Service Quality Attributes and Customer Loyalty: Case Study of Pakistan International Air Line

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The study focuses on the sympathetic activation of service quality attributes on customer loyalty of the passengers/customers of the Pakistan Internal Airline (PIA). The data were collected from the passengers of PIA from the four major airports located in the diverse location of Pakistan. The research tests the hypothesis that the service quality is positively related to the customer satisfaction. The sample of 394 passengers was administered with two sets of questionnaire seeking their responses on service quality attributes of the airline and perceived level of their loyalty towards the airline. The reliability and the validity of the instrument was tested with the help of Cronbach' Alpha and Confirmatory Factor analysis. Prior to the multiple regression analysis the data were tested for multi-collinarity, Durban test and Levene's test in order to ensure normality and Hom'/oscedasticity of the data. One way ANOVA employed to measure the difference between mean of service quality and loyalty of passengers of PIA Karachi, Lahore, and Islamabad. The statistical analysis of the data was conducted via utilizing two of statistical software's i.e. SPSS and Liseral. The finding of the study reveals that expected service quality attributes, i.e. (tangibility, reliability, responsiveness and empathy) has a significant effect on customer loyalty. Whereas, service quality attributes, i.e. (assurance) is found as the insignificant predictor of customer loyalty of PIA passengers, therefore, the management of the Airline shall take measures to significantly improve its assurance to the passengers with regards to its safety, security, and punctuality.

***Keywords*:** service quality, customer loyalty, Pakistan International Airline, SERVQUAL, SPSS, Liseral

Air travel has always been classified as one of the most intangible service industries (Kloppenborg & Gourdin, 1992) and delivery of high quality service to its passengers has always been imperative for the survival and sustenance of competitiveness of any airline industry and sustained growth (Chen, 2008; 2010). The quality service enhance customer's loyalty which is antecedent of cost savings, increased market share and improved profitability. According to (Lin & Wu, 2011), the passengers who feel unsatisfied or dissatisfied with the service quality received are not expected to travel in the same airline. Service quality standards manipulate a business competitive advantage and gain customer support, as well as enhance market share. Therefore, the customer loyalty has long been regarded as an important goal for any organization (Yang, & Peterson, 2004: Rauyruen & Miller, 2007) and customer loyalty has been the logical behavioral response of passengers delighted with the delivery of superior value (Parasuraman & Grewal, 2000; Yang, & Peterson, 2004).

The Pakistan International Airline (PIA) is the flag carrier of Pakistan, which laid its foundations over the wreckage of few piston engines of a tiny airline known as Orient Airways in 1954. With the revenue loss of initial two years, the airline started generating profit in 1957 and became the first Asian airline in 1960 that operated a specific jet passenger aircraft Boeing 707, in the sector of Karachi-London. One year later, the same aircraft was launch in a trans-Atlantic route to New York. In 1964 Pakistan International Airline was the first non communist airline that operated to China follow to Europe via Moscow. Pakistan International Airline started services to the

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Northern Areas of Pakistan on economical fares. With partial loss of its assets on the dismemberment of East Pakistan, the National Carrier re-surfaced at international arena with high skilled, fast growing and as competitive airline organization. Pakistan International Airline was rated as the leading and the most efficient airline for the year 1981 Hajj operation (Baloch, Jamshed & Zaman,2014).

Although all the proceeded years of success and glory and highly manage airline, PIA saw decline in the 1990s due to growing trend as well as increasing rate of operational cost combine with rate of return. Subsequently since 2000 due to poor performance at all level resultantly today PIA bring near to bankruptcy. Today PIA is considered the world highest aircraft employees ratio followed by increasing accident ratio as well as high maintenance cost combine with low service quality PIA lost customers loyalty and satisfaction (Baloch et.al, 2014). With the passage of time government gave bailout packages and release great number of financial funding for restoration. However, all these were becomes fruitless dues to managerial pearls packages and over staffed workers salaries. Nowadays PIA flight cancellation and delays are become routine rather than the exception and turnover the passengers turnover from national flag carrier airline and competition in the airline industry on the other (PIA Annual Report, 2008; 2010; 2014).

Forging dismal picture of the PIA performance in view , there is a need to work on multidirectional fronts to improve its operational effectiveness and strategic competitiveness alike. And this calls for improving the product standard on one hand and service quality on the other. There is lot of recognition in the researched literature that the service quality has proven significance in the attainment and maintenance of market share and return on investment goals for an organisation (Chen, 2008; Anderson & Zeithaml 1984; Phillips, chang & Buzzell, 1983). The substantial part of the overall responsibility for the improvement of service quality rests upon the employees detailed to contact and deliver to the passengers. Baloch et.al (2014) calls such customer service employees “corporate ambassadors" because hold keys to build organizational image and passengers’ loyalty towards it. The association between service provider and customer is predicted is significant attribute of service quality because services are usually operated with high interpersonal variable (Brown & Swartz 1989; Crosby & Stephens 1987; Crosby 1991).

Keeping in view the declining bond and trust amongst PIA and passengers there is a dire need to analyze the prevailing standard of expected service quality vis-à-vis passengers’ expectations. The analyses would help in identifying grey areas contributing negatively towards customers’ and charting appropriate response to ensure customers. To attain this goal PIA service quality focus shall not be on its delivery only rather the service shall be delivered in such a way that it creates and manage passenger experiences with the PIA as a brand. Revival of service quality in PIA to the degree of passengers’ expectations would bring the airline back to better competitive position in the industry (Baloch et.al, 2014).

The underlying point which PIA administration must understand that the quality of buyer-sellers interaction heavily depends upon the service quality” (Kotler, 2012). Hence; the PIA, to become a successful service company, shall understand the service-profit chain relationship. In the quest to drive down its cost and save revenue PIA must be conscious enough to ensure that its relationship with the customers is not mangled. The focus revolves around the investigation upon the relationship between Pakistan Airline (PIA) service quality and passenger loyalty. In Pakistan, none of the research study so far has been conducted to measure the service quality attributes on customer loyalty particularly on PIA. To overcome the existing research gap the objective of this study is to measure the impact of expected service quality attributes with five of its main facets suggested by Kotler (2012) i.e. (tangibility, reliability, responsiveness, assurance and empathy) on PIA customer loyalty. This research is of special significance for making the Pakistan International Airline as an economically viable entity which is quietly switching towards the candidacy of privatization. The research has its organizational applications as it intends to set guidelines for the managers to value chain by improving operational effectiveness and to satisfy customer’s expectations through ensuring internal service quality.

Literature Review

Today’s airlines are operating in highly fluid and competitive environment and customer loyalty is a crucial factor that plays a significant role for achieving the competitive advantages in such a competitive milieu (Lin &

Wang, 2006; Forgas, Moliner, Sánchez, & Palau, 2010). Quality is a dynamic force to enhance customer loyalty as well as competitiveness (Edvardsson, 1992). In the past decades the term service quality was given due consideration due to its great affect on firms competitiveness, cost, value consumer loyalty (Hallowell, Schlesinger & Zornitsky, 1996; Cronin and Taylor, 1992; Chang & Chen, 1998; Silvestro & Cross, 2000; Newman, 2001; Gummesson, 1998; Guru, 2003 and Sureshchander et al., 2002). Service quality is considered a great marketing strategy for business to accomplished service differentiation and consumer loyalty (Levitt 1981, Parasuraman et al. 1985). In order to understand the concept of service quality following table shows in detail.

Definitions: Quality / Service Quality	**Author**
"Quality consists of the capacity to satisfy wants".	Edwards, 1968
"Quality is the degree to which a specific product satisfies the wants of consumer".	Gilmore, 1974
"Quality is fitness for use"	Juran, Gryna, Richard and Bingham, 1974
"Quality is the degree of excellence at an acceptable price"	Broh 1982
"Delivering quality service means conforming to customer expectations".	Lewis and Booms 1983
"Customers define what the company's quality standards shall be".	Parasuraman et al. 1985
"Quality of conformance means producing a product to meet the specification".	Saraph, Benson and Schroeder,1989
"Team work and employee participation are crucial to the success of service quality"	Berry, 1991
"Customers' overall judgment of the excellence of service offering"	Santos, 2003
"Ability of an organization to satisfy customers' needs, according to their expectation"	Yoo and Park, 2007
"Key determinant of firm's financial performance and customers"	Guo and Tang, 2009
"Positive association among word-of-mouth communication and customer loyalty".	Gruen et al.,2006
"Service quality and customer loyalty always return provides customer loyalty"	Lai, Griffin and Babin, 2009

Despite the undoubted significance of service quality (Qualls & Rosa, 1995), like its definition, its measurement has also has been a mysterious construct (Brown & Swartz, 1989; Carman, 1990; Parasuraman et al., 1988). Some of the frequently investigated dimensions of service quality models explored by the review of the literature exercise are:

Attributes	**Sub-Dimensions / Sub factors**	**Author**
Tangibility	"Physical outlook/ infrastructure, facilities, equipment, and appearance of personal, elegance, internal and external infrastructure".	Parasuraman et at. 1985,1988;
Reliability	"Ability to perform the promised service dependably and accurately".	Garvin 1987; Johnston and McConnell, 1989; Misterek, Dooley et.al, 1990; Mersha and Adalkha, 1991
Responsiveness	"Willingness to help customer and provide prompt service"	Garvin 1987; Johnston et at. 1989; Selvestro, Johnston and Warwick, 1990; Mersha and Adalkha 1991
Assurance	"Employees/ staff Knowledge and courtesy in dealing with different wants / desires of customers"	Garvin 1987; Johnston et al. 1989; Misterek et at. 1990; Selvestro and Johnston, 1990; Mersha and Adalkha 1991
Empathy	"Individualized / customized Sympathy, compassion, Care an air-line provides to its customers".	Johnston et at. 1989; Selvestro and Johnston 1990; Avkiran 1994

Parasuraman et al. (1985) argued that service quality is characterized with following features: intangibility, heterogeneity (means inconsistency in quality provision); inseparability (meaning consumed as produced). Hence, customer contact is key factor of service quality. Adding further to their own research Parasuraman, Zeithaml, Berry Leonard (1985) describes ten main dimensions to measure service quality which are discussed below.

Service Quality Dimensions	Meanings
Tangibility	Look and physical appearance of the personnel, material, facilities, tools and equipment used for service provision.
Reliability	Ability to deliver service as promised in accurate manner
Responsiveness	Willingness and readiness of employees to provide timely service to the customer
Competence	Possession of skills needed to perform the desired service
Courtesy	Dealing customers with politeness and respect, in friendly manner
Credibility	Having customer belief of Trustworthiness about the delivery of service
Security	Let the customer feel free from any fear or risk in physical, or financial terms
Communication	Informing and listening customers, feedback etc
Access	Convenience in approachability of location, office, service delivery place etc.
Understanding	Having correct perspective of customer needs and expectations

Source: Parasuraman, Zeithaml, Berry Leonard (1985)

However, in his subsequent research Parasuraman et al. (1988) condensed these ten dimensions condensed into five, tangibles, reliability, responsiveness, assurance, and empathy which is discussed below.

DIMENSION	DEFINITION	EXAMPLES OF QUESTIONS AIRLINE CUSTOMERS MIGHT ASK
Reliability	Ability to perform the promised service dependably and accurately	Is my flight on time?
Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials	Is the plane, the gate, the baggage area clean?
Responsiveness	Willingness to help customers and provide prompt service	Are the flight attendants willing to answer my questions?
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence	Are the ticket counter attendants, flight attendants, and pilots knowledgeable about their jobs?
Empathy	Caring, individualized attention provided to customers	Do the employees determine if I have special seating, meal, baggage, transfer or rebooking needs?

Source: Parasuraman et al. (1988)

Research studies revealed that in airline industry delivering of superior services is considered a key factor of survival in today competitive environment (Chen & Chang, 2005; Gilbert & Wong, 2003). The superior service quality is significant to gain customer loyalty (Chang and Yeh, 2002). In Airline service the service quality is more visible because of the instances or negative perceptions about complexity of seat reservations, improper check in, late arrival or take off, change of flight schedules and lack of information to passengers, mishandling as well as loss of baggage, poor quality of food and refreshment during flight, feeling of insecurity, past accidents etc. According to (Rhoades & Waguespack, 1999) the passengers may use such instances / perceptions due to their deep observation or judgment of airline overall quality. Research studies define different attributes of service quality in airline industry that have great impact on customer's perception regarding service delivered and develop the service carrier image. Ritchie, Johnston and Jone (1980) and Tolpa (2012) compiled a list of attributes which are produced in subsequent tables in given order below:

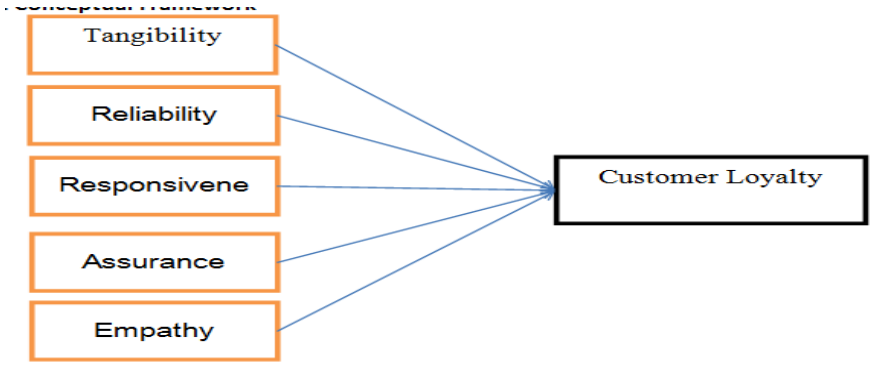
Service Aspects/ activities	Source/ Authors
"Price, safety, timelines, baggage transportation, food quality, seat comfort, check-in process and on-board services"	Gourdin (1988); Elliot and Roach (1993)
Airlines reliability (safety) ; Aircraft type	Fick and Ritchie (1991)
First customer contact / interaction with contact employees	Carlzon (1987);
Seat comfort, safety, courtesy of staff	Tsaur, Chang and Yen (2002)
"Frequency and timings, punctuality, airport location and access, seat accessibility/ticket flexibility, frequent flyer benefits, airport services, in-flight services"	Shaw (2007)
Employee's service, safety and reliability, on board service, schedule, on time performance, frequent flyer program	Liou and Tzeng (2007)
"Flight schedule, total fare, flexibility, frequent flyer program, punctuality, catering, ground services"	Teichert et al. (2008)
Level of concern and civility, listening and understanding, individual attention, cheerfulness, friendliness, courtesy	Babbar and Koufteros (2008)
Airline brand, price, sleep comfort	Boetsch et al. (2011)

Source: Tolpa (2012)

According to Mittal and Frennea (2010) customer loyalty is achieved by the post consumption feelings about the product or service and different from concepts of brand image, brand equity, brand trust, and brand commitment. According to Parasumaran et al., (1991), consistent delivery of reliable and fair services is a key to achieve customer loyalty. Most of the research studies of the past maintain a direct relationship between service quality and consumer loyalty. Agustin and Singh (2005) consider that gaining and sustaining customer loyalty is more important than achieving customer loyalty in competitive environment. Loyal customers are least sensitive to price and need less degree of communication efforts with (Gómez, Arranz, andCillán, 2006). Provision of superior service quality is often competitive strategy of airlines to enhancecustomer loyalty, improve airline image which results in increased loyalty, market share, and increased profit. in and Wang (2006) terms customer loyalty as lynchpin for sustenance of a business competitive advantage (Lin and Wang, 2006; Chen and Hu, 2010).Several researchers in this regards are available in the literature (Sultan and Simpson, 2000; Park, Robertson, and Wu, 2006; Tsaur, Chang, and Yen, 2002). On the basis of through literature review, following hypotheses are developed for this study.

H1: Service quality attributes i.e. tangibility has significant relationship with customer loyalty.
H2: Service quality attributes i.e. reliability has significant relationship with customer loyalty.
H3: Service quality attributes i.e. responsiveness has significant relationship with customer loyalty.
H4: Service quality attributes i.e. assurance has significant relationship with customer loyalty.
H5: Service quality attributes i.e. empathy has significant relationship with customer loyalty.

Conceptual Framework



Method

Research study is quantitative in nature.

Population

The targeted population of the study was 25000 passengers of PIA of four well known cities of Pakistan namely, Peshawar, Islamabad, Lahore and Karachi.

Sample Size Determination

The sample size 394 was determined with the help of formula (Yamane, 1967) for finite population.

$n = N/1+N*(e)^2$ n

Sampling

For data gathering non- probability sampling technique i.e. convenience sampling was used. The proportionate allocation method for determining the sampling fraction in each of the strata. The table below reflects the detailed working of proportionate allocation method based on the frequency of flights per month, and number of passengers traveling each month (Baloch, 2011).

Passengers	Passengers (Ni)	Sample (ni)
Bacha Khan Airport Peshawar	4500 ni = Ni*n/N	71
Benazir Airport Islamabad	7500 ni = Ni*n/N	118
Allama Iqbal Airport Lahore	7000 ni = Ni*n/N	110
Jinnah Airport Karachi	6000 ni = Ni*n/N	95
Total Passengers	25000	394

Total 394 questionnaires were distributed among literate passengers, of domestic and international flights, on convenience basis. The total usable questionnaires returned were 360 thereby making the response rate to 91.4%.

Measurement Instrument

Service Quality

The research study used five dimensions of SERVQUAL, which have been investigated in 22 statements, directed to measuring service quality in the PIA based on 5 point Likert Scale.

Customer Loyalty and

The questionnaire items for customer loyalty 3 each were taken from the study of (Srinivasan, Anderson, and Ponnavolu, 2002; Huang, 2008). All the questionnaire items are constructed on 5 point Likert Scale.

Results

Table 1

Demographic Variables of Passengers of PIA

Gender	**Frequency**	**Percent**	**Cumulative Percent**
Male	339	94.2	94.2
Female	21	5.8	100.0
Total	360	100.0	
Age	**Frequency**	**Percent**	**Cumulative Percent**
18-28	242	67.2	67.2
29-39	51	14.2	14.2
40 and above	67	18.6	18.6
Total	360	100.0	100.0
Total	360	100.0	

Gender	Frequency	Percent	Cumulative Percent
Male	339	94.2	94.2
Female	21	5.8	100.0
Qualification	**Frequency**	**Percent**	**Cumulative Percent**
Under Graduates	46	12.8	12.8
Graduates	314	87.2	100.0
Total	360	100.0	

The above captioned table depicts that male respondents were 339 out of 360 members that represent 94.2% of the total whereas; 21 females represent 5.8% of the total sample. Participants with the ages of 18-28, 29-39 and 40 and above years represent 242, 51 and 67 out of 360 members that depict 67.2%, 14.2% and 18.6%.Under graduate and graduate qualified participants were 46 and 314 out of 360 members.

Table 2

Reliability and Validity

Expected Service Quality	Cronbach's Alpha	No of items
Tangibility	.966	4
Reliability	.953	5
Responsiveness	.736	4
Assurance	.830	4
Empathy	.770	5
Customer Loyalty	.832	3

Inter-item reliability coefficient for different variables were found above .70 which is good enough for further statistical analysis (Sekaran, 2003).

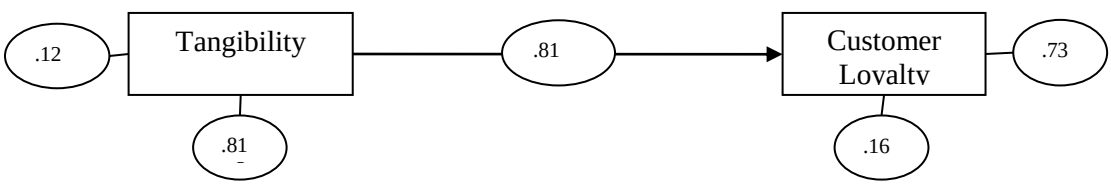
Validity and Confirmatory Factor Analysis

The content and face validity of measurement instrument i.e. (questionnaire) was checked by veteran research scholars. The scholars in this regard validated the questionnaire and gave the permission for data collection. For construct validity the particular model of the research study was examine through confirmatory factor analysis (CFA) and structure equation model. The CFA is performed on the data because some of the questionnaire items were constructed. For constructed measurements items the CFA is performed (Usluel et al., 2008). For examining model fitness study used seven fit indices namely (X^2/df, GFI, AGFI, NNFI, CFI, RMSR, RMSEA).

Structural Analysis for Expected Service Quality and Customer Loyalty

4.2.1.1 Confirmatory Factor Analysis for Model 1

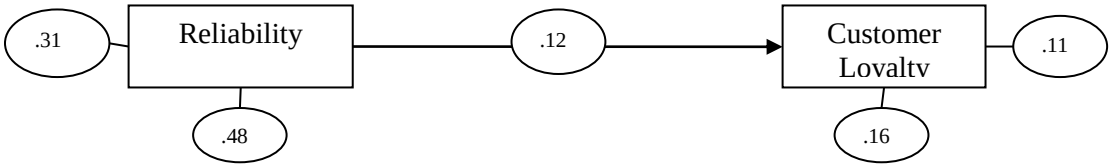
Result of 2 factor model i.e. actual tangibility and customer loyalty is as follows.



Chi-Square=2.46, df =1, P-value=.000, RMSEA=0.07

4.2.1.2 Confirmatory Factor Analysis for Model 2

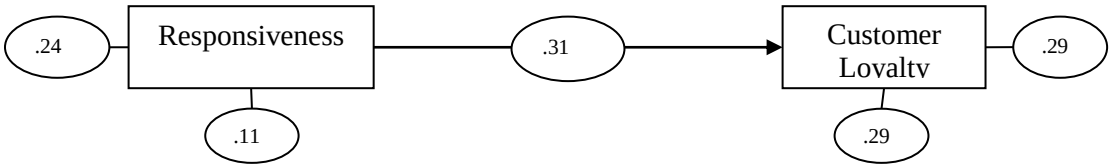
Result of 2 factor model i.e. actual reliability and customer loyalty is as follows



Chi-Square=2.1, df = 1, P-value=.006, RMSEA=0.06

4.2.1.3 Confirmatory Factor Analysis for Model 3

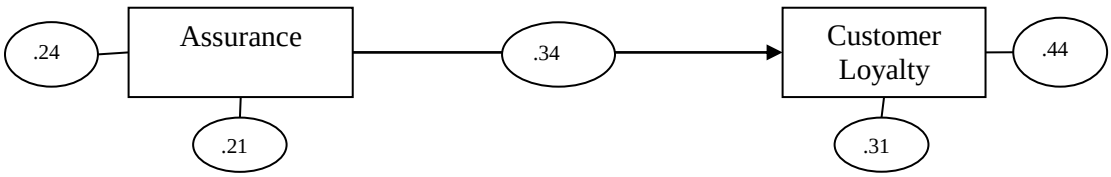
Result of 2 factor model i.e. responsiveness and customer loyalty is as follows



Chi-Square= 2.8, df =1, P-value=.000, RMSEA=0.07

4.2.1.4 Confirmatory Factor Analysis for Model 4

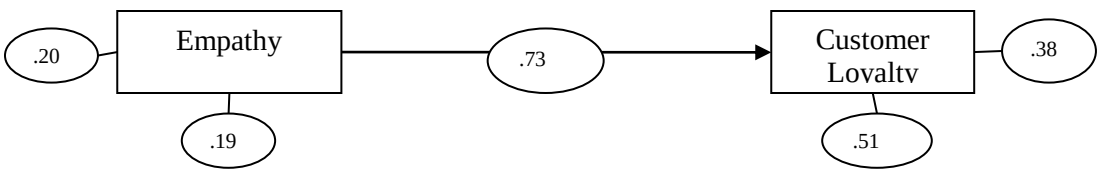
Result of 2 factor model i.e. assurance and customer service is as follows



Chi-Square= 2.4, df =1, P-value=.000, RMSEA=0.06

Confirmatory Factor Analysis for Model 5

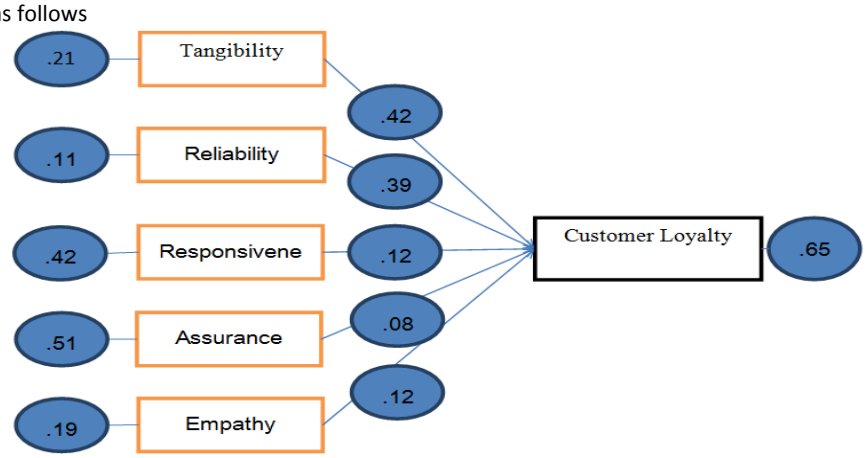
Result of 2 factor model i.e. empathy and customer loyalty is as follows is as follows



Chi-Square= 2.9, df =1, P-value=.000, RMSEA=0.07

CFA for Model 6

Result of 5 factor model i.e. expected (tangibility, reliability, responsiveness, assurance, empathy and customer service) is as follows



Chi-Square=15.23,df =5, P-value=.018, RMSEA=0.064

Table 3

Goodness of fit for overall Models

Models	*NFI*	*AGFI*	*RMSEA*	*GFI*	*RMR*	*CFI*	*X^2/df*
Standard Value (Uslueletal., 2008)	>.9	>.8	<.08	>.9	<.1	>.9	<.3
Actual Service Quality and Customer Loyalty							
Model 1	.90	.87	.05	.91	.03	.96	2.3
Model 2	.91	.91	.07	.95	.01	.99	2.5
Model 3	.97	.83	.08	.92	.03	.94	2.8
Model 4	.92	.82	.07	.93	.04	.96	2.7
Model 5	.91	.80	.06	.91	.02	.93	2.3
Model 6 (Full Factor Model)	.92	.97	.07	.94	.01	.96	2.5

X^2= chi-sqr, df = degree of freedom, GFI = goodness of fit index AGFI = RMR = root mean error of residuals RMSEA = root means sqr error of approximation, CFI = comparative fit index, NFI = normed fit index

Seven fit aforementioned indices i.e. (X^2/d.f, GFI, AGFI, NNFI, CFI, RMSR, RMSEA) were used for checking the goodness of fit for all alternative models. The result of all the alternative models depicted that all values have their own significant loadings and all alternative models are good fit.

Table 4

Matrix Pearson Correlation

Service Quality	**1**	**2**	**3**	**4**	**5**	**6**
1.Tangibility	1					
2.Reliability	.56**	1				
3.Responsiveness	.14**	.25**	1			
4.Assurance	.26**	.35**	.17**	1		
5.Empathy	.43**	.17**	.33**	.33**	1	
6.Customer Loyalty	.41**	.47**	.43**	.31**	.38**	1

**P<.01, *P<.05 (two-tailed)

The result of correlation amid expected services quality attributes i.e. (tangibility, reliability, responsiveness, assurance, empathy) and customer loyalty reveals that (r = .41, p<.05), (r = .47, p<.05), (r = .43, p<.05), (r = .31, p<.05), (r = .38, p<.05) there exists significant positive relationship between independent variables and dependent variables.

Regression Analysis between Service Quality Attributes and Customer Loyalty

Table 5

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.62	.27		-2.33	.02
Expected Tangibility	.12	.06	.12	2.22	.03
Expected Reliability	.25	.05	.28	5.13	.00
Expect Responsive	.32	.05	.28	6.19	.00
Expected Assurance	.09	.05	.08	1.75	.08
Expected Empathy	.19	.06	.19	3.10	.00

R = .62 R square=.34, F-value=45.14, With p value=0.000

DV: Customer Loyalty

Analysis was conducted to examine the reasons of expected service quality on customer loyalty. The F value was found 45.14 which show the overall regression model was fit. The R-square value depicted that 33.9% variation in customer loyalty is explained by expected tangibility, reliability, responsiveness, assurance and empathy. The regression coefficient of β_1 i.e. expected tangibility was found positive and concluding the results, a unit change of expected tangibility will bring increase in the customer loyalty by an amount of .12; this further implies that expected tangibility has significant positive effect on customer loyalty. The regression coefficient of β_2 i.e. expected reliability was found positive and concluding the results, a unit change of expected reliability will bring increase in the customer loyalty by an amount of .25; this further implies that expected reliability has significant positive effect on customer loyalty. The regression coefficient of β_3 i.e. expected responsiveness was found positive and concluding the results, a unit change of expected responsiveness will bring increase in the customer loyalty by an amount of .32; this further implies that expected responsiveness has significant positive effect on customer loyalty. The regression coefficient of β_4 i.e. expected assurance was found positive and concluding the results, a unit change of expected assurance will bring increase in the customer loyalty by an amount of .09; this further implies that expected assurance has insignificant positive effect on customer loyalty. The regression coefficient of β_5 i.e. Expected empathy was found positive and concluding the results, a unit change of expected empathy will bring increase in the expected customer loyalty by an amount of .19; this further implies that expected empathy has significant positive effect on customer loyalty.

Discussion and Findings

The aim of this research was to investigate the phenomena of perceptual service quality and customer loyalty with special reference to Pakistan International Airline (PIA). The Pearson Correlation was performed to check out the relationship amid predictors and response variables. The result of correlation amid expected services quality attributes i.e. (tangibility, reliability, responsiveness, assurance, empathy) and customer loyalty reveals that there exists significant positive relationship between independent variables and dependent variables. The multiple regression analysis was conducted to examine the cause of expected service quality on expected customer loyalty. The F value show the overall regression model was fit. The R-square value depicts that 33% variation in customer loyaltyis explained by expected tangibility, reliability, responsiveness, assurance and empathy. The regression coefficient of β_1 i.e. expected tangibility is found positive and significant which indicated that expected tangibility has significant positive effect on customer loyalty. The result of the study was consisted with the previous study of (Aksoy, Atilgan and Akinci, 2003).The regression coefficient of β_2 i.e. expected reliability is found positive and significant which implies that expected reliability has significant positive effect on customer loyalty. The result of the study was consisted with the previous study of (Bowen and Headley, 2000).The regression coefficient of β_3 i.e. expected responsiveness is found positive and significant which implies that expected responsiveness has significant positive effect on customer loyalty. The result of the study was consisted with the previous study of (Brueckner and Whalen, 2000).The regression coefficient of β_4 i.e. expected assurance is found positive and significant which implies that expected assurance has insignificant positive effect on customer loyalty. The result of the study was consisted with the previous study of (Bowen and Headley, 2000).The regression coefficient of β_5 i.e. expected empathy is found positive and significant which further implies that expected empathy has significant positive effect on customer loyalty. The result of the study was consisted with the previous study of (Doganis, 2000).

Table 8

Summary of the Findings

No.	Hypothesis	Accept/ Reject
1	H1: Expected tangibility has significant effect on expected customer loyalty	Accept
2	H2: Expected reliability has significant effect on expected loyalty	-do-
3	H3: Expected responsiveness has significant effect on expected customer loyalty	-do-
4	H4: Expected assurance has significant effect on expected customer loyalty	Reject
5	H5: Expected empathy has significant effect on expected customer loyalty	Accept

Conclusion

The study reveals that there exists significant and positive relationship between expected quality attributes and loyalty of PIA passengers. On the basis of result this study concluded that staff preparing arrangements should be executed constantly. Furthermore, PIA required to give due consideration to their frontline employees and train them regarding how to administrate with client aptitudes, rehearse persistence, certainty to look after the client issues, quiet and lively disposition with clients notwithstanding when confronting work weight. PIA needs to revisit it's all stages of value chain with the aim of bringing improvements. Revamping of its flying fleet, administrative staff, front line employees behavior, and cabin crew and flight management would collectively convert PIA in to an efficient airline. In this way averting risks, for example, fuel supporting, protection for flying machine and motor will guarantee for PIA staying away from unusual occasions, adjusting the toll cost. Reasonable flight plans, appropriate flight times and general flights will add to comfort. The transportation office requires that aircrafts take after their agreement of carriage, which is the legitimate understanding amongst travelers and the carrier, however they don't let them know what to put in it. Carriers ought to deliberately incorporate their client responsibilities in the agreement, which cover how travelers will be dealt with if there's a deferral or an administration intrusion.

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Received: May 16th, 2016
Revisions Received: Dec 1st, 2016