical factors for passengers in choosing their preferred airlines. The six identified variables which are Punctuality, Coordination, Optimality, Behavior, Compassion, and Value, concluded that they correlate with the airline's Reliability, Assurance, Empathy, Tangible, and Responsiveness. To establish good relationships with the passengers, airlines should consistently deliver superior service and always think of the convenience of their passengers. Concisely, airlines should strictly maintain the airworthiness of the aircraft to avoid delays. From ground staff up to cabin crew, they must have precise coordination to deliver a smooth flow process of passengers. Another factor is that airlines must persist in providing superior service and welcoming staff to meet the passengers' satisfaction. Lastly, passengers must receive the full value of their purchased service to satisfy their needs. These factors significantly affect the passengers' perception of airline reliability.

B. Recommendations

Based on the discussed conclusions, the recommendations are as follows:

- The General Public and Passengers may choose from the airlines in Pasay City based on the results gathered by the researchers. The results can be a basis for their preferred airlines that suit their liking in terms of the services of airlines.

- The Travel Agencies and Airline Managements should maximize the data to give suggestions to their customers that will help them to provide the utmost

satisfaction for their customers.

- Airline Management and Airline Employees should understand the passengers' perception of their services for them to keep up with the airlines around Pasay City. It will allow them to take advantage of the preferences of the passengers.
- Airline Employees should understand that the passenger perception is highly equated to the reliability, assurance, empathy, tangible, and responsiveness of the services of the airline. They can use this study to advance their knowledge on sustaining the competitiveness in the SERVQUAL variables.
- The Airline Management and Future Researchers should acknowledge the diverse qualities that passengers have in air travel and ticketing preferences. Both must be knowledgeable on timely and crucial technological advancements that could help the passengers have a better airline experience.
- Future researchers can use this study to explore the dynamics of passenger perception towards airlines. Future researchers should weigh further the importance of each variable and understand the individual impacts of Punctuality, Coordination, Optimality, Behavior, Compassion, and Value.

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