Airline Image and Service Quality Effects on Traveling Customers' Behavioral Intentions in Jordan

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Abstract

The purpose of this study was to examine the effect of airline image and service quality on traveling customers' behavioral intentions in Jordan. A questionnaire was designed by the author in order to achieve the objectives of the study, consisting of forty-eight (48) items to obtain the required information out of the study sample. The applications used to analyze and examine the hypothesis are the Statistical Package for Social Sciences (SPSS). The main results of the study were; A significant effect of Airline Image was observed with regard to customers' behavioral intentions at the level of ($\alpha \leq 0.05$) as well as a significant effect of service quality was observed with regard to customers' behavioral intentions at the level of ($\alpha \leq 0.05$).

Keywords: Airline Image, Service Quality, Customers' Behavioral Intentions, Jordan

1.0 Introduction

The airline industry has evolved rapidly in recent decades. It was a luxurious form of travel early in the last century but has become one of the most common methods of travel today. Today, air travelers have more choice in the selection of their travel providers than was previously available. In a competitive market, the airlines must understand customer loyalty in order to keep their customers. Customer satisfaction is a major consideration as customers decide whether to stay loyal to their travel provider or defect (Reichheld, 2006). Customers select their travel providers based on how well the travel providers meet their service expectations (Parasuraman, *et al.,* 1996). Consequently, in order to keep their customers, airlines must become increasingly sophisticated about understanding their customers' expectations in an effort to maintain the quality of service their passengers demand. To do so, airline management must understand the critical success factors of service quality. Significant amount of research was done into the fields of service quality and meeting customers' expectations and subsequently being distinguishable from competitors are key goals in order to thrive in today's globalized world. It is imperative that service-providing companies measure and scrutinize service quality and image as a modus operandi into influencing the behavioral intentions of their customers (Saha and Theingi, 2009). Existing theories can be refined to encompass new variables that are essential to explain and predict customer behavior (Oh, 1999). In this global climate of downturn and high running costs, it is essential for airlines to provide their key customers, the passengers, with high quality service in order to yield satisfaction. This in turn generates repeat clientele, ensures a preferred supplier status from other enterprises, enhances prospective market shares; revenues would benefit significantly from these upswings (Ozment and Morash, 1994). Several studies have applied the theoretical service quality model on the airline milieu (Fick and Ritchie, 1991; Sultan and Simpson, 2000; Chang and Yeh, 2002). This approach had the shortcoming of neglecting to include other variables which tend to influence airline service evaluation and passengers' behavioral intentions and satisfaction; a shortcoming which was to be addressed in later studies.

Sufficient evidence has accumulated that customer behavior has been influenced by public perceptions of the value, cost and corporate image of the service and their provider (Andreassen & Lindestad, 1998; Bloemer *et al.,* 1998; Nguyen LeBlanc, 1998; McDougall & Levesque, 2000; Varki & Colgate, 2001). These now-rudimentary variables had often been ignored in earlier airline service research; such an oversight incurred flaws in the modeling of service quality. Marketing professionals have come to include such variables in their studies in an attempt to enhance the predictive capacity of pertinent models (Fitzsimmons and Fitzsimmons, 1994). Encompassing these variables, even the more intangible ones, has become a necessity in the prospect of evaluating airline service quality, passengers' behavioral intentions and satisfaction. To be able to envisage behavioral patterns more accurately and to contribute to the bustling research into airline service, this study aims to comprehensively cover the aforementioned variables.

2.0 Research Problem and Questions

Airline companies tend to concentrate on a certain variable in relation to customer's behavioral intentions.

Frequently, the most variable considered is the service quality provided by the airline, followed by other variables, such as airline image. Previous studies had extensively researched the direct effect of mentioned variables on the customers' intentions, yet many had failed to introduce a mediate variable in order to clarify the effect marketing variables holds on customers' behavioral intentions and the relationship between them. Based on that we will propose the following two questions:

Question One:
Is there an effect of $Airline\ Image$ on Customer Behavioral Intentions?
Question Two
Is there an effect of $Service\ Quality$ on Customer Behavioral Intentions?

3.0 Significance of the Study
The significance of the study is to reveal useful patterns for customer behavioral intentions, which could contribute in improving and enhancing the understanding of air passengers' behavioral intentions by understanding the effect caused by marketing variables. The study is another step in expanding research in the relations between marketing variables and air passengers' behavioral intentions, as dictated by the perceived price fairness, and encourages further studies to include other mediate variables.

4.0 Objectives of the Study
This study aims to identify the effect of airline image and service quality on Customers' Behavioral Intentions. The study will try to explore if there is an effect of airline image and service quality on Customer Behavioral Intentions. Based on the literature review, the following research hypotheses were formulated:

$H0_1$: There is significant effect of **Airline Image, and Service Quality** on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

Derived from the following sub-hypotheses:
$H0_{1-1}$: There is a significant effect of Airline Image on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).
$H0_{1-2}$: There is a significant effect of Service Quality on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

5.0 Theoretical Framework
As many other industries, the airline industry is still a large and growing one; thanks to its central role in the globalization movement which is taking place in other industries, for it facilitating economic growth, world trade, tourism and international investment. Air travel for business purposes and for leisure had grown greatly worldwide; in the last decade, air traveling has grown by 7% per year. In the past year, 730 million passengers have flown on U.S. airlines, which is a 1.3% increase to that region alone. Thanks to new aircrafts that takes leisure to the next level, people are now more willing to spend long hours in planes to get to far and exotic destinations. Such change awoken governments to the benefits of tourism to their national economics, driving it to develop that industry, through various ways; building resorts and infrastructure to attract tourists from first world countries. As the economies of developing countries grow, their own citizens are becoming the new future international tourists.

Travelling for business purposes have also increased as companies grown international in relations of their investments, their supply sources and production chains, as well as their customers. The rapid growth of world trade in goods, services and international direct investment have also contributed to growth in business travel. Across the world, International Air Transport Association (IATA) predicts that international air travel will grow by an average of 6.6% a year until the end of the decade. These rates are parallel to those of the past ten years. In areas where the air travel market is developed, such as Europe and North America, a slower rate of growth expected (4-6%). The most vibrant growth is centered on the Asia/Pacific region, due to the fast-growing trade and investment, which are coupled with rising local prosperity. In this region, air travel has been rising by up to 9% a year and is predicted to proceed to grow rapidly. In terms of total passenger trips, however, the main air travel markets of the future will continue to be in and between Europe, North America and Asia. Since competition is growing, with new airline companies emerging and offering air ride for cheaper prices and less fees, current airlines have had to recognize the need for radical change to ensure their survival and prosperity. Many have attempted to cut costs aggressively, to reduce capacity growth and to increase load factors. To meet the requirements of their increasingly perceptive and shrewd customers, some airlines found they had to invest heavily in the quality of service that they provide, both on the ground and in the air. Eschewing the needs for tickets, introducing new interactive entertainment systems, and more comfortable seating are just some of the

product enhancements being introduced to attract and retain customers.

Deregulation of airlines is stimulating competition, in form of small, low-cost carriers. The US started the movement in 1978 and Europe followed suit. 'Open skies' agreements are beginning to dismantle some of the regulations governing which carriers can fly on certain routes. Nevertheless, the aviation industry is characterized by strong nationalist sentiments towards domestic 'flag carriers'. In many parts of the world, airlines will therefore continue to face limitations on where they can fly and restrictions on their ownership of foreign carriers.

Despite the restrictions it faced and still faces, the airline industry has proceeded along the path towards globalization and consolidation, characteristics associated with the normal development of many other industries. It has accomplished this through establishing alliances and partnerships between airlines, linking their networks to expand access to their customers. Hundreds of airlines have entered into alliances, ranging from marketing agreements and code-shares to franchises and equity transfers. The outlook for air travel industry is one of strong growth. For airlines, the future will provide numerous challenges, especially in the growing competition that is increasing rapidly during the last few years. Successful airlines will be those who continue to tackle their costs and improve their products, thereby securing a strong presence in the key world aviation markets.

5.1 Airline Image

It has been established through previous studies that a good corporate image could be useful to an organization in various ways, including delaying rival entering the market, charging price premium on customers (Rindova *et al.,* 2005). Corporate image also affects customer's choice of company and influences customer's perception of the goods and services offered (Andreassen & Lindestad, 1998). Meanwhile, however, Page & Fearn (2005) found that while bad image negatively affects brand equity, a good image does not assure strong brands. Rhee & Haunschild (2006) also found that service providers that enjoy good reputation suffer more than providers with a poor reputation when they make a mistake.

Corporate image can be defined as perceptions of an organization reflected in the associations held in customer memory (Keller, 1993). A planned and well-managed corporate image is the most promising marketing strategy for attracting current customers (Fombrun & Shanley, 1996). A company with a good image is more likely to stand out in the marketplace because it draws both repeat customers and trial users (Connor & Davidson, 1997). The more favorable a company's image, the more likely customers will assume that the services tendered by that company are better, of higher quality and worth more in actual price (Dowling, 1994). Similarly in the airline industry, the more favorable image passengers have, the more likely negative elements about the airline will be filtered out of passengers' consciousness. Passengers who have a favorable image of the airline consider a particularly bad flight to be an exception to their impression of the airline (Ostrowski *et al.,* 1993). Thus, a favorable image separates and distinguishes the company from its competitors.

5.2 Service Quality

The rapid development and competition of service quality, in both developed and developing countries has made it important for companies to measure and evaluate the quality of service encounters (Brown and Bitner, 2007). Several conceptual models have been developed by different researchers for measuring service quality. It is envisaged that conceptual models in service quality enable management to identify quality problems and thus help in planning for the launch of a quality improvement program, thereby improving the efficiency, profitability and overall performance (Seth and Deshmukh, 2005).

Although the definitions of service quality vary, the definitions are all formulated from the customer perspective: that is, what customers perceive are important dimensions of quality (Lewis, 1989). Gronroos (1982) and Parasuraman, *et al.,* (1988) were the pioneers in the conceptualization of the service quality construct, these authors maintained that the overall perception of quality was a disconfirmation of a customer's expectation and his/her evaluation of a service. The dimensions of service quality have also been debated in the literature. For example, Gronroos (1982) proposed technical (the tangible aspects of service delivery) and functional (the expressive performance of the service) qualities as two critical dimensions of service quality. Alternatively, Parasuraman *et al.,* (1988) proposed five service quality dimensions, namely, tangibles, reliability, responsiveness, assurance and empathy.

Reliability means the service provider's ability to perform the promised service both dependably and accurately. Customers expect reliable service delivery and that the service is delivered on time, in the same manner, and without errors every time.

Responsiveness is customer service's willingness to help customers and to provide prompt service. For example, keeping customers waiting may create unnecessary negative perceptions of quality. Whenever a service failure occurs, the ability to recover quickly and with professionalism can still leave customers very positive perceptions of service quality.

Assurance refers to the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features: competence to perform the service, politeness and respect for the customer, effective communication with the customer, and the general attitude that the server has the customer's best interests at heart.

Empathy refers to the caring and individualized attention which the customer gets during the service delivery. This includes the approachability, sensitivity of service employees and effort to understand the customer's needs.

Tangibles are the physical aspects of service delivery i.e. the appearance of physical facilities, equipment, personnel, and communication materials (Awoke, 2010).

The above dimensions identified by Parasuranametal (1988:23) are the basis for SERVQUAL questionnaire designed by the same researchers for measuring the service quality. The same authors (1990: 180) conclude that the SERVQUAL questionnaire and therefore the five service quality dimensions are suitable for measuring the quality of internal services as well, and not just for measuring external service quality. According to Douglas & Connor (2003:166), the intangible elements of a service (inseparability, heterogeneity and perishability) are the critical determinants influencing service equality perceived by a customer.

Chang (2008) supports the earlier line of thinking by Grönroos developed "The Gap Analysis Model", which is a well known model of service quality. This model shows an integrated view of the customer-company relationship. The main idea of the model is focused on the premise that service quality is dependent on the size and direction of the five gaps that can exist in the service delivery process.

▪ *Gap 1:* the gap between customer expectations and those perceived by management to be the customer's expectations.

▪ *Gap 2:* the gap between management's perception of customer expectations and the firm's service quality specifications.

▪ *Gap 3:* the gap between service quality specifications and service delivery.

▪ *Gap 4:* the service delivery, external communication gap.

▪ *Gap 5:* the perceived service quality gap, the difference between expected and perceived service.

5.3 Customer behavioral intentions

Behavioral intention (BI) is defined as a person's perceived likelihood or "subjective probability that he or she will engage in a given behavior" (Committee on Communication for Behavior Change in the 21st Century, 2002: 31). BI is behavior-specific and operationalized by direct questions such as "I intend to [behavior]," with Likert scale response choices to measure relative strength of intention. Intention has been represented in measurement by other synonyms (e.g. "I plan to [behavior]") and is distinct from similar concepts such as desire and self-prediction (Armitage & Conner, 2001). Ajzen (1991) argued that BI reflects how hard a person is willing to try, and how motivated he or she is, to perform the behavior. Due to its ability to predict customer's behavior, behavioral intention has been set as the dependent variable in many studies (Zeithaml *et al.,* 1996).

Customer's behavioral intention can be favorable or unfavorable: favorable behavioral intention can -and usually- result into brand or service provider loyalty, increased business volume, recommending the service provider to other customers and the inclination to pay higher prices. On other hand, unfavorable behavioral intention results in higher probability of customers changing service providers, plan to reduce business volume, spread negative experience via word of mouth and refuse to pay premium prices (Zeithalm *et al.,* 1996). Due to such consequences, researchers encouraged studying and understanding customer's behavioral intentions, believing it must be the main concern for marketing researchers (Malhotra & McCort, 2001), which was met by more exploration of the antecedents of customer's behavioral intentions; such as price, service quality, corporate image and customer satisfaction has influence on customer's behavioral intentions. Basic behavioral intention (e.g. I intend to exercise more) may be elaborated in terms of how, when, and other specifics (e.g. I intend to jog for 30 minutes at least four times a week). The former has been labeled a goal intention and the latter an implementation intention (Milne *et al.,* 2002). Research has shown that specification in planning is associated with a greater likelihood to perform the behavior (Scholzetal, 2008).

6.0 Previous Studies

Degirmenci *et al.,* (2012) study aimed to evaluate consumer satisfaction at Turkish Airlines, the factors affecting consumer's experience were analyzed using weighted SERVQUAL methodology. In addition, the gap between Turkish Airline's current service quality and 5-star service quality defined by SKYTRAX (the most accepted airline quality rating organization that uses evaluations of airline consumers' from all over the world) was measured. The analysis and the results were extended by constructing 5 hypotheses. In determining the factors affecting consumer's experience, unlike the studies in the literature, SKYTRAX consumer satisfaction criteria were considered. Factor analysis grouped the questions included in the survey into 6 factors (dimensions): ground handling, employees, in-flight services, e-commerce, image and empathy. The results suggested that image dimension has the highest consumer satisfaction level; employees and empathy dimensions followed the image. E-commerce has the lowest satisfaction level; in-flight services and ground handling service followed that. Another result is that meals and passenger transferring services have the highest impact on consumer satisfaction. Furthermore, as expected none of service quality dimensions are around the desired 5-star consumer satisfaction level defined by SKYTRAX.

Another study by Archana & Subha (2012) aimed to examine the underlying forces of service quality influences on passengers' satisfaction in aircraft transport. The study examines which dimensions have a positive influence on service quality and which dimensions have the most and least important impact on service quality in international air travel, as perceived by airline passengers. The findings of this study are based on the analysis of a sample of 270 respondents. This study analyzed the data from passengers of three classes: namely, economy, business and premium. The results suggest that there are different factors of in-flight service quality that are important according to the customer seat class. The dimensionality of perceived service quality in international air travel was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations. The findings reveal that these three dimensions are positively related to perceive service quality in international air travel and of these dimensions. Cuisines provided and seat comfort safety are the most important dimension in in-flight service quality. Personal entertainment is the most important dimension as perceived by airline passengers in In-flight digital service quality. Online ticket booking is another dimension in back-office operations. In addition, the findings indicate that passengers' satisfaction on different airline companies varies on basis of the services delivered.

While Akin (2011) study the brand personality, which he considers as the most important factor affecting the attitude and intention of the customer. Akin collected data through questionnaires and analyzed the answers he received and reached positive results in regards to the link between brand personality and customer's behavioral intentions.

Lai & Chen (2010) study the behavioral intentions of public transit passengers and the roles of service quality, perceived value in directing these intentions. By using passenger survey system from the Kaohsiung Mass Rapid Transit (KMRT), they analyzed the conceptualized relationship model, which found that all casual relationships between the variables and customer behavioral intentions are statistically significant.

While the purpose of Saha & Theingi (2009) paper was to examine the relationships among the constructs of service quality, satisfaction, and behavioral intentions in passengers of three low-cost carriers (LCCs) offering airline services in Thailand. The study finds that the order of importance of the dimensions of service quality tested here is: flight schedules; flight attendants; tangibles; and ground staff. Passenger satisfaction with these service-quality dimensions is found to be very important in explaining behavioral intentions. Satisfied passengers are mostly influenced by the schedule. Such customers engage in positive word-of-mouth communication and have high repurchase intentions. Dissatisfied passengers prefer to change airlines, rather than provide feedback to the LCCs. The study has not definitively established causality among the constructs of service quality, satisfaction, and behavioral intentions. Moreover, satisfaction is based only on service quality. Future research should examine the causality and other possible satisfaction factors. Managers of LCCs who have not traditionally placed a high priority on quality should be aware of the importance of service quality and passenger satisfaction in determining the behavioral intentions of passengers of LCCs.

Al-Mutairi (2010) study aimed at detecting the Impact of service quality and relationship marketing on customer loyalty on Jazeera Airways in Kuwait state. The study indicated moderation in airways service quality from the sample of the study passengers' perspectives for all quality dimensions (Tangibility, Reliability, Response, Security and Sympathy), where the scale showed that the level of the quality was medium from passengers' perspectives. Same for the level of company interest in building marking relations with its passengers, where the

study affected the company's interest in building random relations with its passengers, in all three dimensions (Reliability, Commitment, and Communications) in medium degree. The study showed also decrease in the level of company's passenger loyalty.

While the aim of Aladwan, *et al.,* (2010) study was to perceive the impact of the pillars of application quality in the airline companies operating in the Jordanian market. This study aims to perceive the effect of applying quality fundamentals in the airlines companies working in the Jordanian market, as well as perceive the most prominent obstacles that prevent applying the basic elements of quality fundamentals. This study arrived to the following results: i. Applying philosophy of service quality management highly affected the profitability of airlines companies. ii. Applying philosophy of service quality management highly affected the annual growth of sales of airlines companies. iii. Applying philosophy of service quality management, highly affected decreasing quality costs in airlines companies. iv. There is a positive correlation of statistical indication between the level of applying philosophy of service quality management on one side and the increase of profitability of airline companies on the other side, except the principle of work difference .v. There is a positive correlation of statistical indication between the level of applying philosophy of service quality management on one side and the annual growth of sales in airlines companies on the other side, except the principle of focusing on customer .vi. There is a positive correlation of statistical indication between the level of applying philosophy of service quality management on one side and decreasing of quality costs in airlines companies on the other side.

7.0 Methodology

7.1 Study Population and Sample
To increase credibility, it is important to choose a sample which represents the population under investigation. The population of the study consisted of the Jordanian passengers at Queen Alia Airport, with focus on the First Class passengers. To achieve the study objectives, the researcher chose a convenience sample of flights, considering the capacity of each flights and number of passenger onboard consisted of (400). After distributing (400) questionnaires for passengers on selected flights, a total of (343) answered questionnaire were retrieved, which is (86%) of the total distributed questionnaires. After checking the retrieved questionnaires, the (306) questionnaires were valid for statistical analysis. Ultimately, (77%) of the total questionnaires distributed entered the analysis.

7.2 Demographic Variables
Tables (1) show the demographic variables of the study sample. It shows that (38.2%) of the study sample are males and (61.8%) are females. For Age, (53.60%) of the study sample ranged between (30) years or less, while (23.53%) of the study sample ranged between 31 to 34 years, (11.11%) of the study sample ranged between (35 – 39) years, and (11.76%) of the study sample were 40 years and above. For academic qualification, Table (1) shows that the majority of respondents of the study sample have a bachelor degree. With regards to frequency of flying, about (30.72%) are flying at least once a week; (19.61%) are flying at least once a year; (11.11%) are flying at least once a month; (13.72%) are flying less than once a year and (24.84%) are flying at least once a quarter.

7.3 Study Tools and Data Collection
The current study is two fold, theoretical and practical. In the theoretical part, the researcher relied on the scientific studies that are related to the current study. Whereas in the practical side, the researcher relied on descriptive and analytical methods using the practical manner to collect, analyze data and test hypotheses. The collected data were designed to reflect the study objectives and questions and also to test the relationship between the study variables. It was gathered through questionnaires. The questionnaire was divided into the following sections:

Section One: *Demographic Variable*s. The demographic information was collected with closed-ended questions, through four factors (Gender, Age, Qualification, and Frequency of Flying).
Section Two: **Independent variables**, this section measure Airline Image and Service Quality through 23 items, three items for measuring Airline Image, 20 items for measuring Service Quality on a five Likert scale as follows: 1 = Strongly Disagree, 2= Disagree, 3=Neutral, 4 Agree and 5 = Strongly Disagree
Section Three: **Dependent variables**, this section measure Customer Behavioral Intentions through four items on a five Likert scale as illustrated in section two.

Table (1) Descriptive of Sample Study

No.	Variables	Categorization	Frequency	Percent
1	Gender	Male	117	38.2
		Female	189	61.8
Total			306	100
No.	Variables	Categorization	Frequency	Percent
2	Age	30 years or less	164	53.60
		From 31 – 34 Years	72	23.53
		From 35 – 39 years	34	11.11
		40 Years More	36	11.76
Total			306	100
No.	Variables	Categorization	Frequency	Percent
3	Qualification	Diploma	49	16.01
		Bachelor	183	59.80
		High Diploma	26	8.50
		Master	44	14.38
		PhD	4	1.31
Total			306	100
No.	Variables	Categorization	Frequency	Percent
4	Frequency of Flying	At least once a week	94	30.72
		At least once a year	60	19.61
		At least once a month	34	11.11
		Less than once a year	42	13.72
		At least once a quarter	76	24.84
Total			306	100

7.4 Statistical Treatment

The data collected from the responses of the study questionnaire was treated through *Statistical Package for Social Sciences* (*SPSS*) version 18and Amos version 18 for analysis and conclusions. Finally, the researcher used the suitable statistical methods that consist of: Percentage and Frequency, Cronbach Alpha reliability (a) to measure strength of the correlation and coherence between questionnaire items, arithmetic Mean to identify the level of response of the study sample individuals to the study variables, Standard Deviation to measure the responses spacing degree about Arithmetic Mean, One sample t-test, Multiple & Simple Regression analysis to Measure the impact of study variables, and Relative importance, based on the following equation:

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{5 - 1}{3} = \frac{4}{3} = 1.33$$

Low degree from 1- less than 2.33, while Medium degree from 2.33 – 3.66, and High degree from 3.67 and above.

7.5 Validity and Reliability

Validity: To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research elements was accurately performed by academic reviewers specialized in Business Administration and Marketing as well as professional people working in the traveling industry. Some items were added, based on their valuable recommendations. Some others were reformulated to become more accurate and clear, and this is required for the purpose of enhancing the research instrument.

Reliability

The reliability analysis applied to the level of Cronbach Alpha (α) is the criteria for internal consistency, which was at a minimum acceptable level (Alpha ≥ 0.60) suggested by (Sekaran, 2003). These results are the acceptable levels as suggested by (Sekaran, 2003). The results were shown in Table (2).

Table (2) Reliability of Questionnaire Dimensions

No.	Dimensions	No. of Items	Alpha Value (α)
1	**All Variables**	27	0.884
2	Airline Image	3	0.720
3	Service Quality	20	0.869
4	**Customer Behavioral Intentions**	4	0.712

7.6 Descriptive analysis of study variables

7.6.1 Airline Image

The researcher used the arithmetic mean, standard deviation, item importance and item level. As shown in Table (3) clarifies the Airline Image, where the arithmetic means range between (3.50- 3.85) compared with General Arithmetic mean amount of (3.66).The researcher observes that the highest mean was for the item "*I have always had a good impression of this airline*" with arithmetic mean (3.85), Standard deviation (0.82). The lowest arithmetic mean was for the item "*Image I believe that this airline has a better image than its competitors*" with Average (3.50) and Standard deviation (1.00). In general, it appears that the Airline Image level from the study sample viewpoint was Median.

Table (3) Arithmetic mean, SD, item importance and Airline Image level

No.	Airline Image	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
1	I have always had a good impression of this airline	3.85	0.82	18.04	0.00	1	High
2	Image I believe that this airline has a better image than its competitors	3.50	1.00	8.81	0.00	3	Median
3	In my opinion, this airline has a good image in the minds of passengers	3.63	0.91	12.09	0.00	2	Median
	General Arithmetic mean and standard deviation	3.66	0.76				

t- Value Tabulate at level (α≤ 0.05) (1.649)

7.6.2 Service Quality

The researcher used the arithmetic mean, standard deviation, item importance and item level. Table (4) clarifies the Service Quality, where the arithmetic means range between (3.20-4.10) compared with General Arithmetic mean amount of (3.58). The researcher observes that the highest mean was for the item "*Employees give passengers personal attention*" with arithmetic mean (4.10), Standard deviation (0.67). The lowest arithmetic mean was for the item "*Sincere interest in solving problems (flight cancellation, baggage loss, etc.)*" with Average (3.20) and Standard deviation (0.82). In general, it appears that the Service Quality level from the study sample viewpoint was Median.

Table (4) Arithmetic mean, SD, item importance and Service Quality level

No.	Service Quality	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
4	Up-to-date aircraft and in-flight facility	3.75	0.80	16.25	0.00	6	High
5	Meal service (items, tastes, freshness, quantity, appearance)	3.53	0.83	11.17	0.00	10	Median
6	Seating comfort	3.21	0.97	3.79	0.00	18	Median
7	Seat space and Legroom	3.35	0.77	7.97	0.00	16	Median
8	In-flight entertainment services (books, newspapers, movies, magazines, etc.)	3.68	0.98	12.25	0.00	9	High
9	Convenience of reservation and ticketing	3.87	0.83	18.38	0.00	3	High
10	Promptness and accuracy of reservation and ticketing	3.74	0.91	14.13	0.00	7	High
11	Performance is on-time	3.30	0.92	5.64	0.00	17	Median
12	Sincere interest in solving problems (flight cancellation, baggage loss, etc.)	3.20	0.82	4.26	0.00	20	Median
13	Quality Check-in service (waiting time, efficiency, etc)	3.21	1.00	3.62	0.00	18	Median
14	Promptness and accuracy of baggage delivery	3.41	1.15	6.16	0.00	14	Median
15	The amount imposed for overweight baggage	3.87	0.74	20.56	0.00	3	High
16	Providing seat that passengers prefer	3.83	1.03	13.99	0.00	5	High
17	Neat appearance of employee	3.70	1.06	11.64	0.00	8	High
18	Employees who are willing to help passengers	3.51	0.71	12.53	0.00	11	Median
19	Employees are courteous	3.36	0.71	8.84	0.00	15	Median
20	Employees who have the knowledge to answer passengers' questions	3.48	0.83	10.17	0.00	13	Median
21	Employees give passengers personal attention	4.10	0.67	28.87	0.00	1	High
22	Convenient flight schedule	3.51	0.96	9.30	0.00	11	Median
23	Non-stop flight	3.96	0.34	23.07	0.00	2	Median
General Arithmetic mean and standard deviation		3.58	0.85				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)

7.6.3 Customer Behavioral Intentions

The researcher used the arithmetic mean, standard deviation, item importance and item level as shown in Table (5). Table (5) clarifies the Customer Behavioral Intentions, where the arithmetic means range between (2.81-3.97) compared with General Arithmetic mean amount of (3.40). The researcher observes that the highest mean was for the item "*I would recommend Jordanian Airlines to other people*" with arithmetic mean (3.97), Standard deviation (0.88). The lowest arithmetic mean was for the item "*I would sign up for Jordanian airlines frequent flyer membership in the near future*" with Average (2.81) and Standard deviation (0.94). In general, it appears that the Customer Behavioral Intentions level from the study sample viewpoint was Median.

Table (5)
Arithmetic mean, SD, item importance and Customer Behavioral Intentions level

No.	Customer Behavioral Intentions	Mean	St.D	t- value Calculate	Sig	Item importance	Item level
36	I would consider flying Jordanian Airlines again in the future	3.54	1.23	7.65	0.000	2	Median
37	I would recommend Jordanian Airlines to other people	3.97	0.88	19.46	0.000	1	High
38	I would recommend Jordanian airline as the of choice despite the increase of tickets prices	3.27	0.81	5.88	0.000	3	Median
39	I would sign up for Jordanian airlines frequent flyer membership in the near future	2.81	0.94	3.57	0.000	4	Median
General Arithmetic mean and standard deviation		3.40	0.96				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.649)

7.7 Hypotheses Testing

To test the main hypotheses, one sample t-test, multi, and simple linear Regression analysis with (F) test using ANOVA table and Path analysis was used as follows:

$H0_1$: There is no significant effect *Airline Image, and Service Quality* on Customer Behavioral Intentions at level ($\alpha \leq 0.05$).

To test this hypothesis, the author uses the multiple regression analysis to ensure the effect of *Airline Image and Service Quality* on Customer Behavioral Intentions, as shown in Table (6).

Table (6) Multiple regression analysis test results of the effect of airline image and service quality on CBI

	)R(	)R^2(	F Calculate	DF	Sig*	β		T Calculate	Sig*
Customer Behavioral Intentions	0.601	0.361	42.06	3	0.00	Airline Image	0.312	6.926	0.000
				302		Service Quality	0.439	7.426	0.000

* the effect is significant at level ($\alpha \leq 0.05$)

Results indicate that there is a significant effect of airline image and service Quality on Customer Behavioral Intentions. The **R** was (0.601) at level ($\alpha \leq 0.05$), whereas the **R^2** was (0.361). This means the (0.361) of Customer Behavioral Intentions changeability's results from the changeability in airline image and service Quality. As **β** was (Airline Image = 0.312; Service Quality = 0.439), this means the increase of one unit in Customer Behavioral Intentions concerned will increase Variables value (Airline Image = 0.338; Service Quality = 0.454).

Confirms significant impact F calculate was (41.634) and its significance at level (α≤ 0.05), and that confirms valid main hypothesis:

There is significant effect of *Airline Image and Service Quality* on Customer Behavioral Intentions at level (α ≤ 0.05).

To ensure the effect of each variable on Customer's Behavioral Intentions. The researcher divides this hypothesis into two sub hypotheses, and uses the simple regression analysis to test each sub-hypothesis, as follows:

H0$_{1-1}$: There is no significant effect of Airline Image on Customer Behavioral Intentions at level (α ≤ 0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Airline Image on Customer Behavioral Intentions. As shown in Table (7).

Table (7) Simple Regression Analysis test results of the effect of Airline Image on Customer Behavioral Intentions

	)R(	)R^2(	F Calculate	DF	Sig*	β	T Calculate	Sig*
Customer Behavioral Intentions	0.513	0.263	108.63	1	0.00	0.472	10.423	0.00
				304				
				305				

* the impact is significant at level (α≤0.05)

Table (7) shows that there is a significant effect of Airline Image on Customer Behavioral Intentions. The ***R*** was (0.513) at level (α≤ 0.05), whereas the ***R^2*** was (0.263). This means the (0.263) of Customer Behavioral Intentions changeability's results from the changeability in Airline Image. As ***β*** was (0.472), this means the increase of one unit in Airline Image will increase Customer Behavioral Intentions value (0.472). Confirms significant effect F Calculate was (108.635) and its significance at level (α≤ 0.05), and that confirms valid sub-first hypotheses:

There is significant effect of Airline Image on Customer Behavioral Intentions at level (α≤ 0.05).

H0$_{1-2}$: There is no significant effect of Service Quality on Customer Behavioral Intentions at level (α ≤ 0.05).

To test this hypothesis, the researcher uses the simple regression analysis to ensure the effect of Service Quality on Customer Behavioral Intentions. As shown in Table (8).

Table (8) Simple Regression Analysis test results of the effect of Service Quality on Customer Behavioral Intentions

	)R(	)R^2(	F Calculate	DF	Sig*	B	T Calculate	Sig*
Customer Behavioral Intentions	0.376	0.142	50.134	1	0.000	0.833	7.081	0.000
				304				
				305				

* the impact is significant at level (α≤0.05)

Table (8) shows that there is a significant effect of Service Quality on Customer Behavioral Intentions. The ***R*** was (0.376) at level (α≤ 0.05), whereas the ***R^2*** was (TT0.142). This means the (TT0.142) of Customer Behavioral Intentions changeability's results from the changeability in Service Quality. As ***β*** was (0.833), this means the increase of one unit in Service Quality will increase Customer Behavioral Intentions value (0.833). Confirms

significant effect F Calculate was (50.134) and its significance at level (α≤ 0.05), and that confirms valid sub-second hypotheses:

There is significant effect of Service Quality on Customer Behavioral Intentions at level (α≤ 0.05).

8.0 Results

From the above analysis we can summarize the results as follows:

1. There is significant effect of (***Airline Image and Service Quality***) on Customer Behavioral Intentions at level (α ≤ 0.05).
2. There is significant effect of Airline Image on Customer Behavioral Intentions at level (α≤ 0.05).
3. There is significant effect of Service Quality on Customer Behavioral Intentions at level (α≤ 0.05).

These results agree with Ishaqa (2012) whose results provide insights regarding relative importance of corporate image, and service quality for building customer loyalty; and also agree with Pandey & Joshi (2010) whose results reveals customer satisfaction has direct relationship with behavior intentions of the customer. Saha &Theingi (2009) found that the passenger's satisfaction with service quality dimensions is very important in explaining behavioral intentions. The results also agree with Park & Wu (2005) whose results confirmed a significant relationship between the Airline Service Quality on Airline Image and Passengers' Future Behavioral Intentions.

9.0 Recommendations

Based on the above results the following recommendations will be suggested:

1. The study results have shown that Airlines image is highly affecting the customers' behavioral intentions. As a result, Airlines companies should sustain its favorable image among its current customers and to be able to attract new customers.
2. Airlines companies should maintain good service quality they offer for their passengers as it is internationally compared with other airlines and it is considered competitive in the airline market field.
3. Airlines companies should increase the ability to obtain its customers' satisfaction,
4. Airlines companies must train their employees so to have higher capability to answer passengers' questions.

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