Airport service satisfaction and experience in Leyte: Basis for airport service and facilities improvement

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Abstract

An airport terminal facilitates passengers' travel from land to air. This study examines the influences of airport service quality in terms of airport terminal tangible facilities, service reliability, responsiveness of physical structure, safety assurance, and spatial empathy on the passenger's overall airport experience as to the level of agreement on satisfaction, airport reuse, and destination revisit.   The survey was conducted among 380 inbound and outbound passengers and employed a descriptive research method to determine the level of agreement of passengers, and to measure the relationship between airport service quality and their overall airport experience. Results indicate that the majority of the respondents are female, between the ages of 21 and 35 years old, traveling with family and friends.   There were no substantial differences in responses on the overall airport experience when compared according to the respondent's profile. Moreover, results imply a significant relationship between airport services and overall airport experience. The majority of respondents generally agree that airport security was visible and helpful, and they would utilize this airport again if they were to fly from or to Leyte. Some of the proposed recommendations of this study include improving internet connectivity, providing service-related training among service employees, and adding more comfortable seats.   Further research can be conducted at an airport facility with a more diversified passenger profile, as the respondents of this study are all Filipino citizens in a domestic airport setting.

Keywords: airport terminal, service quality, destination revisit, satisfaction, airport reuse

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1. Introduction

In the Philippines, air travel expanded quickly and was anticipated to be crucial for the nation, which is made up of more than 7,000 islands. The Department of Tourism reported Leyte's increased number of visitors, from 161,221 in 2017 to 396,667 in 2018. During the first quarter of 2018, air passenger traffic climbed by 21.38 percent, mostly due to additional flights (CAAP, 2021). Daniel Z. Romualdez Airport, also known by its airport code as TAC, the province's major airport, was heavily damaged after the onslaught of typhoon Haiyan in 2013 and was rebuilt a year later; even so, facilities remained the same while other airports have improved. This notable uptrend in both passenger and aircraft movement points to a need to improve the conditions of the airport, not only its services but also its equipment and facilities.

Butuan, Camiguin, General Santos, and Zamboanga are among the locations where new airports have recently been upgraded and opened (DOTR, 2022). Many individuals travel as a means to spend their work or vacation time, and while the number of air passengers keeps increasing, airports continue to face challenges such as overcrowding, flight disruptions, and varying service standards resulting from interactions with various staff members. All of these can affect passenger satisfaction, and when service fails, the entire value chain suffers (Halpern & Mwesiumo, 2021). In addition, more time spent in passenger lines reduces travelers' spare time and alters their perception of airport service quality, hence decreasing the likelihood of using the airport again (Blichfeldt et al., 2017).

This study evaluates three main variables: airport service quality, airport experience, and destination revisit. Passengers who are either departing or arriving were the main respondents in this study. The Fodness & Murray (2007) model of airport service quality expectations contains three dimensions, which include the smooth and convenient flow of travelers, the skills of airport staff, and the effectiveness of interactions between travelers and airport service providers. Passengers' perceptions are taken into account through a survey since they play a critical role in determining the quality of services offered by an airport facility. Furthermore, the airport experience includes specific situations that happened directly to the passengers at Tacloban Airport. According to Wattanacharoensil et al. (2017), an unsatisfactory airport experience has a big impact on how passengers feel about that airport facility. Additionally, these unpleasant incidents will stick in one's memory and eventually affect one's inclination to use that airport again.

Working on this topic may help increase understanding of the complex operations of an airport terminal facility. Providing insight into how airport terminal facilities satisfy passengers' expectations will allow airport terminal operators to improve services offered to passengers. In addition, this study will help airport retail and dining concessionaire identify service needs of airport passengers. Even with the advances in understanding how satisfaction with various components of a destination affects tourists' intention to return to a destination, there is a greater need to understand passengers' airport experience and its impact on the destination. Despite the well-documented relevance of transportation services to tourism development (Khadaroo & Seetanah, 2007), little attention was given to travelers' satisfaction in relation to airport services.

Objectives of the Study - This study aims to assess the service quality and its influence on the passenger's assessment of Tacloban airport terminal's services, facilities, and passenger experience. More specifically, this study aims (1) To present the demographic profile of the respondents in terms of gender and age; and psychographic profile of airport users in terms of the purpose of travel companion, the purpose of travel, number of visits via Tacloban airport and purpose of Airport terminal usage as their gateway; (2) To assess airport service quality in terms of tangibility, service reliability, responsiveness of physical facility, safety assurance, and spatial

empathy; (3) to assess the overall evaluation to airport experience as to the satisfaction, airport reuse and destination revisit. Furthermore, this study aims to and To propose an action plan based on the results of the study.

Airport Satisfaction - Based on the study of Gajewicz et.al (2022) there are primarily two categories of activities that passengers engage in while they are waiting in an airport: those that are obligatory for the journey, and those that are entirely voluntary. Passengers spend the majority of their time on the first group of activities, which consists of tasks that are required to be completed. These activities include moving through check-in, going through security screening, and finally boarding the airplane. The second type of activity consists of things that passengers do to pass the time before or between needed processing points. These activities may include shopping and dining. The analysis of the results indicates that the frequency of a passenger's air travel is connected with both unique and repeating patterns in the assessment of the services provided by airports.

Moreover, the study of Do Nascimento et al. (2022) in Guarulhos International Airport, So Paulo, Brazil, shows an airport's potential to produce non-aviation revenues through voluntary activities over time. The study examined passenger satisfaction based on the number of retail shop options and the quality of the commercial establishments and infrastructure that affect an airport's earnings from voluntary activities such as shopping and dining. The results show that there was insufficient statistical significance based on the response provided by passengers on their degree of satisfaction, and non-aviation revenues were only affected by commercial establishment price satisfaction. It also showed that international passengers spent more time in the airport terminal than domestic passengers. Non-aviation income, including food and beverage, also increases linearly with the increase in the number of establishments after Guarulhos International Airport privatization.

According to Freitas et al. (2021), Airports also generate significant money from F&B establishments, car rentals, parking fees, retail concessions, rent, and other sources. Airport expenses can't be covered by aviation revenue alone. Passengers' opinions on the airport's F&B vary depending on their country of origin, the type of flight taken, how often they fly, whether or not they travel with a companion, whether or not they have a connection flight, and gender. The research indicates that unaccompanied passengers are happier with airport meals than regular accompanied passengers are, which implies that dining options for those accompanied by family members cost more or can be related to higher dining costs. Low-cost airline passengers report lower levels of satisfaction than those flying with other types of airlines. Moreover, passengers from countries other than Brazil are more satisfied with food and beverage prices. Satisfaction with the selection, quality, and convenience of airport food outlets was not statistically associated with the traveler's country of origin. Lastly, in comparison to female passengers, male travelers are less satisfied with the cost of products.

Bogicevic., et.al (2016) identified that the quality of an airport's servicescape has a significant impact on passengers' levels of happiness, stress, and satisfaction. The study's findings highlight the value of "functional organization," or the ability to navigate an airport with ease due to a well-designed structure, good lighting, and clear signs. The traveler's happiness is greatly diminished if the terminal is not laid out in a way where travelers can be comfortable and navigate the facility easily. Anxiety and unhappiness are to be expected among travelers due to poor functional organization (function or job role) and insufficient air and lighting in the facility. The result shows that attention to aesthetics and aromas greatly improves travelers' airport experience. The design aspect was identified as the most significant factor in determining the satisfaction of tourists. The study also found that travelers' perceptions of smell were entirely positive and that it only contributed only to their overall enjoyment, probably scents capture passengers' attention to retail areas of the airport.

Ball et al., (2010) noted that customer satisfaction is crucial in the airline sector to entice customers to use their services. The satisfaction of their customers can be exploited in their marketing through "word of mouth" promotion. Additionally, patronage can be obtained when clients are happy with the services provided by airlines. However, the airlines frequently run into problems, complaints, and flight issues. Customers frequently experience flight issues, cancellations, delays, missed connections, or any other schedule modifications with or without notice from the airline. Additionally, there are cases where a passenger reaches their destination but then

complains about their luggage being lost, damaged, or delayed, being charged for excess baggage, having carry-on luggage problems, or having trouble with the airline's claims process. Additionally, the aviation business paid attention to ticket reservations and customer services. The airline should continue to address these particular demands by raising service standards.

The study by Sumanasiri (2020) stated that in the aviation sector, passenger satisfaction occurs when a service provider meets a passenger's expectations. Due to the rise of the tourism industry, the air travel sector must increase customer satisfaction since the tourism industry's success depends greatly on consumer satisfaction. In this sense, it is crucial to understand passenger dissatisfaction and passenger satisfaction while using the airports' facilities since satisfied travelers are more likely to return to the same place. Customer satisfaction can be defined as how well a product or service meets a consumer's wants or needs. There are generally two primary types of customer satisfaction models: macro- and micro-model approaches. The micro-model approach examines a specific customer's relationship. His strategy discovers disloyal customers (via feedback) and addresses their concerns. This technique addresses unusual causes of customer dissatisfaction (those outside normal variations) and is a short-term remedy. The macro-model approach analyzes customer data for all customers (or a large customer segment). The macro approach targets common causes of consumer disloyalty and improves systemic difficulties. Systemic adjustments to business processes will boost consumer satisfaction and loyalty (Hayes, n.d.). Using the micro-model approach, we identify components of the pleasure construct from external influences. Whereas the macro-model approach investigates how the happiness concept relates to broader contexts.

Airport Experience - Since Holbrook & Hirshman (1982) evoked the concept of hedonic factors and underlined the relevance of fantasies, sentiments, and enjoyment, which are the features customers want during consuming, contemporary management literature highlights the significance of experience consumption. Additional implications of experience can be seen in the literature on marketing and customer service. There has been much discussion and writing about the subject of tourist experience, which links the idea of experience to travelers and visitors, for more than 50 years (Jennings et. al., 2009). Similar to experience literature, academics of tourism made an effort to categorize the various aspects of experience.

Through an analysis of the existing literature, Cutler & Carmichael (2010) characterized the visitor experience in terms of phases, influences, and results. Physical, social, and product variables that play a role as deciding factors in the various stages of the tourist experience are included in these categories as the realm of experience. The tourist experience comprises several stages, starting with anticipation and ending with memory recall after the journey wherein five things happen as a result of a trip experience. In addition to these, Berry et al. (2002)'s list of customer experience outcomes for tourists also includes outcomes for knowledge, memory, perception, emotion, and self-identity. These elements have an impact on the individual self, which then influences present and upcoming expectations and motivations. According to Huang, et al. (2018), airports are more than just a means of transportation they are also distinct social spaces. It is not the restaurants, shops, and attractions at airports that elicit such intense emotions, but rather the act of traveling and the connections created. By learning more about these passengers, airport personnel may be able to meet their demands more effectively. In addition, many airports offer a variety of services and entertainment alternatives to attract and satisfy passengers.

Airport Reuse - Friman et al. (2019) argued that passengers' perceptions of the pleasantness and comfort of public transportation services are directly tied to the quality of service they have experienced, demonstrating that the customer experience is a mental construct in response to the servicescape. According to Bezerra & Gomes (2016), the airport processing area is important because of its connection to travelers going to different locations. From the time a passenger checks in, security and boarding. All of their travel needs may be met in one location. Mehri et al (2006) stated that an airport terminal's maximum passenger capacity could be affected by the quality and efficiency of the queueing system. Terminal capacity can be negatively affected by inefficient service facilities or a lack of service facilities. This, in turn, may cause crowding. Crowding is defined as a large concentration of people inside a defined space (Consiglio, De Angelis, & Costabile, 2018). Moreover, crowding has posed

numerous difficulties for service providers, including decreased customer satisfaction and an increase in complaints (IPK International, 2017), as well as a variety of psychological effects, including altered consumer preferences (Hock & Bagchi, 2018). Occasionally, businesses are turning to atmospherics such as scents in an effort to forge stronger emotional connections between consumers and the spaces they are in (Canniford et al., 2018). Green components are also being included in the physical environment and design among increasing number of airports (Airport Technology, 2018). A consumer's inclination to reuse a previously used product or service is an important indicator of their loyalty. A consumer's reuse intention is a significant outcome variable due to its close relationship to revenue and the loyalty it generates among a business's consumers (Rosell & Allen, 2020).

According to Liu et al. (2020) among millennials, or Generation Y, revealed the favorable effect of brand love on reuse intention for several products and services. Therefore, trust is also a crucial aspect for airlines and airports to stay competitive in the civil aviation sector since it helps minimize the complexity of forecasting and comprehending passengers' desires (Setiawan et al. 2020). According to Prentice & Kadan (2019), airports and airport terminals have been largely ignored in studies examining the impact of service quality on the aviation industry, whereas airlines have received significant attention. Additionally, to improve the airport's management, they also recommend evaluating the airport's operational efficiency and the quality of the services it offers.

Airports and Destination Choice - The study of Doerr, et.al (2020) related to the conversion of a former military airfield into a commercial regional airport encourages tourism in a region. When roads, railroads, and airports make travel accessible and inexpensive for travelers, rural regions are likely to attract visitors. Tourists require lodging; dining facilities, events, and entertainment parks, and their spending in these areas frequently contributes to regional economic growth. The converted airport is connected to the increase in visitor arrivals and is especially noticeable and strong, an indication that the new transportation infrastructure supports regional economic growth and tourism. However, the magnitude and direction of the economic effects may vary across airports, depending on the geographical area, size, and airport competitiveness of the facility in the area. Further, an airport's ability to compete should stem from the high standard of service it offers its customers.

Based on a study by Prentice & Kadan(2019) Passenger satisfaction was shown to be highly associated with airport service quality as a whole, and only airport facilities and servicescape contributed considerably to passenger satisfaction. Both the likelihood that a passenger would return to the airport and the likelihood that they will return to the destination city is highly correlated with passenger satisfaction with the airport. There was little emphasis put on traditional passenger processing tasks like check-in and security screening because these are generally accepted as necessary parts of any airport process. These results may be explained by the fact that travelers depend on the airports' servicescape components like restrooms and signage. This may also be a determinant to decide whether the airport is their preferred gateway. Presumably, these are the essentials that passengers take into consideration to save them time at the airport. This relationship is supported by both theoretical and empirical evidence since passengers associate parts of Airport Service Quality with post-service decisions that influence their perception of the destination. In addition, the study demonstrates that airports are part of the tourism system and that the airport experience can influence decisions and opinions about the host city (Wattanacharoensil et al., 2017). Moreover, the study by Seetanah, et.al (2018) passengers' satisfaction with airport services shows a direct correlation to their likelihood of returning to the destination, and airport service quality is important in encouraging desirable behavior among visitors. Accordingly, the study suggests that the appropriate measures be implemented to keep airport services at their respective destinations operating at a high standard. Particular attention should be paid to the waiting areas, baggage claim areas, and check-in desks to ensure that these fundamental airport services meet the needs of passengers.

2. Methods

Research Design- To assess quantifiable data and describe the situation of the target respondents, the researcher utilized a descriptive method of research. The purpose of a descriptive research method is to identify

patterns in data that might imply causal links between variables (Edgar & Manz, 2017). In this study, a quantitative research method was utilized to determine the satisfaction level of airport users according to Reliability, Assurance, Tangibles, Empathy, and Responsiveness.

Participants of the Study- The respondents of the study are 380 actual incoming and outgoing Filipino passengers utilizing the Tacloban airport terminal. The researcher distributed printed questionnaires and consent forms to random passengers in Tacloban airport terminal. Therefore, the researcher used a simple random sampling technique, where every member of a population has an equal chance of being part of the sample and the same equal chance of being selected. This sampling technique was utilized since the study used a quantitative approach that aims to assess service quality and its influence on the passenger's assessment of Tacloban airport terminal's services, facilities, and passenger experience. Moreover, a simple random sampling technique was utilized since the participants in the study met the sampling criteria, and data collection was exclusively conducted in the landside section of the airport terminal, as opposed to the arrival or departure areas, thereby avoiding the researcher's bias, especially in the selection of arriving or departing passengers. Although this method of sampling suggests a sampling frame or a list of the population, the absence of a list of population members does not limit or prevent the random selection of participants (West, 2016). The number of respondents is calculated using the Raosoft Sample Size calculator with a confidence level of 95% and a margin of error of 5% based on the pre-pandemic passenger statistics of 715,131 provided by the Civil Aviation Authority of the Philippines Tacloban.

Data Collection Instrument- The researcher utilized a three-part questionnaire; the first part of the instrument includes demographic questions and the respondents' profiles. It also includes questions relating to the passenger's purpose of travel and frequency of air travel. The questionnaires are used by the researcher to get a sense of the customers' perceptions in terms of service quality. Parasuraman et al. (1988) The servqual questionnaire model for this study (Part 2) is a modified perception question categorized into five service quality dimensions: tangibility, service reliability, responsiveness of physical facilities, safety and assurance, and spatial empathy. The pre-determined questions were based on the survey method used by SKYTRAX on its airport satisfaction survey and were modified according to the available and existing services and facilities of the Tacloban airport terminal. Part three of the questionnaire pertains to the assessment of the airport terminal's overall experience, which was categorized into three dimensions, namely, satisfaction, airport reuse, and destination revisit, adapted and modified from the study of Prentice & Kadan (2019).

Data Gathering Procedure- Upon approval of the proposed topic and the adapted-modified questionnaire, three industry professionals validated the instrument. The questionnaire underwent a reliability test using Cronbach's alpha. It was finally distributed at the Tacloban airport terminal (landside) to actual passengers. The survey began upon the approval of proper authorities and the submission of the required documents. All passengers in the airport's landside area were asked if they would be willing to participate in the survey, irrespective of their age, gender, or purpose for travel; passengers were only asked once if they were willing to participate, and their refusal was respected. After data was collected, it was tallied, encoded, and analyzed using a variety of statistical instruments, including frequency distribution, weighted mean, the Mann- Whitney U test, and Pearson product-moment correlation. The evaluation of the data gathering was done in an efficient manner by utilizing statistical methods. The information was gathered and treated analytically with the use of different statistical procedures. The five-point Likert scale utilized in the research questionnaire was interpreted as 5- Strongly Agee; 4- Agree; 3- Moderately agree; 2- disagree; 1- Strongly disagree. Upon completion of the data collection, raw data was treated to collect a computed mean. To arrive at a composite mean across all categories, average scores from individual categories were added together to form an overall agreement or disagreement score. In relation to objective four, the Mann-Whitney U test was utilized to determine whether there are statistically significant differences between data that is not normally distributed For objective five, a substantial association between service quality, airport services, and overall airport experience was determined using Spearman's rank correlation.

3. Results and Discussions

Table 1 shows the summary of the respondent's agreement on airport services in terms of tangible facilities, service reliability, the responsiveness of physical structures, safety assurance, and spatial empathy having a composite mean of 3.70 interpreted as agree. All indicators are interpreted as agreeing; safety assurance ranked first with a composite mean of 3.79, which may indicate that respondents agree on the level of safety at the airport terminal facility. Not only were respondents satisfied, but respondents also agreed that security personnel were helpful and friendly.

Table 1

Summary Table on Airport Services

Indicators	Weighted Mean	Rank	Verbal Interpretation
Tangible Facilities	3.69	3	Agree
Service Reliability	3.64	5	Agree
Responsiveness of Physical Structure	3.72	2	Agree
Safety/ Assurance	3.79	1	Agree
Spatial Empathy	3.68	4	Agree
Composite Mean	3.70	Agree	

This is followed by responsiveness of physical structure (3.72) This is further explained due to the fact that passengers with outgoing flights and passengers arriving have distinct requirements for their travel experience. Providing the appropriate level of service to passengers is made easier for airport operators when the facility is divided into separate areas for departures and arrivals. On the other hand, due to the size of the facility, overcrowding cannot be avoided, particularly at the check-in area and pre-boarding waiting area. In addition, airport terminals may operate with temporary or permanent overcapacity depending on airline schedules and the likelihood of delays. Delays contribute to terminal congestion, particularly during peak travel periods.

Tangible facilities (3.69) come in third. This is attributed to the fact that airport operators are aware of what passengers anticipate from an airport terminal. Compared to other modes of transportation, airport terminals are readily identifiable by the presence of baggage carts, aerobridges, and well-dressed airport staff. Airports typically offer a variety of services to cater to the various demands of passengers. These services can be established based on the requirements of the airline company that will operate in the airport, and as a result, the airport will identify the facilities requirements that are necessary for the airline. The quality of service that is provided by an airport terminal facility will be determined by a combination of characteristics that are both tangible and those that are intangible. Tangible features such as appropriate seats and cleanliness are included in this category.

Spatial empathy with a composite mean of (3.68) shows the general state of the airport's infrastructure can be derived from the passengers' cleanliness perception of the facility. Before departing, passengers will typically look around the airport terminal, starting with the check-in area and ending in the departures area. These areas may include dining facilities and restrooms that must be kept clean. Most airport passengers spend a few hours within the terminal, particularly in the departures area. Passengers will have a better overall experience if they are in a clean and well-kept environment. This data shows that Tacloban airport users are also keen on the cleanliness of the facility.

Lastly, service reliability, with a composite score of 3.64 interpreted as agree, signifies that airport employees are taught in accordance with their job responsibilities. To maintain the employee's skills and

knowledge, training is repeated, and employees are evaluated on a regular basis. Before employees may perform a duty, the Civil Aviation Authority also mandates that they possess skills required for executing a particular task or job position. An example of this is the employee's knowledge of dangerous goods, which is asked among passengers at check-in counters. If employees are trained properly, they will gain skills such as interacting with passengers and satisfying their needs professionally. The degree to which employees are invested in serving consumers is highly crucial. Engagements are particularly important when making a favorable first impression on customers.

Generally, the findings show respondents' top concern regarding airport services is their own personal safety. Based on the data, the majority of respondents have made frequent use of the airport. Despite the fact that going through security checks may take up some of their time, the respondents' familiarity with the security procedure may have revealed some level of tolerance for the process because it was necessary. Making the security protocols in place generally acceptable. According to Bezerra, & Gomes (2016), Security consists of the length of the wait as well as the attitude of the service staff in the airport. This includes the thoroughness of security screening as well as the passenger's feeling of safety, both of which are aspects of a broader perception of the quality of service provided by the airport.

Table 2

Respondent's Agreement on Overall Airport Experience in Terms of Satisfaction

Indicators	Weighted Mean	Rank	Verbal Interpretation
I am satisfied with my experience at this airport	3.82	4	Agree
My choice to travel from this airport was a wise one	3.93	3	Agree
I believe I made the right decision by choosing to travel in this airport.	3.95	1	Agree
Overall, I've had a positive experience at this airport.	3.94	2	Agree
Composite Mean	3.91		Agree

Table 2 shows the agreement on overall airport experience in terms of satisfaction with a computed composite mean of 3.91. Among the listed items, respondents agree that they have made the right decision in choosing Tacloban Airport as their gateway. This is represented by a mean score of 3.95, which is followed second by the respondent's overall positive experience at Tacloban airport with a mean score of 3.94. Respondents generally agree that they have made a wise choice in traveling from this airport, which scored a 3.93 mean.

Most of the respondents are traveling to visit family and friends; hence, this fact reinforces the respondents' purpose of using the airport facility. The decision to go with Tacloban airport as their gateway had already been made before the user's needs were taken into consideration. The findings also indicate that the reason for travel is the most important among all other considerations when choosing an airport. When passengers receive service that meets or exceeds their expectations, they are said to be satisfied with their experience. Customers who are satisfied with their service quality are more likely to recommend their service to others. Their satisfaction level influences a customer's response to their sense of fulfillment, which is one of the most important factors in any relationship between the consumer and the service provider (Adeniran ,2017). However, at this point, since the majority of the respondents have a pre determent intention, the purpose of travel comes first.

Satisfaction with their airport experience ranked last with a mean score of 3.82. Service quality and customer service experience are factors in airport choice, but to a lesser extent, and they are not viewed as primary determinants of airport choice. When deciding on an airport, passengers will explore their alternatives through a number of different avenues in order to find one that offers the cheapest tickets and offers a shorter

travel time. Nonetheless, the airport in Tacloban City is the only airport that is commercially operational on the island of Leyte; therefore, travelers' other option apart from traveling by air is to ride a bus or boat, which are impractical due to the need for multiple trips or a combination of modes to get from one island to another. According to the Airport Cooperative Research Program (n. d.), the factors that influence a passenger's selection of an airport are flight frequency, airfare, previous experience, service, flight time, and an airline's loyalty program. Combined with this is the travel purpose, which constitutes one of the primary factors or can be the of airport selection.

Table 3 shows the respondent's agreement on the overall airport experience in terms of airport reuse with a computed composite mean of 3.93. Among the listed items respondents agree that they are willing to use the airport again when flying from or to Leyte this is represented with a computed mean score of 4, which is followed by the respondent's experience at the airport with the likelihood to reuse the airport facility with a computed mean score of 3.94.

Table 3

Respondent's Agreement on Overall Airport Experience in Terms of Airport Reuse

Indicators	Weighted Mean	Rank	Verbal Interpretation
I intend to reuse this airport in the near future.	3.86	3	Agree
My experience at the airport made it more likely to reuse the airport again.	3.94	2	Agree
When I fly from or to Leyte again, I am willing to use this airport again.	4.00	1	Agree
Composite Mean	3.93		Agree

On the other hand, the respondent's agreement to reuse the airport facility in the near future ranked last with a mean score of 3.86. It is conceivable that this is due to the reason that the Tacloban airport is the only airport in Leyte that is currently operational. The majority of flights that depart from Tacloban Airport originate from either Manila or Cebu. A flight from Manila to Tacloban takes approximately 1 hour and 20 minutes, while a flight from Cebu to Tacloban takes significantly less time, lasting only 45 minutes. The vast majority of passengers have also utilized the airport on more than one occasion, which has familiarized them with the facility as well as the distance between the airport and their intended destination.

According to the findings of the study, the majority of respondents believe that their time spent in the airport made it more likely that they would use the airport again; however, it is possible that this factor is not the only one that determines airport reuse. This does not necessarily imply that the respondents will be traveling or using the airport in the near future, it may show that respondents plan for their trips and probably limit it to only their planned vacation time. The majority of respondents (72%) are between the ages of 21 and 35, which corresponds to the demographic that is most likely to be in the labor force now and thus need to schedule vacations. Approximately 68% of frequent airport terminal users do so to catch up with friends and family. This could signify a desire to spend time with loved ones, thus the necessity of traveling again to Leyte on a planned vacation time, especially over the holiday season when many people are off work. A study of Wattanacharoensil et al. (2017) confirmed that a dissatisfying airport experience such as negative experiences during check-in, security, and boarding processes; confusing airport facilities, unfriendly airport staff; or any unpleasant experiences during the baggage claim in the arrival area has a significant influence on the feelings of airport passengers towards that airport facility.

Table 4

Respondent's Agreement on Overall Airport Experience in Terms of Destination Revisit

Indicators	Weighted Mean	Rank	Verbal Interpretation
The destinations are worth it	3.97	3	Agree
My overall experience at the airport made it more likely to revisit the destination again	3.95	4	Agree
The comfort that the airport facility gave me, makes me feel like revisiting the destination again soon.	3.99	2	Agree
The service of the people in the airport made it more likely for me to revisit the destination again.	4.00	1	Agree
Composite Mean	3.98		Agree

Table 4 shows the respondent's agreement on overall airport experience in terms of destination revisit, with a computed composite mean of 3.98. Among the listed indicators, respondents agree that the service of the people in the airport made it more likely for them to revisit the destination again, as shown by the mean score of 4; this is followed second by the respondent's agreement that the comfort the airport facility gave them makes them feel like revisiting the destination again soon, represented by a computed mean score of 3.99. The respondents agreed that the destinations were worth it and ranked third with a computed mean score of 3.97. Lastly, the respondent's overall experience at the airport and the likelihood to revisit the destination again ranked last with a mean score of 3.95.

This may be attributed to the fact that Tacloban is a large city in the province of Leyte, which has many hotels and other tourist-related services and attractions. Furthermore, its airport is currently the only operating, accessible airport in Leyte. It is also probable that the respondents' inclination is attributable to the fact that they want to see their family and friends at the destination; hence, the respondents have a significant connection with the destination. Based on the data gathered, the respondents appear to be familiar with the airport since a majority have made at least three visits, making them familiar with its facilities. Therefore, their experience when going through the airport facility may be a priority rather than just a facility that serves as a mode of reaching their destination. According to Seetanah et al. (2018), passengers' satisfaction with airport services has a direct correlation to their likelihood of returning to the destination, and airport service quality is important in encouraging desirable behavior among visitors. Accordingly, the study suggests that the appropriate measures be implemented to keep airport services at their respective destinations operating at a high standard. Attention should be paid to the waiting lounges, check-in counters, and baggage reclaim to ensure that these services meet the needs of passengers.

Airport management is a complicated process. Airports frequently face problems with service gaps for passengers, and these problems are linked to the nature of services offered and the design of the terminal. Possible outcomes of this program include a reorganized service structure and upgraded infrastructure that puts the needs of passengers first. This study's important considerations include Getting to know the customer via conducting surveys, using social media, and other research techniques. Identifying the key elements that contribute to customer satisfaction. Cooperation and communication with the appropriate individuals, creating and integrating standards of service for customers into the established norms, taking control of airport operations to ensure superior service at every point of contact, and developing an effective method of promoting awareness. A three-pronged strategy for assuring high quality is recommended for this plan. Airport service providers should have a thorough understanding of their passengers. They are supposed to study the industry to understand consumer needs and preferences constantly. Market research assists in discovering about users as individuals: what they will enjoy, what is beneficial to them, where they spend their time, what inspires them, and so on.

While this information may be insignificant or relevant, it may be useful when a company wants to launch new products, services, or initiatives. Setting documented rules is a key step in managing an organization. Effective communication of rules and regulations will help create clear expectations, especially on sensitive subjects, and underline that all parties have responsibilities. Collaboration with airport stakeholders especially retail and restaurant operators for improving services offered in the facility assists the projected goal for the entire organization, especially in making better choices, and drives momentum across the entire business. This is an important step in gaining support for project objectives and ensuring alignment with the organization's vision and mission statement. Collaboration will also help identify the problems of retail and restaurant outlets in the airport. This will allow identification of factors hindering from providing quality service to passengers.

Table 5

Proposed Action Plan in Optimizing Airport Experience and Revisit Intention in Leyte

Key Result Areas/Objectives	Strategies/Programs	Outcome
To improve the quality and variety of retail stores and restaurant amenities at the airport	Understand passengers wants and needs as well as perception using surveys and market research. Publish a set of airport standards in line with sanitation and service standards Collaborate with airport stakeholders, especially retail and restaurant operators. Improve choice availability Provide consistent service-related trainings among employees	Drives passenger satisfaction The majority of the time, travelers have pre-planned purchase intentions, but several variables keep them from making a purchase. When services are enhanced, these variables decrease Increased profit Enhanced passenger satisfaction especially during waiting time
To improve internet connection and reliability	Collaborate with airport stakeholders especially internet service providers for improving internet services Identify areas where people congregate and adjust internet coverage areas. Introduce limited-use free Wi-Fi	Reduced airport user frustration resulting in enhanced service experience
To optimize the likelihood of reusing the airport in the near future	Identify unique points and characteristics of the airport Manage customer relationship Implement a marketing plan Introduce quality stores and retail outlets	Improved airport image Increase in airport revisit intention Improved services in the facility More involvement for passengers
To optimize satisfaction with airport experience	Use tools or surveys to analyze changing demands of airport users Capitalize on channels of communication such as the internet Maintain cleanliness of the facility	Increased positive perception of airport experience

Consistent product availability is the basis of a great retail and dining experience, as well as the foundation for a consistent source of revenue. Consistent product availability and choice provide the framework that allows you to sell and attract one's target market by providing the products they require to fulfill their needs. Failure to provide the right products at the right time and price, and you risk losing business and fulfilling the needs of shoppers, which can drastically drop their overall experience. What sets a facility apart is one thing that distinguishes it from others and can be an advantage over other airport terminals. A unique character helps build an image, which helps focus the organization's marketing approach and has an impact on message, branding, and other marketing initiatives. Customer or airport passenger relationship management is a process through which a business entity manages its contacts with customers, generally by analyzing collected data through surveys or interviews, which helps the organization understand customers' perceptions and expectations.

A marketing plan may help you determine what airport users want and need, as well as identify your organizational strengths and weaknesses, as well as opportunities. Analyzing airport users, especially passengers, may help you determine your market position and what product or service you can offer. Introducing high-quality shopping and dining establishments may boost purchasing motivations, which are the reasons why individuals purchase things and services regardless of size or price. These trigger points represent the needs, inner sentiments, instincts, urges, wants, and emotions of the person. Understanding passenger causes of dissatisfaction and passenger satisfaction when utilizing airport services is critical, since happy passengers are more inclined to return to the same location. The macro- and micro-model methods are the two main kinds of

customer satisfaction models. The micromodel approach investigates a single client connection. This technique identifies and handles dissatisfied consumers through feedback, surveys, or interviews. A passenger's airport experience is strongly affected by the processes and interactions they have gone through at an airport facility. Some amenities and services may be unavailable on the day a passenger travel. Using the internet and other digital channels will assist in keeping passengers aware and continually informed of the current state of their trip, as well as information about amenities and essential updates. Passengers' experiences are determined by their encounters from the moment they arrive at the airport. The hygienic state of a facility is critical. Therefore, it is a necessity that airports be cleaned and maintained regularly. Customer service, easy check-in at airport terminals, less time spent on security checks, and cleanliness of the facilities are the essential elements for an enhanced customer experience. Aside from improving the flow of departure and arrival at the airport, travelers see cleanliness as an important factor.

4. Conclusions and Recommendations

The majority of the respondents are female, between the ages of 21 and 35, traveling with family and friends, have visited Tacloban Airport more than three (3) times for the purpose of visiting friends or relatives, and have used Tacloban Airport as their point of departure. Among the five airport service indicators, safety assurance scored the highest. The majority of the respondents agreed that the security personnel were helpful and that there was a visible presence of security on the airport premises. On the other hand, service reliability scored the lowest. The majority of the respondents generally agreed on their overall airport experience. Among the overall experience indicators, airport experience satisfaction scored lowest, while choosing Tacloban as their destination of choice in Leyte scored highest. Among airport services indicators, respondents identified internet connection reliability, and enough restaurants and retail stores scored lowest. Among airport overall experience indicators, the respondent's intention to reuse the airport in the near future and satisfaction with airport experience scored lowest. An action plan was developed based on the results of the data mainly on improvement on the lowest-scored indicators.

➢ While some passengers' experiences at Tacloban airport may have left them disagreeing with the airport's service level, the airport serves as their only option to travel to their destination. Future research on airport service quality could benefit from considering the availability of alternative airport options to see if passenger assessments change between those with and without a choice of alternative airports.

➢ To raise service quality, the airport management may prioritize improvements in internet access and the variety of retail and dining options available to travelers. Airport retail and dining operators may emphasize boosting consumer satisfaction to further enhance the positive perceptions and behaviors of consumers while in the airport facility. This can be done by delivering high-quality services by giving airport retail and dining employees regular service training and conducting service evaluations. Furthermore, expanding and improving the physical environment of retail or dining facilities, such as by adding comfortable seats, may provide a pleasant experience for passengers.

➢ Most of the respondents were using the airport facility to fly from and to the destination to pay their friends and family members a visit; this suggests that the respondents already have an existing relationship with the location. In the future, further research can be done at an airport facility with a more diversified passenger profile, paying particular attention to passengers' travel motivations. This research could be carried out at other domestic and international airports in the Philippines.

➢ The research has a few limitations; all the respondents had to be citizens of the Philippines. Therefore, future research may be conducted on both local and international travelers because the tourism industry covers a greater variety of travelers with a wider range of experiences.

➢ The study was conducted when tourism was starting to pick up again after the COVID-19 pandemic.

Travel plans and survey responses could have been influenced by respondents' worries about the COVID-19 situation. Hence, after the COVID-19 pandemic, further study should be done to compare the study results.

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