



Volume and Issues Obtainable at Center for Sustainability Research and Consultancy

Journal of Business and Social Review in Emerging Economies

ISSN: 2519-089X (E): 2519-0326

Volume 6: Issue 2 June 2020

Journal homepage: www.publishing.globalcsrc.org/jbsee

Predictors of Corporate Reputation through Service Quality: A Study of Air Asia Customers Perspectives

¹Then Moliy Virappan & ²Tak-Jie Chan

¹Faculty of Business, Social Sciences and Hospitality Management, SEGi University, Petaling Jaya Selangor, Malaysia, thenmoliyvirappan@gmail.com

²Faculty of Business, Social Sciences and Hospitality Management, SEGi University, Petaling Jaya Selangor, Malaysia, chantakjie@segi.edu.my

ARTICLE DETAILS

History

Revised format: May 2020

Available Online: June 2020

Keywords

airline industry, AirAsia, service quality, SERVQUAL, corporate reputation

ABSTRACT

Hospitality and tourism industries have become one of the pivotal industry that contribute to the growth of the nation's economy. However, less studies actually pay attention to the aviation industry where this industry has faced a lot of challenges and crisis in the past decade. Hence, this study aims to examine the predicting factors of service quality on corporate reputation of AirAsia in Malaysia. The study utilized SERVQUAL model to guide the study. A quantitative (survey) research design was employed wherein a total of 200 completed questionnaires was obtained from the Malaysian's customers of AirAsia, through purposive sampling. Based on the correlation analysis, tangibility, reliability, responsiveness, assurance has a positive and moderate relationship with corporate reputation, while empathy has a positive and high relationship with corporate reputation. In addition, multiple regression analysis showed that responsiveness, assurance, and empathy were the contributing factors to corporate reputation. However, tangibles and reliability were not the predictors of corporate reputation. Conclusion, implications, and suggestion for future study were also discussed.



© 2020 The authors, under a Creative Commons Attribution-NonCommercial 4.0

Corresponding author's email address: chantakjie@segi.edu.my

Recommended citation: Virappan, T. M., & Chan, T. J. (2020). Predictors of Corporate Reputation through Service Quality: A Study of Air Asia Customers Perspectives. *Journal of Business and Social Review in Emerging Economies*, 6(2), 789-798

1. Introduction

Hospitality and tourism industries have become one of the prominent industry globally. According to Tourism Malaysia (2019), the figures showed that Malaysia's tourism industry performance portrayed a positive development as the arrivals of tourists went up by 3.7% within a year, where it has helped to support the aviation industry of Malaysia. Hence, service quality plays an essential role, especially in the airline industry, as its performance and quality of services will directly affect the reputation of the company (Agyapong, 2011). This has further supported the notion of Hapsari, Clemes, and Dean (2016) that service quality has been globally recognized as an important factor in many industries worldwide as it aids in enhancing a company's profit and retaining the consumers. According to

Archana and Subha (2012), if the customers are unsatisfied with the service quality, they might hesitate to travel with the company in the future. Therefore, this will surely affect the corporate reputation of the company.

In Malaysian, the airline industry has faced a lot of peaks and troughs in the past decade. Among the unfortunate events include increase of fuel prices, increase of security insurance, and natural disaster that ranges from disease outbreak to volcano eruption in neighbouring country that interferes the operation of air travel industry (Mun & Ghazali, 2011). Besides, the most notable ones are the cases of MH370 and MH17 crisis that shook the entire world in 2014 whereby up to 30,000 cancellation of tickets occurred after the MH370 went missing because it has caused a severe loss of trust among the fliers towards Malaysia's airline companies as a whole (Mohd Ayob & Masron, 2014), whereas, the crisis of MH17 had resulted in serious reduction ticket booking placement for about 33% weekly (News Straits Times, 2015).

In addition, although airline companies strive to deliver high service quality to all their customers, they most often fail to do so because it is unable to fulfill the expectations of various types of passengers (Kandampully, Zhang, & Bilgihan, 2015). This is because customers are particular towards their needs and the likelihood of switching to the rivals that provides better services are high.

Although there are many challenges faced by the airline industry, Hasim, Shamsudin, and Ishak (2018) argued that airline transportations' demands were still existing despite the unforeseen tragedies and economic crisis. In fact, there are an increment of airline passenger escalated from 6.0% in 2014 to 7.4% in 2015 based on the compound annual growth rate (IATA, 2019). According to Delbari (2016), due to emergence of tough competitors and unforeseeable crisis, airline companies have to think how to improvise the quality of their service to ensure customers are satisfied and favorable corporate reputation can be built (Gupta, 2018).

Academically, there are many of the existing studies focus on influence of service quality and customer satisfaction (Ali & Raza, 2017; Chan & Goh, 2019; Felix, 2017; Namukasa, 2013). Besides, there are also numerous past research that focuses on the influence of corporate social responsibility (CSR) on corporate reputation (Esen, 2013; Lee, Chang, & Lee, 2017; Lu, Abeysekera, & Cortese, 2015). However, investigations that emphasizing on service quality and corporate reputation in the Malaysian context is still scarce and required further investigation.

Based on the voids highlighted, therefore, the current study aims to find out the predicting factors of service quality (tangibles, reliability, responsiveness, empathy, assurance) and corporate reputation of Air Asia.

2. Literature Review

2.1. Service quality

Agyapong (2011) and Fauzi (2018) defined service quality as consumers' effort to compare the service quality expected by customers with the actual quality of the service that was provided by a particular organization. Hapsari *et al.*, (2016) asserted that when comes to the airline industry and keeping up with the massive competition, airline company needs to ensure that they give good service quality as to compare to their rivals. Felix (2017) further added that usually service quality is regarded as a significant prerequisite and the deciding factor of competitiveness to establish and retain a gratifying relationship with the customers.

Whereas, according to Munusamy, Chelliah, and Pandian (2011), the quality of service provided is highly crucial when trying to achieve customer satisfaction because accumulation of bad and unjoyful experiences associated with the company will have a bad impact on a customer's perception and the company's reputation. Therefore, it is clearly visible that airlines need to improvise their service and technologies to upkeep the exclusive service quality and satisfy the customers, which in return will bring about the desired and solid corporate reputation.

2.2. Corporate reputation

Corporate reputation has been researched in various academic disciplines includes economics, accounting, psychology, corporate communication, marketing and organizational development (Wepener & Boshoff, 2015). Corporate reputation is relatively stable, specific aggregate perceptual representation of a company's past and future

actions (Walker, 2010). Meanwhile, Walsh and Beatty (2007) defined corporate reputation as the customer's overall evaluation of a firm based on his or her reaction to the firm's goods, services, communication activities, interactions with the firm and/or its representatives or constituencies (such as employees, management, or other customers).

Based on Wang, Lo, and Hui (2003) implied that the outcome of the previous actions of a company is the reputation and it can be considered as a reflection of the company's way in dealing with the targeted groups of consumers. Besides, positive thoughts on a company's corporate reputation often increase customer loyalty and maintaining a strong reputation which will allow a sustainable competitive advantage (Özkan, Süer, Keser, & Kocakoç, 2019).

Nevertheless, Walker (2010) emphasized that a company's reputation may be different depending on the stakeholders, contexts, and issues involved. Therefore, there are views on which exact stakeholder to consider when assessing corporate reputation. For instance, there are employee-based reputation, investor-based reputation, public-based reputation, and customer-based reputation (Shamma, 2012). Despite that, there is still very limited empirical research done to examine the corporate reputation based on customers, who is identified as the most important stakeholder group of a company (Walsh & Beatty, 2007).

2.3. Relationship between Service quality and reputation

Özkan *et al.* (2019) aimed to investigate the impact of customer satisfaction and service quality on customer loyalty mediated by perceived value of services, corporate reputation, and corporate image in Turkey's banking industry. The findings explained that, service quality and customer satisfaction had a positive impact on customer loyalty through the mediators.

Moreover, Famiyeh, Kwarteng, and Dadzie (2016) measured CSR and firm's reputation in terms of product and service quality in Ghana business industry. The study demonstrates that firm's reputation was positively affected in terms of product and service quality.

A study by Namukasa (2013), aims to apply SERVQUAL when assessing service quality in the airline industry of Uganda. The study's findings had resulted in pre-flight, in-flight, and post-flight services had a significant influence on fliers' satisfaction. Meanwhile, when the SERVQUAL model is applied in another industry which is in the banking industry of Pakistan, the findings of Raza, Jawaid, and Hassan (2015) study implies both the service quality and customer satisfaction are positively associated. Another research done by Wilson (2018) within Indonesian Airline context, found that both service quality and brand image had a positive and significant impact on customer loyalty.

Based on past research discussed, it was proven that service quality has applied in different industry depends on the nature of the organizations. Nonetheless, the current study is focusing on AirAsia in Malaysian context. Hence, measuring corporate reputation through service quality is indeed necessary. Based on the above discussion, therefore, the current study conceptualized and hypothesized that:

Dimensions of Service Quality

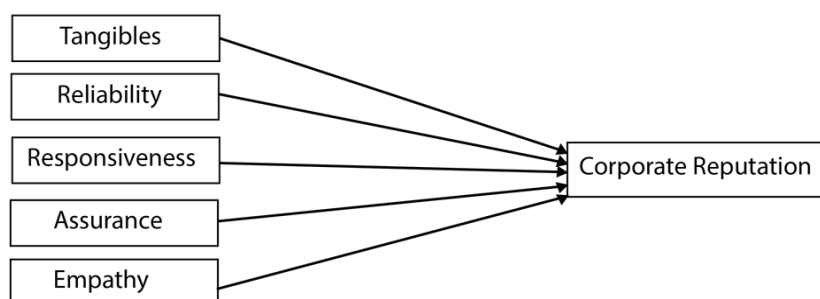


Figure 1: Conceptual between dimensions of service quality and corporate reputation

H₁: There is a positive relationship between tangibles and corporate reputation.

H₂: There is a positive relationship between reliability and corporate reputation.

H₃: There is a positive relationship between responsiveness and corporate reputation.

H₄: There is a positive relationship between assurance and corporate reputation.

H₅: There is a positive relationship between empathy and corporate reputation.

H₆: Dimension of service quality (tangibles, reliability, responsiveness, assurance, empathy) is the predicting factors of corporate reputation.

3. Methodology

3.1. Research Design

Aliaga and Gunderson (2002) defined quantitative research as an explanation of a phenomena done by collecting numerical data that are analyzed using mathematical techniques. According to Babbie (2015), survey design is the suitable method to apply in this study as it allows the researchers effectively to measure attitudes and opinions of respondents in a large population. Survey method was selected because it was more cost-effective and time-efficient to gather large responses from the identify population (de Leeuw, 2008).

3.2. Population and sampling procedures

For this study, purposive sampling method was implemented. Purposive sampling concentrate on a certain characteristic of a population that the researchers are interested in (Ping, 2012). Specific criteria have been accomplished, wherein the targeted respondents have to be a customer of AirAsia that have taken a flight at least once in the past 12 months. This criteria was aligned with the study by Chong, Low, Tai, Tan, and Tan (2015); Musa and Wong (2011). By having these experiences, the customers would have a better understanding on the quality of the services portrays by the airline company.

In relation to the sample size, Beavers, Iwata, and Lerman (2013) stated that the sample about 150 to 300 respondents as a total sample size is considered suitable. In addition, Sekaran and Bougie (2016), stated that a sample size ranging from 30 to 500 is sufficient and acceptable for social science studies. Based on the scholars' views stated above, a total of 200 sample size was still considered appropriate for statistical analysis.

3.3. Measurement

The questionnaire comprised of close-ended questions. The questionnaire was divided into three (3) sections. Section A covers the demographic profile of the respondents such as gender, age, race, education level, travel frequency with AirAsia, and frequency of interaction with AirAsia's employees. In Section B, it comprised the five dimensions of the service quality: tangibles, reliability, responsiveness, assurance, and empathy (Ahn & Lee, 2011; Chilembwe, 2014; Gilbert & Wong, 2003; Parasuraman, Zethaml, & Berry 1988; 1991; Young, Cunningham, & Lee, 1994). The Section C covers the items of corporate reputation (Fombrum, Gardberg, & Sever, 2000; Lohmann, 2016; Walsh, Beatty, & Shiu, 2009).

The items were measured using Likert-type scale, ranging from (1) Strongly Disagree (2) Disagree; (3) Slightly Agree; (4) Agree, and (5) Strongly Agree to measure the variables. Both the service quality (IV) and corporate reputation (DV) was measured using interval and ratio data. Meanwhile, the demographic variables which are the gender, age, race, and educational level were measured by using nominal and ordinal data.

3.4. Pilot Testing

30 sets of questionnaires were distributed to the students who have experiences with Air Asia in a private college in Petaling Jaya as a pilot test. Cronbach's alpha was used to measure the reliability of the variables to determine the accuracy and consistency of the data gathered from respondents. The criterion for the reliability analysis can be accepted when the Cronbach's alpha coefficient is more than 0.70 (Saunders, Lewis, & Thornhill, 2015). The reliability results for this actual study ranged from 0.703 to 0.893 (Table 1). This indicates that the items of the instrument are highly reliable.

Table 1: Cronbach's alpha value of the variables

Variable(s)	No. of Items	Cronbach's Alpha value (Pre-Test, n=30)	Cronbach's Alpha Value (Post-Test, n=200)
-------------	--------------	---	---

Service Quality Dimensions			
Tangibles	4	0.774	0.666
Reliability	4	0.778	0.762
Responsiveness	4	0.893	0.752
Assurance	4	0.703	0.723
Empathy	4	0.810	0.798
Corporate Reputation	10	0.851	0.884

3.5. Normality Analysis

Skewness and Kurtosis were used to assess the distributed data normal or vice versa. It is important to ensure the data is normally distributed before conducting multivariate analysis (Hair, Black, Babin, & Anderson, 2018). The values for skewness and kurtosis can range from -2 to +2 to be regarded as normally distributed, with the consideration of 5% sampling error (Siddiqi, 2014). Based on Table 2, the skewness and kurtosis for both independent variable (IV) and dependent variable (DV) was ranged between -2 to +2, thus, the data are still normally distributed and multivariate analysis can still be carried out.

Moreover, multicollinearity occurs when there are two constitutes or more variables are highly correlated. Evaluation of multicollinearity can be done by assessing variance inflation factors (VIF) (Hou & Shiau, 2019). If the VIF value is greater than 10 and the tolerance level greater than 0.10, then there is an issue with the multicollinearity (Mayr & Zins, 2012). In this research, Table 2 showed that the range of tolerance was between 0.258 to 0.538, whereby it was more than 0.10. Meanwhile, the VIF values were ranged between 1.858 to 3.871, verifying that it was below the threshold value of 10. Hence, it can be concluded that there were no problems with the multicollinearity.

Table 2: Skewness and Kurtosis of the variables

Variable(s)	Min	Max	Skewness	Kurtosis	Tolerance	VIF
Dimensions of Service Quality						
Tangibles	4.00	20.00	-.457	1.030	.538	1.858
Reliability	4.00	20.00	-.575	.758	.416	2.402
Responsiveness	5.00	20.00	-.594	.767	.309	3.233
Assurance	4.00	20.00	-.749	1.458	.388	2.580
Empathy	5.00	20.00	-.582	-.035	.258	3.871
Corporate Reputation	14.00	50.00	-.220	-.035		

4. Results

Based on Table 3, more than half of the respondents were females (69.5%) and the rest are male respondents (30.5%). In terms of age group, almost half of the respondents fall under the age group of 20 to 25 years old (50.5%). In terms of education level, the data showed that more than half of the respondents are degree holders (56.0 %). In addition, majority of the respondents (76.0 %) had travelled 1-3 times using Air Asia in the past 12 months. When comes to the frequency of communication with employees of Air Asia, 172 respondents (86.0 %) rated a frequency of 1-3 times.

Table 3: Demographic Profile of Respondents (n=200)

Variable(s)	f	%
Gender		
Male	61	30.5
Female	139	69.5
Age		
<20	46	23.0
20-25	101	50.5
26-30	30	15.0
31-35	11	5.5

36-40	7	3.5
>40	5	2.5
Race		
Malay	40	20.0
Chinese	85	42.5
Indian	58	29.0
Others	17	8.5
Highest Education Level		
STPM/HSC/Diploma	62	31.0
Bachelor Degree	112	56.0
Master Degree	22	11.0
PhD	4	2.0
How often did you travel using Air Asia in the past 12 months?		
1-3 times	152	76.0
4-6 times	37	18.5
6 times and above	11	5.5
How often you communicated or dealt with the staffs of Air Asia in the past 12 months?		
1-3 times	172	86.0
4-6 times	21	10.5
6 times and above	7	3.5

According to Table 4, it showed the correlation matrix among the dimensions of service quality, tangibles ($r = .559$, $p < .05$), reliability ($r = .584$, $p < .05$), responsiveness ($r = .673$, $p < .05$), assurance ($r = .654$, $p < .05$) have a positive and moderate relationship with the corporate reputation as a dependent variable. In addition, empathy ($r = .703$, $p < .05$) have a positive and high relationship with corporate reputation. Thus, all the results showed significant in the relationships. Therefore, the research hypothesis H_1 , H_2 , H_3 , H_4 , and H_5 are accepted. Hence, when the customers of Air Asia perceived its service quality positively, it will help to build a favorable reputation of the company.

Table 4: Correlation test on relationship between dimensions of Service Quality and Corporate Reputation (n=200)

Dimensions of Service Quality	Corporate Reputation	
	<i>r</i>	<i>p</i>
Tangibles	.559**	.000
Reliability	.584**	.000
Responsiveness	.673**	.000
Assurance	.654**	.000
Empathy	.703**	.000

**Correlation is significant at the 0.01 level (1-tailed)

Table 5 summarizes the results of multiple regression analysis of corporate reputation in relation to the dimensions of service quality. The R value of 0.747 shows a high correlation between corporate reputation and the overall predicting variables (service quality dimensions). The analysis of variance with $F = 49.129$ was significant at the 0.05 level of significance. While the overall five (5) predictors collectively contributed to 54.7 % of the variation. However, the analysis indicated that responsiveness, assurance, and empathy under the service quality dimension was the predicting factors that contributed to the corporate reputation of Air Asia, however, tangibles and reliability was excluded. Based on the findings, there are other variables (45.3%) that currently not explained in this model that can contribute incrementally to corporate reputation. Thus, H_6 is partially supported.

Table 5: Multiple regression analysis of corporate reputation with predictor variables

Predictor variables	Standardized Coefficients	
	Unstandardized Coefficient	Standardized Coefficients

Service Quality Dimension	B	Std. Error	Beta	p
(Constant)	8.541	2.004		.000
Tangibles	.244	.152	.104	.110
Reliability	.098	.166	.044	.557
Responsiveness	.470	.200	.201	.020
Assurance	.496	.189	.200	.010
Empathy	.623	.197	.296	.002
F= 49.129 df ₁ = 5, df ₂ = 194 P= 0.000				
R= 0.747 R ² = 0.559 Adjust R ² = 0.547				

5. Discussion

The current findings were contrary with the findings of Ali and Raza (2017) as it was found that empathy was the only dimension that had a low correlation with the dependent variable of the study. In addition, according to the result of multiple regression analysis, it was found not all of the predictor variables are contributing to the corporate reputation. It was found that only responsiveness, assurance, and empathy are the factors that contribute to corporate reputation. These results are found to be in line with a study done by Wilson (2018), in which the dimensions had showed to have a significant relationship with the dependent variable. Based on the discussion above, this suggests that AirAsia's service quality has to focus more in terms of responsiveness, assurance, and empathy in order to be competitive and sustain while being financially stable in the Malaysian airline industry.

As the findings of the current study suggest that responsiveness is one of the predictor variables that contribute to corporate reputation, this situation can be explained through the demographic profile of the respondents wherein majority of the respondents in this study fall under the age group of 20-25. Hence, it is clear that this young adults are extremely busy with their hectic lifestyle, thus, they expect a quick and fast response from AirAsia's service provided.

Besides, results suggested that tangibles and reliability were not the predictors of corporate reputation. This might be due to the fact that since AirAsia is a low cost airline that aims to save costs by not offering free lounge services and free meals on board, thus, respondents' perception and expectations towards tangibles and reliability is relatively low because they are more focused on obtaining their flight other than the extra services offered. Thus, this further explains the reasons why tangibles and reliability were not the contributing factors of corporate reputation.

6. Conclusion

In summary, the findings of present research showed that all five (5) dimension of service quality has a positive and significant relationship with corporate reputation. In addition, responsiveness, assurance and empathy were the predicting factors of corporate reputation of Air Asia.

This study had provided insights for airline companies to strive through extremely competitive environment. Responsiveness, assurance, and empathy found to have significant influence on corporate reputation. Therefore, AirAsia's management team needs to plan out their marketing strategies by focusing on the prominent three dimensions highlighted. In addition, the airline company should focus more on empathy as research findings show that empathy recorded the highest influence on corporate reputation.

Moreover, the management team should concentrate on improving their service quality such as working on delivering services at a quicker rate, hire employees who are more knowledgeable, and provide better training for them and most importantly maintaining the technicalities of the airplanes on regular checks to make passengers feel safe and secured to travel using Air Asia. Investing in all these will certainly aid to build a better corporate reputation. In terms of theoretical implication, this finding has contributed some new insights to marketing and corporate communication literature as numerous researches that have been conducted using the SERVQUAL model, in foreign countries as well as in Malaysia. However, studies have used SERVQUAL to measure the influence of service quality on corporate reputation was still limited.

There are several limitations of the current study, particularly on the sampling techniques. Although the sample size of

the study (n=200) meets the requirement to perform multivariate analysis, however, the current results were unable to generalize to the population due to the use of purposive sampling. Further study may consider other probability sampling techniques so that the findings can represent the population. Second, this study only focuses on one aviation company. Hence, it would be interesting for future studies include more firms under the same sector or different industries to add varieties to increase its validity.

In addition, the sample was only limited to the Malaysian customers who were having experienced with Air Asia. Hence, future research can carry out similar studies by testing with foreign customers or various stakeholder group such as employees and media to make comparison between the stakeholder groups about their perception on the service quality of the company. Future studies may also include other variables such as corporate image, perceived safety, trust, and other demographic variables to test the moderating or mediating effects to the current framework to provide new perspectives to the body of knowledge in the marketing communication studies.

References

- Agyapong, G. K. Q. (2011). The effect of service quality on customer satisfaction in the utility industry: A case of Vodafone (Ghana). *International Journal of Business Management*, 6(5), 203-210.
- Ahn, T. H., & Lee, T. J. (2011). Service quality in the airline industry: Comparison between traditional and low-cost airlines. *Tourism Analysis*, 16(5), 535-542.
- Aliaga, M., & Gunderson, B. (2002). *Interactive statistics*. Thousand Oaks: Sage Publication.
- Ali, M., & Raza, S. A. (2017). Service quality perception and customer satisfaction in Islamic banks of Pakistan: The modified SERVQUAL model. *Total Quality Management & Business Excellence*, 28(5/6), 559-577.
- Archana, R., & Subha, M. V. (2012). A study on service quality and passenger satisfaction on Indian Airlines. *International Journal of Multidisciplinary Research*, 2(2), 50-63.
- Babbie, E. R. (2015). *The practice of social research* (14th ed.). Cengage Learning.
- Beavers, G. A., Iwata, B. A., & Lerman, D. C. (2013). Thirty years of research on the functional analysis of problem behaviour. *Journal of Applied Behaviour Analysis*, 46(1), 1-21.
- Chan, T. J., & Goh, M. L. (2019). Determinants of service quality and customer satisfaction of retail clothing company. *Journal of Business and Social Review in Emerging Economies*, 5(2), 295-304.
- Chilembwe, J. M. (2014). Evaluation of service quality, value and satisfaction of air transportation in Malawi: Case study of Air Malawi. *International Journal of Social Sciences and Entrepreneurship*, 1(11), 236-266.
- de Leeuw, E. D. (2008). Choosing the method of data collection. In de Leeuw, E. D., Hox J. J., & Dillman D. A. (Eds.), *International Handbook of Survey Methodology* (pp. 113-135). New York: Lawrence Erlbaum Associates.
- Delbari, S. A. (2016). *Key competitiveness indicators and drivers of full-service airlines operating in Malaysia*. Unpublished doctoral dissertation. Universiti Putra Malaysia.
- Esen, E. (2013). The influence of corporate social responsibility (CSR) activities on building corporate reputation. In Gonzalez-perez, M. A. and Leonard, L., (Eds.), *International Business, Sustainability and Corporate Social Responsibility (Advances in Sustainability and Environmental Justice)*, Emerald Group Publishing Limited, 133-150.
- Famiyeh, S., Kwarteng, A., & Dadzie, S. A. (2016). Corporate social responsibility and reputation: Some empirical perspectives. *Journal of Global Responsibility*, 7(2), 258-274.
- Fauzi, A. A. (2018). Electronic service quality on mobile application of online transportation services. *Jurnal Manajemen Indonesia*, 18(1), 13-27.
- Felix, R. (2017). Service quality and customer satisfaction in selected banks in Rwanda. *Journal of Business & Financial Affairs*, 6(1), 246-257.
- Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000). The reputation quotientSM: A multi-stakeholder measure of corporate reputation. *Journal of Brand Management*, 7(4), 241-255.
- Gilbert, D., & Wong, R. (2003). Passenger expectations and airline services: A Hong Kong based study. *Tourism*

- Management*, 24(5), 519-532.
- Gupta, H. (2018). Evaluating service quality of airline industry using hybrid best worst method and VKOR. *Journal of Air Transportation Management*, 68(C), 35-47.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate data analysis* (8th ed.). Cengage Learning EMEA
- Hapsari, R., Clemes, M., & Dean, D. (2016). The mediating role of perceived value on the relationship between service quality and customer satisfaction: Evidence from the Indonesian Airline passengers. *Procedia Economics and Finance*, 35, 388-395.
- Hasim, M. A., Shamsudin, M. F., & Ishak, M. F. (2018). Customer satisfaction and purchasing intention in airline service quality: A case study of Malaysia Airlines. *International Journal of Engineering & Technology*, 7(4.29), 150-153.
- Hou, A. C. Y., & Shiau, W. L. (2019). Understanding Facebook to Instagram migration: A push-pull migration model perspective. *Information Technology & People*, 33(1), 272-295.
- IATA.org. (2019). *Pressroom Pages of Facts & Figures*. Retrieved from International Air Transport Association (IATA).org: https://www.iata.org/pressroom/facts_figures/fact_sheets/Documents/fact-sheet-industry-facts.pdf
- Kandampully, J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379-414.
- Lee, C. Y., Chang, W. C., & Lee, H. C. (2017). An investigation of the effects of corporate social responsibility on corporate reputation and customer loyalty: Evidence from the Taiwan non-life insurance industry. *Social Responsibility Journal*, 13(2), 355-369.
- Lohmann, M. (2016). *Corporate reputation in the digital age: A systematic comparison of antecedents and consequences for multi-channel retailers and pure players*. Unpublished Master's Thesis. University of Twente. Retrieved from https://essay.utwente.nl/70243/1/Lohmann_MA_BMS.pdf
- Lu, Y., Abeysekera, I., & Cortese, C. (2015). Corporate social responsibility reporting quality, board characteristics and corporate social reputation: Evidence from China. *Pacific Accounting Review*, 27(1), 95-118.
- Mayr, T. & Zins, A. (2012). Extensions on the conceptualization of customer perceived value: Insights from the airline industry. *International Journal of Culture, Tourism and Hospitality Research*, 6(4), 356-376.
- Mohd Ayob, N., & Masron, T. (2014). Issues of safety and security: New challenging to Malaysia tourism industry. *SHS Web of Conferences*, 12, Retrieved from https://www.shs-conferences.org/articles/shsconf/pdf/2014/09/shsconf_4ictr2014_01083.pdf
- Mun, W. K., & Ghazali, M. (2011). Branding satisfaction in the airline industry: A comparative study of Malaysia Airlines and Air Asia. *Journal of Business Management*, 5(8), 3410-3423.
- Munusamy, J., Chelliah, S., & Pandian, S. (2011). Customer satisfaction delivery in airline industry in Malaysia: A case of low cost carrier. *Australian Journal of Basic and Applied Sciences*, 5(11), 718-723.
- Musa, G., & Wong, K. M. (2011). Branding satisfaction in the airline industry: A comparative study of Malaysia Airlines and Air Asia. *African Journal of Business Management*, 5(8), 3410-3423.
- Namukasa, J. (2013). The influence of airline service quality on passenger satisfaction and loyalty. *The TQM Journal*, 25(5), 520-532.
- News Straits Times. (2015). *Airlines in Malaysia losses nearly doubles on MH370 impact*. Retrieved from [nst.com.my: https://www.nst.com.my/news/2015/08/airlines-losses-nearly-doubles-mh370-impact](https://www.nst.com.my/news/2015/08/airlines-losses-nearly-doubles-mh370-impact)
- Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2019). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, 0265-2323.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer

- perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Parasuraman, A., Zeithaml, V., & Berry, L. (1991). Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, 30(3), 335-364.
- Ping, C. Y. (2012). *Mastering research methods*. Shah Alam: McGraw Hill Companies.
- Raza, S., Jawaid, S., & Hassan, A. (2015). Internet banking and customer satisfaction in Pakistan. *Qualitative Research in Financial Markets*, 7(1), 24-36.
- Saunders, M., Lewis, P., & Thornhill, A. (2015). *Research Methods for Business Students* (7th ed.). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). New Jersey: John Willey and Sons, Inc.
- Siddiqi, A. F. (2014). An observatory note on tests for normality assumptions. *Journal of Modelling Management*, 9(3), 290-305.
- Shamma, H. (2012). Toward a comprehensive understanding of corporate reputation: Concept, measurement and implications. *International Journal of Business and Management*, 7(16), 151-169.
- Tourism Malaysia. (2019). *Malaysia's Tourism Industry Registers Positive Growth for Jan-Sep 2019-Media Release*. Retrieved from <https://www.tourism.gov.my/media/view/malaysia-s-tourism-industry-registers-positive-growth-for-jan-sep-2019>
- Walker, K. (2010). A systematic review of the corporate reputation literature: Definition, measurement and theory. *Corporate Reputation Review*, 12(4), 357-387.
- Walsh, G., & Beatty, S. (2007). Customer-based corporate reputation of a service firm: Scale development and validation. *Journal of the Academy of Marketing Science*, 35(1) 127-143.
- Walsh, G., Beatty, S., & Shiu, E. (2009). The customer based corporate reputation scale: Replication and short form. *Journal of Business Research*, 62(10), 924-930.
- Wang, Y., Lo, H., & Hui, Y. (2003). The antecedents of service quality and product quality and their influences on bank reputation: Evidence from the banking industry in China. *Managing Service Quality: An International Journal*, 13(1), 72-83.
- Wepener, M., & Boshoff, C. (2015). An instrument to measure the customer-based corporate reputation of large service organizations. *Journal of Services Marketing*, 29(3), 163-172.
- Wilson, N. (2018). The impact of service quality on brand image toward customer loyalty in the Indonesian airlines industry. *Jurnal Manajemen Indonesia*, 18(3), 222-234.
- Chong, L. W., Low, K. K., Tai, G. H., Tan, L. L., & Tan, S. C. (2015). *Factors influencing customer loyalty in airline industry in Malaysia*. Unpublished Bachelor's Project paper, Universiti Tunku Abdul Rahman. Retrieved from <http://eprints.utar.edu.my/1802/1/BAC-2015-1206820-1.pdf>
- Young, C., Cunningham, L., & Lee, M. (1994). Assessing service quality as an effective management tool: The case of the airline industry. *Journal of Marketing Theory*, 2(2), 76-95.