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Measuring Online Customer Experience Quality

Alzira Neli Azevedo

201201299

Master in Services Management

Supervisor:

Professor Doctor Teresa Maria Rocha Fernandes Silva

Universidade do Porto – Faculdade de Economia do Porto

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Statement of Originality

I do hereby declare that the present document constitutes an original idea and is not the source of plagiarism, or copying. This thesis is the result of the author's original research. It has been composed by the author and has not been previously submitted for examination.

Alzira Neli Azevedo

15th of September 2015

Biographical Note

Alzira Neli Azevedo was born in Johannesburg, South Africa, on the 17th of July 1969.

Alzira Neli Azevedo is a qualified employee within the aviation sector where she has been working for the past 19 years at Madeira International Airport in various areas, ranging from passenger area as a Check-in Agent to Ramp Agent and Load Controller.

In 2009 she enrolled at the University of Madeira in the English and Business Studies Degree that focuses on developing communication skills in English within the business domain, having concluded with a final average of 15 in 2012. That same year she enrolled in the Master's Degree on Service Management at the University of Porto having concluded the curriculum component with an average of 13,4 in 2015.

The frequency of both the University Degree at Madeira University and of the Master Degree at Porto was compliant with work and family life.

“Keep your dreams alive. Understand to achieve anything requires faith and belief in yourself, vision, hard work, determination and dedication. Remember all things are possible for those who believe.”

Gail Devers

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I take this opportunity to express my gratitude to all those who helped me overcome another stage of my life.

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Abstract

The rapid evolution of the internet and globalization of the marketplace has led organizations to implement a new internet technology in support of traditional activities in order to deliver an enduring and positive experience to their clients, by closing the gap between performance and expectations. This moment of truth is a determining factor of the client's assessment of the service experience. There are however few studies measuring the impact of online experience on airline passengers. This thesis proposes at the outset to validate the dimensions that constitute the Online Customer Experience Quality for Airline passengers, in addition to determining the influence on Customer Satisfaction and the satisfaction's effect on Customer Loyalty and Word-of-mouth.

The present study is based on a deductive approach as the theory proposed is based on the literature review. The objective is to create and validate a multidimensional scale for assessing the customer's online experience. To achieve this, a questionnaire was presented to TAP outbound passengers at Madeira International Airport and 308 were collected. Efficiency, Fulfillment, Privacy, Service Experience, and Moments-of-truth were established as the dimensions that measure Online Customer Experience Quality (OCE-Qual). It was also proven that the quality of the online experience impacts customer satisfaction, loyalty intentions and recommendation (WOM). Implications for entrepreneurs, managers are also discussed, as well as the limitations of the thesis and opportunities for further research.

Resumo

A rápida evolução da internet e a globalização do mercado tem levado as organizações a implementar uma nova tecnologia de internet para apoiar as atividades tradicionais, a fim de proporcionar uma experiência duradoura e positiva aos seus clientes, fechando a lacuna entre o desempenho e as expectativas. Este momento da verdade é um fator determinante da avaliação da experiência do serviço. Existem no entanto poucos estudos medindo o impacto dessa experiência da internet em passageiros da aviação. Esta tese propõe validar as dimensões que constituem a qualidade da experiência do serviço *on-line*, além de determinar a influência na satisfação do cliente, e a influência desta na fidelidade e passa-palavra dos clientes.

O presente estudo baseia-se numa abordagem dedutiva, pois a teoria proposta baseia-se na revisão da literatura. O objetivo é criar e validar uma escala multidimensional para avaliar a experiência *on-line* dos clientes. Para alcançar este objetivo, um questionário foi apresentado aos passageiros a embarcar nos voos da TAP no Aeroporto Internacional da Madeira tendo sido recolhidos 308 questionários. Foi estabelecido que as dimensões: Eficiência, Satisfação, Privacidade, Experiência de Serviço e Momentos de Verdade medem a qualidade da experiência *on-line* (OCE-Qual). Também foi provado que a qualidade da experiência *on-line* influencia a satisfação do cliente, e que esta satisfação influencia as intenções de lealdade e recomendação (Passa-palavra) dos passageiros. Também são discutidas implicações para os empresários e gestores, bem como as limitações da tese e oportunidades para futuras pesquisas.

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I. Introduction

1. Scope

“What new technology does is create new opportunities to do a job that customers want done”

Tim O'Reilly, founder and CEO of O'Reilly Media Inc.

The rapid evolution of the Internet in addition to globalization of the marketplace has enhanced services provided by organizations. Companies have acknowledged and implemented this new information and communication technology to support traditional activities in addition to expanding to new opportunities, mainly on the Internet (Li & Suomi, 2009). Consequently, firms are investing in order to deliver an enduring, profitable and positive quality experience to customers by closing the gap between performance and expectations (Soudagar, et al., 2012). The recognition of quality experiences may pose as a competitive advantage due to customer recognition that generates singular experiences difficult for competitors to reproduce.

Services account for a growing proportion of the gross domestic product of developed economies; it is argued that “product” differentiation is achieved by means of quality services. The Service Economy OECD¹ Forum states that services are becoming more influent than manufacturing industries in developing economies. The emerging concept, of measuring customer experience in services, has consequently become a predominant paradigm in the notion of service delivery, considered to be of crucial importance in the service offering. The service should accordingly be designed to meet the customer’s expectations and create value, making the measurement of customer experiences a fundamental element in the service design. The initial contact between customer and an organization is considered to be one of the most important determinants of quality evaluation. This service encounter or “moment of truth” is what may establish an efficient relationship with the customer, permitting the creation of the perfect opportunity for an organization to adapt the service experience to suit the individual customer’s needs. The quality of experiences encountered establishes the importance of

¹ OECD - The Organization for Economic Co-operation and Development

these “moments of truth”, with the delivery of services that attain to the expectations and accordingly influence customer satisfaction in addition to repurchase intentions through loyalty and word-of-mouth. “The successful and profitable customer experience does not happen at the margins of the organization, they are holistic initiatives that involve the entire enterprise” (Soudagar, et al., 2012, p. 51). Customers can be considered co-creators of new experiences (Soudagar, et al., 2012, p. 56), for they are not only consumers of products and services, but are involved in the creation process. Current globalization and mass customization of technology has engaged consumers digitally with an extensive use of social media generating a setting of easy access to information. It is, therefore, imperative for companies to offer a personalized superior experience to ensure the value customers are pursuing is provided (Soudagar, et al., 2012, p. 9).

Technological innovations have affected the service experience, and the tourism sector seems to be one of the most affected by these innovations and in particular the travel reservation areas. Information Technology is considered to impact positively on passenger travel experience (SITA, 2014, p. 2) linking satisfaction to the increase in profit margins. The internet is therefore considered to be a predominant “well established and much appreciated travel tool, both for pre-travel activities, such as flight search and for reservations and check-in” (SITA, 2013, p. 2). This revolution has changed the way we travel, making it easier to buy and compare prices within the on-line domain, in addition to transforming the travel experience itself. Accordingly, the airline industry considers that their investment decisions are indicative of the improvement of the quality of the passenger experience along with incrementing their own productivity and efficiency (SITA, 2014, p. 4). As the growth of IT² investment increases within the aviation industry, the measurement of customer experience of the online domain can be perceived as a guarantee for economic advantage within a very competitive industry. Commercial airlines along with handling agents and airports need to adjust and adapt services provided in order maintain their competitive advantage and to preserve stakeholders content. Current airline tendencies indicate a great investment

² IT – Information Technology the use of computers and other electronic equipment to keep and send information (http://dictionary.cambridge.org/pt/dicionario/ingles-portugues/it_2)

within the mobile space (SITA, 2014, p. 5). IATA³ Airline IT Trends Survey 2014 similarly states that 98 percent of airlines plan to invest in ancillary service expansion within the next 3 years with the expectation that the global average adoption rate of mobile check-in will rise by 2017 (SITA, 2014, p. 4). The aviation industry is accordingly focusing on the implementation of innovating technology in order to reduce its costs and lead it to efficiency with a more passenger-focused attitude to create loyalty. Technology in the industry is thus being “designed to enhance the travel experience and to generate new commercial revenue streams” (CAPA-SITA, 2013, p. 5). It is estimated that an increasing number of people will be traveling by air in the near future, regardless of current economy stresses; IATA predicts a rise of around 800 million passengers on 2011 numbers (IATA Airline Industry Forecast 2012-2016, published 6 December 2012). Commercial airlines and handling agents are experiencing a change in travelers and travel methods due to economic factors that are conveying in a new type of client. (Novak, et al., 2000). This younger generation of travelers is more familiar to the online environment, and thus more open to this new way of travel organization. According to the IATA Global Passenger independent survey conducted in June/July 2013, 1 in 34% of travelers would prefer to receive their boarding pass from airline by text message or e-mail. As markets become more competitive with more demanding customers, professionals need to be knowledgeable and ensure the quality of services to guarantee a competitive advantage. This is attainable through the delivery of quality services at the initial contact in order to gain the customer’s loyalty.

Academic literature likewise focuses on the necessity for developing measurement models that account more efficiently for the depth of customers emotional responses to consumption situations. Novak *et al.* (2000), specify the need to “create commercial online environments that engage consumers”. It is important to recognize that as customer-brand relationships evolve through increased experience, so too does the weighting and assessment of the importance of various attributes in determining the overall service evaluations (Bowden, 2009, p. 64). The measurement of passenger experience of online environments is therefore indispensable in order to create an adequate quality service, well adapted to the passenger’s perceptions and expectations.

³ IATA – International Air Transport Association

Service quality stimulates customer satisfaction and motivates them to return inspiring recommendations to others (Nadiri, et al., 2008). Customer satisfaction intensifies profitability and market share, therefore it is essential that it be consistently and concisely measured and assessed. Nadiri *et al.* (2008) similarly posit that existing literature acknowledges the importance of repurchase and WOM. Sorooshian *et al.* (2013) consider that both companies and customers believe that the internet framework can be a purchasing and selling facilitator, considering however the necessity for a service quality in order to correctly satisfy the customer's requirements.

Additionally, the innovation indicators for the aviation sector demonstrate the necessity of new measures for a well-adjusted quality service that pleases all participants involved. The determination of this multi-dimensional scale is anticipated to be an important instrument for airlines to adequately design the online environments provided for their clients in order to maintain their fidelity.

2. Research Goals

The purpose of this research is to explore the prevailing concepts of service experience and quality measurement models within the service quality and experience literature. Through the analysis of various models it seeks to develop a model for evaluating the quality of online service experience that is more thorough and appropriate to the sector and domain under study. Hence the main resolution of this study is to develop a model for measuring the quality of the passenger's online experience.

The empirical study aims at validating the developed model and portraying conclusions about the dimensions that establish the online quality service experience. The empirical study's specific aims are (i) to validate a scale for assessing the customer's online experience and (ii) to understand the influence of the customer's satisfaction both on loyalty intentions as well as in word-of-mouth. The majority of the literature reviewed focuses on the customer experience of the whole travelling package, whereas this study emphasizes the measurement of the quality of customer experience within the online environment and the fulfillment of the expectations of this "moment of truth", this

initial contact with the organization. The difficulty being faced by the airline industry, as in all other economic sectors, is the correct management of the customers' expectations.

The results obtained seek to contribute to business management within the service sector in particular to commercial airlines, through an enhanced adjustment of the online services that could provide memorable experiences to clients and captivate their loyalty.

3. Structure of the dissertation

This dissertation is divided into five parts elucidated in the following paragraphs.

Chapter I begins with the Introduction and presents the scope of the investigation in addition to the main motivations that served as a basis for this study. Moreover, it offers the research goals and the structure of the dissertation.

Chapter II follows with the Literature Review that proposes the foremost concepts of services in addition to service quality and experience. This chapter is concluded with the history of Service Experience as well as the existing measuring models and their comparison in addition to drawing a conclusion on the literature review.

The subsequent chapter propositions the problem under study in this research along with the planned model that will serve as a basis for the empirical research. The first part of the chapter is dedicated to the research question and framework followed by the context and relevance of the research, in addition to characterizing the sector under study. This is followed by the presentation of the methodology applied, comprising of a description of the research and sample type in addition to an account on the questionnaire creation. The main outcomes and deductions of the research are offered within the research findings. At the outset there is a characterization of the sample obtained through presentation of the questionnaires, followed by the examination of the main variables of the questionnaires. Subsequently the factor analysis and the analysis

of the Hypotheses under study are presented in order to test the proposed model under study. This chapter is finalized with the discussion of the main results and conclusions encompassing the main contributions to business management, the main limitations of this study as well as some proposals for future research questions.

Chapter V offers the Bibliography and the thesis is concluded with the appendices that support the research.

II. Review of the Literature

The increasing use of e-commerce within organizations has seen the growing recognition for measuring and monitoring of service quality in the virtual world (Li & Suomi, 2009, p. 2). Web sites are presently considered an instrument implemented by organizations, in general, to sell products or services (Rares, 2014). Consequently, research on the quality of services along with the quality of customer experience has increased. The increase of e-service quality within the internet domain for the airline industry could be an effective and alluring means to obtain passenger satisfaction and retention (Lau, et al., 2011).

1. From Service Quality to Customer Experience

“Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them”

W. Edward Demming

The importance of consumer behavior is becoming ever more central for service providers globally (Morais, et al., 2012). Recently companies have become more conscious of the necessity to create value for their customers in the form of experiences (Berry, et al., 2002), with companies changing their management strategies from managing service quality to managing quality customer experience. The subsequent paragraphs will give an insight into services, service quality, service experience and experience delivery.

1.1. Services and Service Quality

Services can be broadly defined within the literature as intangible activities. They are deeds processes and performances provided by or co-produced by one entity or person for another entity or person (Zeithaml, et al., 2009). Companies and industries that have services for their primary produce are, consequently, classified as service industries. In 2004 Stephen Vargo and Robert Lusch identified an “innovative dominant logic for marketing” (Vargo & Lusch, 2004, p. 1), indicating a shift from a goods-centred

management to a service-dominant logic. They considered this shift as one that “exposes the need for companies to deliver high levels of service quality in order to achieve important marketing outcomes” (Klaus & Maklan, 2012, p. 5). We can however consider two traits of quality of service, the more traditional service quality experienced in the face to face interactions and the electronic service due to the latest technological advances, where the interaction is between the client and the online domain.

Service quality is an elusive notion, many definitions are offered within the existing literature, with the main contributions being made from the goods sector. It is considered easier for a consumer to measure the quality of products or goods than to measure the quality of services because of the existence of a reduced amount of “tangible cues to judge quality” (Parasuraman, et al., 1985, p. 42) . Philipp Klaus and Stan Maklan (2012) indicate that in order to better manage service quality companies need to measure and understand its implications for customers’ outcomes. Parasuraman *et al.* (1988) define service quality as a perceived judgment about an organization’s global excellence, suggesting service quality as an antecedent of perceived value and therefore of outcomes such as purchase intentions. Service quality perceptions are frequently defined within the literature as the difference between the consumer’s expectations and their perceptions of the actual service (Headley & Bowen, 1997). “The SERVQUAL scale developed by Parasuraman, Zeithaml and Berry (1988) incorporates a measurement of consumer expectations before a service encounter with a measurement of that same consumer’s perception of outcome after a service encounter” (Headley & Bowen, 1997, p. 55). The SERVQUAL scale measures service quality in five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. This can be regarded as traditional service quality since it refers to the quality of “*non-Internet-based* customer interactions and experiences with companies” (Parasuraman, et al., 2005, p. 2) and it reflects a personal, face to face interaction or encounter.

Electronic Service Quality is conversely considered by Jing and Yoo (2013), as a key determinant of successful electronic commerce. This concept of electronic service quality was first presented by Zeithaml *et al.* (2002) considering it as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of

products and services. Many of the studies measuring e-service quality provided empirical evidence that e-service quality is a multidimensional construct (Jing & Yoo, 2013). The basic E-S-QUAL scale developed by Parasuraman, *et al.* (2005) is a 22-item scale of four dimensions: efficiency, fulfillment, system availability, and privacy that measure customers' perceptions of the online service delivery (Parasuraman, *et al.*, 2005). It is important to consider that measuring Electronic Service Quality arises from the traditional service quality although literature indicates that the customer evaluation is different. Sawhney and Zabin (2001) and Wu *et al.* (2003) cited in Jing & Yoo (2013) reflect that Electronic services encompass the use of information technologies through the internet in order to “, improve, enhance, transform or invent a business process or system to complete tasks, solve problems, conduct transactions or create value for current or potential customers”. Electronic service quality is, as such, designated to incorporate all stages of the customer's on-line contacts, it is the degree to which a “Web site facilitates efficient and effective shopping, purchasing, and delivery” (Parasuraman, *et al.*, 2005, p. 5). Academic literature suggests that Online Quality is an important component in monitoring market consequences, since customer expectations have increased further than the topic of price (Jing & Yoo, 2013). It is therefore imperative that customers' expectations of online services is well understood because of the little human contact involved and since it “can affect the customer's satisfaction and trust level” (Jing & Yoo, 2013, p. 27).

But as experiences are replacing quality as the competitive battleground for marketing, measuring experience quality and understanding its dimensions becomes crucial (Shaw & Ivens, 2002; Verhoef *et al.*, 2009; Maklan & Klaus, 2011). However, unlike service quality, research on experience quality has not caught much attention. Customer experience has not been studied as a separate construct nor has it been explored in a theoretical perspective (Verhoef, *et al.*, 2009); instead, it has been integrated with service quality studies (Kim, *et al.*, 2011). Nevertheless, service quality and its most popular measure, SERVQUAL (Parasuraman, *et al.*, 1988), are too limited to fully capture customer experience quality (Maklan & Klaus, 2011). In fact, the two assessments are conceptually distinct: service quality is essentially a cognitive and transaction-related evaluation, whereas customers tend to subjectively and emotionally

evaluate the experience quality (Chang & Horng, 2010). Customer experience goes beyond service (Klaus & Maklan, 2012) and the contemporary consumer demands more than just competent service, seeking experiences which are emotionally “engaging, robust, compelling and memorable” (Gilmore & Pine II, 2002, p. 10).

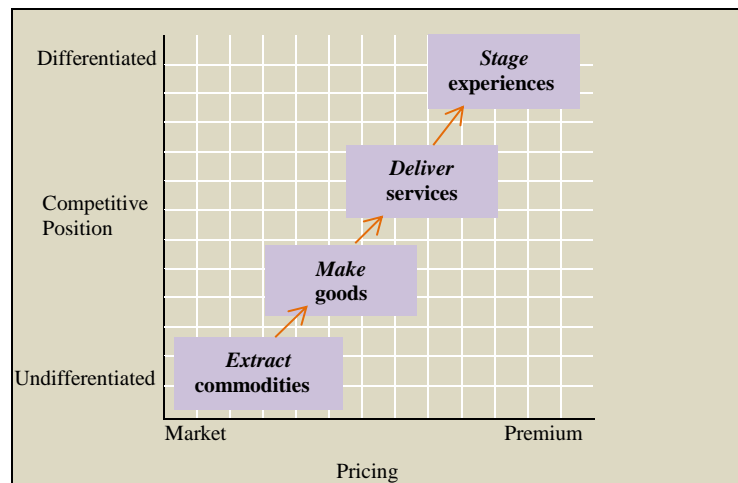
1.2. The Concept of Customer Experience

“The first step in exceeding your customer’s expectations is to know those expectations.”

Roy H. Williams

The concept of experience was established by Joseph Pine II and James H. Gilmore in the article *Welcome to the Experience Economy* (1998), where they perceived experience as “a distinct economic offering” (Pine II & Gilmore, 1998, p. 97). They consider the experience to be an offering, indicating that experience happens when a company intentionally uses services as the stage, and goods as supports, to involve customers to create a memorable event (Pine II & Gilmore, 1998, p. 98). Experiences are designed to attain to consumers desires and considered to be the fourth economic offering. Figure 1 indicates the progression of the economic value by Pine & Gilmore (1998). The succeeding figure shows the market progression from commodities to experience, from the undifferentiated products to the individual differentiated product, the premium pricing as depicted by Pine & Gilmore, 1998.

Figure 1 - The Progression of Economic Value



Source: Pine II & Gilmore, 1998, p. 98

LaSalle and Britton (2003) and Shaw and Ivens (2005) cited in Sorooshian *et al.* (2013), define customer experience “as the interactions of the users with products and companies, or of other segments of a company that stimulate some reactions”. Meyer and Swager (2007) ponder that “customer experience encompasses every aspect of a company’s offering - the quality of customer care, of course but also advertising, packaging, product and services features, ease of use and reliability” (Meyer & Schwager, 2007, p. 1). Table 1 shows customer experience management as depicted by Meyer and Swager (2007). It contemplates the relevance to the organizations future performance for it locates the correct position to enhance offerings to attain to the customer’s expectations and experiences.

Table 1 - Customer Experience Management

	What	When	How Monitored	Who Uses the Information	Relevance to Future Performance
Customer Experience Management (CEM)	Captures and distributes what a customer thinks about a company	At points of customer interaction: “touch points”	Surveys, targeted studies, observational studies, “voice of customer” research	Business or functional leaders, in order to create fillable expectations and better experiences with products and services	Leading: Locates places to add offerings in the gaps between expectations and experience

Source: Meyer & Schwager, 2007, p. 4

Meyer and Schwager consider that Customer Experience Management (CEM) captures and distributes the customer’s feeling on the company. It can be monitored through surveys and other methods in order to obtain information to create better customer experiences. Customer experience is deliberated to be the customer’s individual response to contact with the organization, consequently every feature of an organization’s brand is entrenched into the offering.

Pine and Gilmore (1998) term the nature of experiences to be memorable as they are factors of sensations in contrast to services that are by nature considered intangible as they are factors of benefits (Table 2). The authors go on to consider the buyer as guests while the seller is designated as the stager, unlike the other economic offerings.

Experiences are the result of personal interaction as “each experience derives from the interaction between the staged event and the individual’s state of mind” (Pine II & Gilmore, 1998, p. 99). This table designates the principle differences of the economic offerings by Pine and Gilmore (1998), passing from the commodities to the experience offering. Furthermore, it indicates the contemporary nature of the offering as a memorable one with a personal key attribute.

Table 2 - Economic Distinctions

Economic Distinctions				
Economic Offering	Commodities	Goods	Services	Experience
Economy	Agrarian	Industrial	Service	Experience
Economic Function	Extract	Make	Deliver	
Nature of	Fungible	Tangible	Intangible	Memorable
Key Attribute	Natural	Standardized	Customized	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Trader	Manufacturere	Provider	Stager
Buyer	Market	User	Client	Guest
Factors of	Characteristics	Features	Benefits	Sensations

Source: Pine II & Gilmore, 1998, p.98

The expansion of the internet and the unceasingly online presence has had ever more researchers deliberating on this emerging concept within the service economy. Customer experience has become a predominant paradigm in the notion of the service delivery. “A great body of studies has shown that online product communities have such unique characteristics and facilities that we have in effect to go far beyond investigating into simple “Web surfing” activities and consider an all-inclusive concept which could redefine the customer’s online community experience (Nambisan & Watt 2011)” (Sorooshian, et al., 2013, p. 1682). Thus, customer experience can be considered a cumulative emotional and practical impact that customers sustain during the interactions with a company (Soudagar, et al., 2012).

Alex Rawson, *et al.* (2013), contemplate that the organizations capable of managing the total experiences secure enormous rewards: enhanced customer satisfaction, reduced churn, increased revenue, and greater employee satisfaction. It has therefore become essential for organizations to manage their customer's experience quality in order to create unique experiences that will result in appropriate marketing results and, consequently, in positive financial results.

1.3. Experience Delivery

Organizations are currently investing in order to deliver an enduring, profitable and positive quality experience to customers by closing the gap between performance and expectations (Soudagar, et al., 2012). This recognition may pose as a competitive advantage due to customer recognition of quality service delivery that generates singular experiences difficult to reproduce. Pine and Gilmore contemplate that "Excellent design, marketing, and delivery will be every bit as crucial for experiences as they are for goods and services" (Pine II & Gilmore, 1998, p. 101). Customer Experience delivery is an emerging paradigm for authors and organizations alike. These authors similarly posit that experiences in the business world have supplanted the entertainment world. They consider that the use of new technologies has encouraged a "whole new genres of experience" (Pine II & Gilmore, 1998, p. 99), with the demand for further immersive practices to enhance experiences. The subsequent paragraph indicates several approaches that have been specified by various authors for the delivery of memorable experiences.

Pine and Gilmore proposed five key principles for delivering singular experiences. The first step is to "*Theme the experience*"; they envision an effective theme to be short and persuasive, able to enthrall the customer with a unified story line. The second step is to "*harmonize impressions with positive cues*", considering that while the theme forms the foundation for the experience the delivery of the experience should leave unforgettable imprints. They go on to deliberate on the necessity to eliminate negative cues, as a third step, in order to ensure the "integrity of the customer experience". Negative sentences or information may prompt negative memories and affect the consumer experience

negatively. “*Mix in memorabilia*” is the ensuing stage as customers enjoy keeping goods that bring them worthy memories. Merchandising sales are a synonym for quality of experience, because consumers just want to remember the experiences that have marked them positively. Finally, they indicate the necessity to “*Engage all five senses*”, as the involvement of the customer with organization is susceptible to be abundant if all five senses are associated to the experience. The article specifies, furthermore, that the environment should be designed according to the theme in addition to adopting continuous innovation in order to constantly surprise and delight consumers and draw on their positive experiences. Likewise, Bern Schmitt (2003) posits on a five step framework for customer experience management. He considers the following stages: first analyze the experiential world of the customer then build experiential platform, followed by the design of the brand experience and the structure of the customer interface, and to conclude engage in continuous innovation. Gross and Pullman (2012) however, consider the role of the employees as central to the delivery of the experience positing that more research should be conducted to better understand how the experience is delivered. They reflect on the fact that “employees skill level, experience, and professionalism” (Gross & Pullman, 2012, p. 44) fluctuates according to growing customer views of experience. Soudagar,*et al.*, (2012) conversely consider that customer experience encompasses four essentials that are: reliability, convenience, responsiveness and relevance (Table 3). These are considered the building blocks of trust and that is what establishes the bond between the organization and the customer difficult to be replicated by others and keeps customers loyal.

Table 3 - Four Customer Experience Essentials

Customer Experience Essential	What it Looks Like
Reliability	Living up to your promises. Example: Consistent on-line delivery, each and every time.
Convenience	Offering choice, consistency, and timeliness. Example: Using multiple channels to engage with customers.
Responsiveness	Listening and responding quickly. Example: Changing a process or policy when feedback reveals that it causes problems for customers
Relevance	Ensuring that offerings are personalized and meaningful. Example: Gaining insight into, and delivering what really matters to individual customers at a particular point in time.

Source: Soudagar,*et al* 2012, p.18

In conclusion, customer's experiences include all the interaction between the organization and the customer (Thomson, 2006, p. 2). Customer experience management "is a process-oriented satisfaction idea" (Schmitt, 2003, p. 18), this influences the customer-organization relationship. Shaw and Ivens (2002) suggest that due to the intense commoditization of products and services, customer experience will become a new basis of competitive advantage for organizations. Thomson (2006) deliberates that part of the value in a service derives from the experience that an organization creates and is able to accurately deliver to its customers.

2. Measuring Service Quality and Customer Experience

The existing literature indicates that measuring quality in internet retailing is quite recent; nonetheless "extensive advances have been made in this area" (Francis, 2007, p. 341). The focus of marketers has subsequently altered from service quality to focusing specifically on customers and their experiences (Garg, et al., 2010). The following subsections will posit on diverse methods of measuring service and customer experience as suggested by several authors and that are considered to be the most adequate for the study at hand.

2.1. Measuring Service Quality

A number of scales have successively been developed to measure service quality with literature indicating SERVQUAL and its variants as the most common methods used to measure service quality within the various domains.

2.1.1. *SERVQUAL*

The SERVQUAL Model developed by Parasuraman *et al.* in 1988 is an instrument for assessing customer perceptions of service quality, within the Services and retail. It measures five dimensions Tangibles, Responsiveness, Reliability, Assurance and Empathy (Table 4). The authors contend that service quality is an indefinable concept due to three unique features of services: Intangibility, Heterogeneity and Inseparability of production and consumption and therefore this multiple-item scale may be used by

retailers to better understand the service expectations in addition to perceptions of consumers to improve services.

Table 4 - SERVQUAL Dimensions

Dimension	Description
Tangibles	Physical facilities, equipment and personnel.
Responsiveness	Performance of promised service.
Reliability	Willingness to help customers and provide a prompt service.
Assurance	Knowledge and courtesy of employees and their ability to inspire trust and confidence.
Empathy	Caring and individualized attention to clients.

Source: Parasuraman *et al.*1988

2.1.2. Customer Loyalty in E-Commerce

In 2002 David Gefen extended the SERVQUAL model to the electronic environment in his research into Customer Loyalty in E-Commerce, having concluded that the dimensions breakdown into three within the online domain: tangibles, a collective dimension of reliability/responsiveness/assurance and empathy (Table 5). In the non-Internet marketplace, customer loyalty is primarily the product of superior service quality and the trust that such service entails. This study examines whether the same applies with online vendors even though their service is provided by a website interface notably lacking a *human* service provider.

Table 5 - Customer Loyalty in E-Commerce Dimensions

Dimensions	Description
Tangibles	The appealing interface, ease-of-use and understandability of the website and the clarity of the purchase.
Empathy	Providing personalized service through customized contents, personal greetings, and individual e-mail.
Responsiveness/ Assurance / Reliability	Providing prompt service, helpful guidance when problems occur with courteous help-screens, appropriate error messages and guidance boxes.

Source: Gefen, 2002

2.1.3. E-S-Qual

In 2005 Parasuraman, *et al.*, developed a scale to measure website quality, whereby all phases of customer's interactions with a Web site are analyzed through four dimensions: efficiency, fulfillment, system availability and privacy (Table 6). This is a generic scale that is projected to obtain the customer's global assessment of the site's service quality.

Table 6 - E-S-Qual Dimensions

Dimensions	Description
Efficiency	The ease and speed of accessing and using the site
Fulfillment	The extent to which the site's promises about order delivery and item availability are fulfilled
System Availability	The correct technical functioning of the site
Privacy	The degree to which the site is safe and protects customer information

Source: Parasuraman *et al.*, 2005

2.1.4. Quality in E-Retailing

Collier & Bienstock (2006) consider that online services own distinctive features that can affect the customer's perception of quality having therefore designed a framework that combines process, outcome and recovery dimensions. They consider that research has revealed that service failure or recurring failures affect customer satisfaction and perceptions, hence they propose the use of formative indicators and the three-dimensional approach to conceptualizing e-service quality. A framework was developed to provide additional insight into customers' dimensions of e-service quality (Table 7). "Our conceptualization proposes that consumers form quality evaluations based on the interactive process that takes place online (process), the outcome of how the product or service is delivered (outcome), and the manner in which service failures (if they occur) are handled (recovery)" (Collier & Bienstock, 2006, p. 263). The authors believe the online service quality to be a "summative judgment" that occurs from evaluating numerous dimensions (Collier & Bienstock, 2006, p. 271).

Table 7 - Quality in E-Retailing Dimensions

Dimensions	2 nd Order Dimensions / Description	
Process	Privacy	Security sensitive information.
	Design	Visual appearance and audible site applications.
	Information Accuracy	Clear concise manner information is presented.
	Ease-of-use	Ability to find pertinent information.
	Functionality	Web site executes or performs customer's commands.
Outcome	Order Timeliness	Receiving order within expected time.
	Order Accuracy	Processing order to exact specification.
	Order Condition	How product specifications conform to customer's needs.
Recovery	Interactive Fairness	Customer's ability to interact with technology/company support and employees treatment.
	Procedural Fairness	Policies, procedures and responsiveness in complaint process.
	Outcome Fairness	Monetary compensation, future free services and/or apology.

Source: Collier & Bienstock, 2006

2.2. Measuring Customer Experience

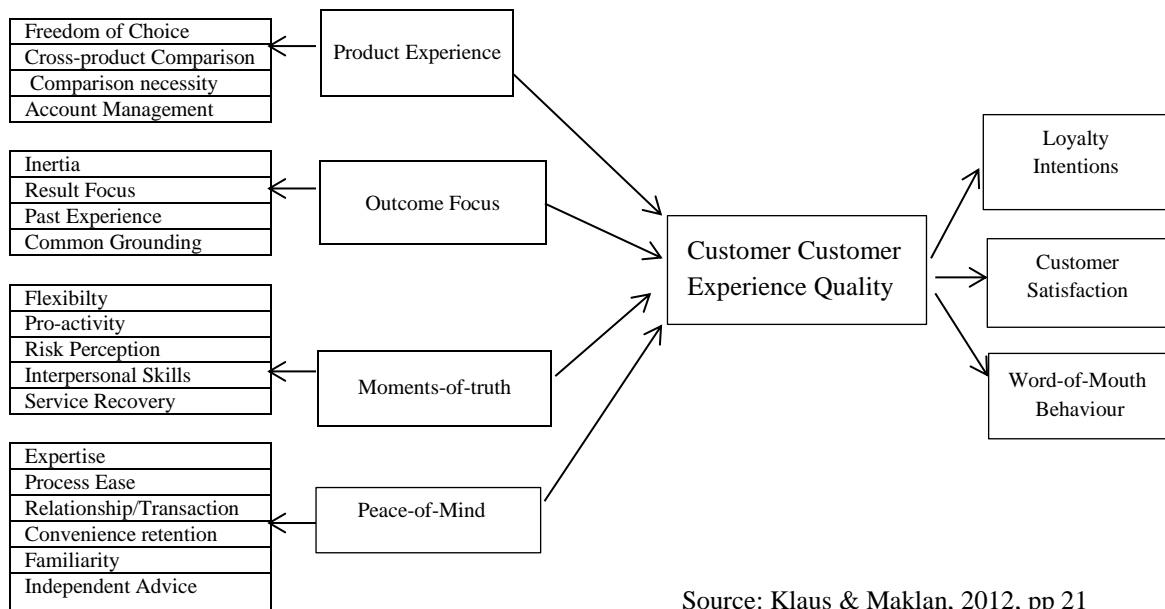
Measuring customer experience is a concept that has recently been developed within the business domain, being based on the works of Pine and Gilmore. The succeeding paragraphs describe various measuring mechanisms within the literature.

2.2.1. EXQ: A multi-item Scale for Assessing Service Experience

Measuring customer experience is a very recent concept credited to Phil Klaus and Stan Maklan in their article: EXQ – A multiple-item scale for assessing service experience in 2012 . The authors established a scale for specifically assessing service experience quality. Although it is more suited for the offline environment dimensions can be extended to the electronic context. EXQ is a scale that conceptualizes service experience quality into four dimensions (POMP) Product experience, Outcome focus, Moments-of-truth and Peace-of-mind with 19 items. Product experience is represented by 4 items: Freedom of choice, cross-product comparison, comparison necessity, and

account management. The outcome focus is embodied by inertia, result focus, past experience and common grounding. Moments-of-truth are characterized by flexibility, pro-activity, risk perceptions, interpersonal skills, and service recovery. The last of the dimensions Peace-of-mind is exemplified by expertise, process ease, relationship transaction, convenience retention, familiarity, and independent advice. Klaus and Maklan (2012) consider that the customer experience quality leads to the customer’s loyalty, satisfaction, and word-of-mouth behavior. Figure 2 shows the EXQ scale items and dimensions and marketing results.

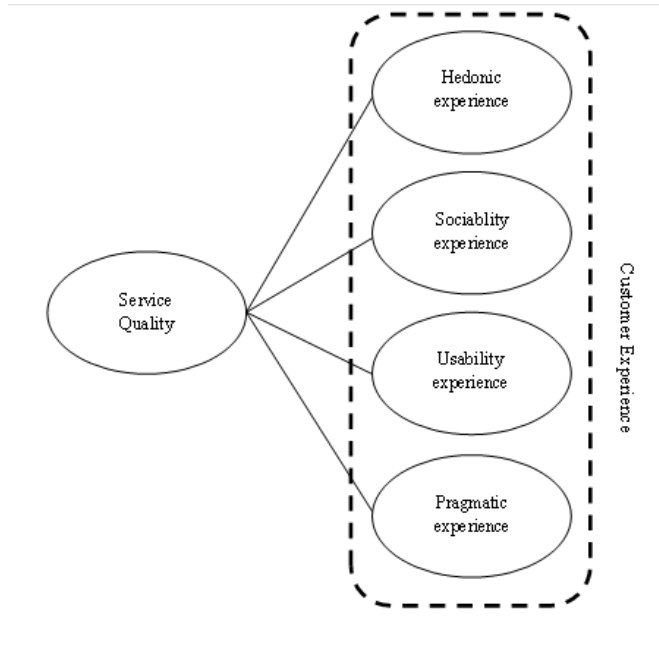
Figure 2 - EXQ: A Multi-item Scale for Assessing Service Experience Dimensions



2.2.2. Customer Experience about Service Quality in online environment: A case of Iran

Sorooshian *et al.*(2013) developed a framework to demonstrate the connection between service quality and customer experience of the online environment in Iran. This study focusses on the experience acknowledged within the internet activities, in addition to wielding influence of customer experience on the service quality of the online environment in 4 dimensions. The dimensions being: Pragmatic Experience, Sociability Experience, Usability Experience, and Hedonic Experience as indicated in Figure 3.

Figure 3 - Online Customer Experience (OCE) Dimensions



Source: Sorooshian, et al., 2013, pp 1686

2.3. Measuring Model Comparison

The dimensions validated statistically by the different models are offered by comparison in Table 8, and subsequently explained.

Table 8 - Model Dimension Comparison

Model	SERVQUAL Parasuraman <i>et al.</i> 1988	Customer Loyalty in E-Commerce Gefen 2002	E-S-Qual Parasuraman <i>et al.</i> 2005	Quality in E-Retailing Collier & Bienstock, 2006	EXQ Klaus & Maklan 2012	Customer Experience: A case of Iran Sorooshian <i>et al.</i> 2013
Dimensions	Tangibles Responsiveness Reliability Assurance Empathy	Tangibles Responsiveness/ Reliability/ Assurance Empathy	Efficiency Fulfillment System Availability Privacy	Process Outcome Recovery	Product Experience Outcome Focus Moments-of- Truth Peace-of- Mind	Pragmatic Experience Sociability Experience Usability Experience Hedonic Experience

Source: based on the literature review

The SERVQUAL Scale by Parasuraman *et al.* (1988) is a measuring instrument for accessing customer perceptions of the service quality and is extensively used in the literature for determining quality in an offline context, however some dimensions can be considered in an online setting. The five dimensions identified in the SERVQUAL model can be recognized to some extent in the identified quality models.

Gefen (2002) considers that the Tangible dimension can be acknowledged within the internet context as the ease of use of the Web site, for instance, the organization in addition to the clarity of information provided. Parasuraman *et al.* (2005) indicate the Efficiency Dimension as the ease and speed of using the site, and System Availability dimension is described as the correct technical functioning of the site. Whereas Collier and Bienstock (2006) consider Design, Ease of Use and Functionality within the Process Dimension. Klaus and Maklan (2012) and Sorooshian *et al.* (2013), however, do not consider this dimension within their models of measuring customer experience. In the Measuring E-Retailing Model the second order dimension Functionality is defined as the manner the Web site operates or executes customer's commands.

The Privacy dimension is present in two of the presented models, being considered by the E-S-Qual Scale as the degree to which the site is safe and protects customer information. In the Measuring E-Retailing Model, it is considered in the Process dimension. This dimension focuses on the security of customer's private information, which may be associated with loyalty and trust concerns.

The Fulfillment dimension in the E-S-Qual Model represents the extent to which the site's promises about order and item availability are fulfilled. Measuring E-Retailing conversely designates that the outcome of a service experience can be captured by: order timeliness, order accuracy and order condition, while the authors of the Customer Experience model designate the Pragmatic Experience to indicate if users find online experience useful, worthy and valuable. Klaus and Maklan indicate (2012) Peace-of-Mind (POM) as the dimension that describes the customer's evaluation of all the interactions with the service provider before, during and after securing a service.

The Customer Experience Quality by Klaus and Maklan (2012) is a research that conceptualizes service experience quality into four dimensions that reflect service experience perceptions. Moments-of-Truth (MOT) are considered to emphasize the importance of Service recovery and flexibility, dealing with customers once complications that arise in the process. Collier and Bienstock (2006) consider this evaluation within the Recovery dimension with Interactive Fairness, Procedural Fairness, and Outcome Fairness. Gefen (2002) designates the provision of prompt service with helpful guidance when problems occur as the Responsiveness/Assurance/Reliability Dimension.

Empathy is considered as a dimension both by Parasuraman *et al.* (1988) and Gefen (2002) designated as caring and individualized attention to customers. Klaus and Maklan (2012) consider the importance of customer's perceptions of having choices or the ability to compare as the Product Experience, whereas Sorooshian *et al.* elect Hedonic Experience as the customer's intrinsic values from online goods interaction.

3. Conclusion

The use of e-commerce within organizations has grown and the use of web sites are presently considered an instrument by many organizations to sell products and services as well as to bring in information on the quality of services provided. Within the air transport services information technology has been considered to impact positively on the passengers' experience. The growth of investment in these areas within the aviation industry can be indicative of economic advantage because of the satisfaction that it may bring to the passengers and consequently their retention as loyal passengers that may drive airline productivity and profits.

Service quality is seen as being an elusive notion with many definitions offered within the existing literature. However, companies need to measure the quality of the offered services in order to understand the implications on customer outcomes (Klaus & Maklan, 2012). Service quality perceptions are frequently defined within the literature

as the difference between the consumer's expectations and their perceptions of the actual service (Headley & Bowen, 1997).

The expansion of the internet and this continually online presence has had ever more researchers deliberating on the emerging concept of customer experience within the service economy. Customer experience has therefore become a predominant paradigm in the notion of the service delivery. Much of the revised literature indicates the uniqueness of the online communities with the necessity of new measuring instruments for experience. The various scales presented offer an insight on the dimensions considered by the different authors on the correct measurement of quality and experience in services. The electronic service concept introduced by Zeithaml *et al.* (2002) is considered as the degree to which the website facilitates the delivery of products and services. Many of the studies measuring e-service quality provided empirical evidence that e-service quality is a multidimensional construct (Jing & Yoo, 2013). It is important to consider that measuring Electronic Service Quality arises from the traditional service quality although literature indicates that the customer evaluation is different. Academic literature suggests that Online Quality is an important component in monitoring market consequences since the customer expectations have increased (Jing & Yoo, 2013). The customer experience is not merely the interaction between customer and organization. It is a group effort or collaboration that helps to deliver on service promises and create great experiences for customers (Soudagar, et al., 2012, p. 122).

III. Empirical Study

1. Research Question and Framework

The intention of this project is to understand what aspects of internet services account for the delivery of a memorable quality experience to passengers, as well as to understand the impact that the quality of this experience may have on the marketing results that are fundamental to the success of travel organizations in general and particularly to the difficult very competitive airline sphere. The objective at the outset is to validate the dimensions that constitute the Quality of Online Service Experience, in addition to determining the influence of the experience on Customer Satisfaction, and the effect of satisfaction on Customer Loyalty and Word-of-mouth.

It is therefore proposed to test the following hypotheses:

Hypothesis 1: The dimensions Efficiency, Fulfillment, Moment-of-Truth, Privacy and Product Experience are the variables that measure Online Customer Experience Quality;

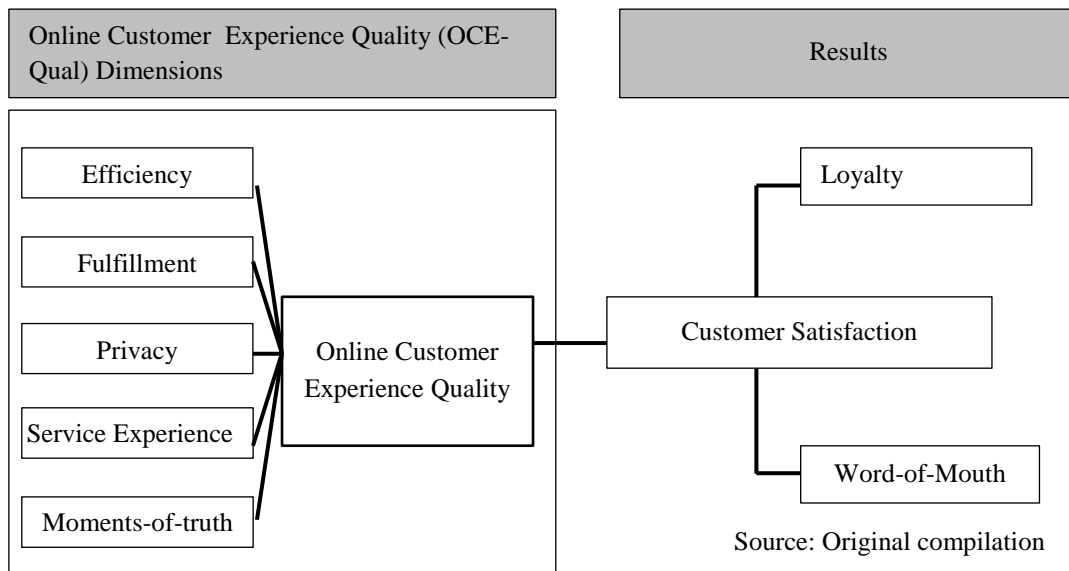
Hypothesis 2: OCE-Quality influences the customer’s satisfaction;

Hypothesis 3: Satisfaction influences the customer’s loyalty;

Hypothesis 4: Satisfaction influences the customer’s word-of-mouth.

The suggested dimensions of the Online Customer Experience Quality scale, linking the experience to the customer’s satisfaction, loyalty and word-of-mouth are accordingly presented in Figure 4 and subsequently explained.

Figure 4 - Online Customer Experience Quality (OCE-Qual) Model



The designated Online Customer Experience Quality Model, here forth considered as OCE-Qual Model, dimensions are based on three articles previously enlightened in the Review of the Literature Part 4 - Measuring Customer Service and Experience: the E-S-Qual Model by Parasuraman, et al. (2005); the EXQ Model by Phillip Klaus and Stan Maklan (2012); and the OCE Model by Sorooshian, et al. (2013). The models were selected due to their close association to both the online domain and the measurement of service quality and customer experience, an important basis for this particular research.

The Efficiency dimension is deliberated by Parasuraman *et al.* (2005) to designate the ease and speed of using a determined website. Klaus and Maklan (2012) and Sorooshian *et al.* (2013), however, do not consider this dimension within their models of measuring customer experience. Sorooshian *et al.* (2013), conversely consider the Usability Experience to measure the customer's experience in surfing and using the online community. In the OCE-Qual Model the Efficiency dimension was considered important as the ease and speed of access and engagement within the online domain influences customer's perception of a quality service and consequently affects the customer's experience.

The E-S-Qual Model contemplates the Fulfillment dimension as the representation of the site's promises on order and item availability fulfillment. Klaus and Maklan (2012) designate Peace-of-Mind (POM) as indicative of customer's perceptions of having the ability to compare services rendered, whereas the intrinsic values customers have from the online goods interaction is labeled by Sorooshian *et al.* (2013) as Hedonic Experience. The model under research acknowledged the importance of the Fulfillment dimension for online customer experience quality perception. It represents the truthful delivery of the online services and similarly considers customers perceptions of the importance of the services, along with the company's competences.

The OCE-Qual Model considers the Privacy dimension as the focus on the security of customer's private information, which may be connected with loyalty and trust concerns as well as being considered an important dimension for customer experience quality assessment. This dimension is only represented by the E-S-Qual Model, being designated as the degree to which the site is safe and protects customer information.

The Service Experience dimension of the OCE-Qual Model focuses on the customer's confidence of the offered online service and the different options presented by the organization, which attain to the customer's specific or individual necessities. These specifications are considered within the OCE Model in the Hedonic Experience, while Klaus and Maklan (2013) contemplate them in the Product Experience Dimension.

The OCE-Qual Dimension Moments-of-truth stresses the organization's competency in preserving the customer informed on innovative online services and service recovery, thus encouraging confidence through reliability. Klaus and Maklan (2012) emphasize the importance of service recovery and flexibility, dealing with customers once obstacles arise in the process in the dimension MOT –Moment-of-truth. Sorooshian *et al.* (2013) indicate the Social Experience as the experience extracted from the interactions within the online community.

Customer satisfaction is indicative of the customer's overall perception of the use of the airline's online services in the study at hand. The EXQ Model by Klaus and Maklan (2012) consider the face to face interactions designated as Customer Satisfaction, conversely the E-S-Qual Model designates Perceived Value as the customer's perception of the delivered service.

Loyalty intentions are indicative of customer's appreciation on rendered services and are accounted for in two of the specified models that served as a basis for this research; Both Klaus and Maklan (2012) and Sorooshian *et al.* (2013) consider Loyalty intentions within their models. Sorooshian *et al.* (2013), however consider Word-of-mouth within the sphere of loyalty intentions. The OCE-Qual Model contemplates both Loyalty Intentions and Word-of-mouth as a consequence of customer satisfaction.

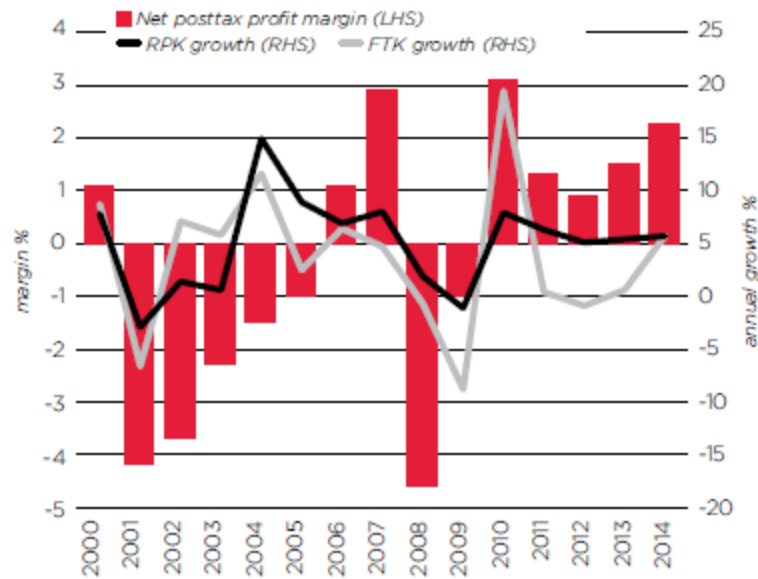
2. Research Context

2.1. Relevance of the study

Air transport is considered to be one fastest growing economic sectors (Porter, et al., 2011, p. 2). The vision for air travel in the future is to transform the act of travelling to

be as smooth as possible (SITA, 2013). SITA⁴ indicates the necessity of Airlines to make use of the latest intelligence integral to their operational and passenger systems (SITA, 2014). They assert that the collection and correct use of customer data is essential to create unique experiences, in addition to delivering value to the customers, indicating in Figure 5 the Airline Annual Traffic Growth figures and Profit Margins.

Figure 5 - Annual Traffic Growth and Profit Margin



Source : IATA Annual Review 2015

The airline industry has grown consistently over the past 40 years, an expansion three times more than the growth of the world’s economies, thus reflecting the high income of air travel and being considered as one of the fastest growing economic sectors (Porter, et al., 2011, p. 3). Accordingly, IATA’s⁵ annual 2015 report indicates (Figure 5) the international airline traffic and profit margins of the last fourteen years based on information from both ICAO⁶ and IATA, furthermore the report states an increase in demand for cargo and passenger services in 2014. The online domain has served to increase customers bargaining powers, with the availability of new buying channels and internet technology that permits comparison. This new technology has transformed the

⁴SITA - Société Internationale de Télécommunications Aéronautiques

⁵IATA - International Air Transport Association

⁶ICAO - International Civil Aviation Organization

way people travel and experience their daily lives with access to information in” real time at any time of the day and anywhere on the planet” (IATA, 2011, p. 60). With an ever increasing demand for services and unique experiences for airline travelling, the measure of the customers experience seems to be of great economic importance.

2.2. Case Study

As referred in Chapter III – Presentation of the Problem, the model under study has the aim of understanding what aspects of internet services account for the delivery of a memorable experience to passengers, as well as to understand the impact that the quality of this experience may have on the marketing results that are fundamental to the success of organizations in general and particularly to the difficult very competitive airline sphere. A case study was considered to be of extreme importance to the research. Therefore, a questionnaire was presented to passengers at the check-in area on TAP⁷ outbound flights at Madeira International Airport to measure passenger’s online experience quality and the influence on marketing results.

TAP is the Portuguese leading airline and has been flying since 1945. It is a Star Alliance member since the 14th of March 2005 with a hub in Lisbon Airport and flights to 84 destinations in 35 countries in addition to an average of 2500 flights a week. TAP is a fast growing airline with more than 11.4 million passengers and an average load factor of 80% in 2014⁸. “The company’s Portuguese character, brand and the quality of service as a basic concept have been the main factors driving TAP’s strategy over recent years, and which have been justified by the many awards that have won from national and international bodies” (TAP Portugal, 2014). TAP was designated in 2011 and 2012. “World’s Leading Airline to Africa”, while equally being nominated “World’s leading Airline to South America” from 2009-2012. The title for “Best European Airline” was received in 2011, 2012 and 2013 from the US magazine Globe Traveler. In 2014 the airline received the Leading European Airline to Africa and South America award, considered to be the most important tourism honor. The Portuguese airline is also very active within the innovative technology with various international references and online

⁷TAP - Transportes Aéreos Portugueses

⁸<http://www.tapportugal.com/PressRelease/en/with-710000-more-passengers-in-2014-tap-is-growing-faster-than-the-european-average>

social presence in Facebook, Twitter, Instagram, as well as Pinterest with customer recognition for the customer support offered. TAP focusses on service offerings to deliver a unique experience through the use of the online services on its website. The TAP application is available for free download from the App Store, Google Play and the Windows Store in English and Portuguese (<http://www.tapportugal.com/Info/en/about-tap/our-company/mission-values>).

TAP's strategy and care of a quality service to its customers fits adequately into Pine and Gilmore's concept of experience, where the occurrence of an experience is "*when a company intentionally uses services as the stage and goods as props, to engage individual customers in a way that creates a memorable event*" (Pine II & Gilmore, 1998, p. 98). The Portuguese airline focuses on the delivery of memorable experiences through quality service before, during and after the flight through the use of the online domain. It's mission is to deliver a unique quality service that is required of all staff concerned.

3. Methodology

"Science is only the image of truth."

Sir Francis Bacon (1561-1626)

The methodology applied in this research is described in the subsequent chapters. The first part of this chapter explains the choice of research method, outlining the type of investigation applied and its features. Subsequently the research design is presented, together with the chosen data collection method and the implemented procedures.

3.1. Choice of Research Method

The research methods are stated by Saunders *et al*, 2009, as the procedures employed in obtaining and analyzing data. It is comprised of questionnaires, observation and interviews along with both quantitative and qualitative analysis techniques. Saunders *et al*. (2009) go on to consider that deduction owes much to the current vision of scientific research, as it encompasses the development of theory subjected to rigorous testing. They ponder that the survey strategy is frequently connected to the deductive approach,

considering it to be the prevalent strategy in business and management research. The use of surveys is considered to have the advantage of obtaining a large amount of data in an extremely economic manner as each respondent is presented with the same set of questions besides the information collected is easily analyzed.

The purpose of quantitative research is to create knowledge, using predominantly postpositive prerogatives considered as the “scientific method” or doing “science research”, such as cause and effect rationale, theory reduction to particular variables and the assumption of propositions or hypotheses (Creswell, 2003, p. 6). Aliaga and Gunderson (2002) define quantitative research as “Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)”.

The present study is based on a deductive approach as the theory proposed is based on the literature review. Accordingly, an empirical research was conducted based on the collection of data with the use of structured questionnaires with close-ended questions. The aim of this data collection was to identify what experiences customers’ value within the airline online environments, in order to classify the correct items to measure as stated by Klaus and Maklan (2012): “In order to manage service quality, firms need to measure it and recognize its connection with those important customer outcomes” (Klaus & Maklan, 2012, p. 6). The information collected was analyzed and systematized in a data processing program IBM-SPSS – Version 23 (Statistical Package for the Social Sciences) and Microsoft Excel 2010.

3.2. Sample

The Simple Random Probability Sampling was selected for this research as the most appropriate, as in this type of sampling the elements that make up the sample are selected entirely at random and the probability of being part of the sample is equal to all elements of the population under analysis. Probability sampling is impartial as it considers each member of the population under study with equal chances of being chosen (Kothari, 2004).). It also guarantees the law of Statistical Regularity which specifies that if on an average the sample chosen is a random one, it will have the same

composition and characteristics as the universe and is therefore considered as the best technique of selecting a representative sample (Kothari, 2004). Saunders *et al* (2009), likewise, consider that probability samples offer the possibility of achieving research questions and objectives that require the statistical estimation of the population characteristics from the samples. They also consider that probability sampling to be associated to with survey strategies.

When considering the observations necessary Hair *et al.* (2007) consider that as a general rule the minimum number of observations should be at least five times more than the number of variables to be analyzed with the more acceptable sample size being ten times more. They posit that the researcher should constantly try to obtain the “highest cases-per-variable” ratio in order to minimize error (HairJr., et al., 2009, p. 102). The sample selected for this research had particular attention to the appropriate number of observations necessary to be considered an acceptable sample. The adopted questionnaire is composed of 28 variables or questions and 308 questionnaires were answered, which means that this sample has a dimension considered acceptable being 11 times the number of variables under study.

3.3. Questionnaire Design

Questionnaires are a data collecting instrument. They are a succinct, preplanned set of questions intended to generate specific information so as to encounter a particular need for research information about a relevant topic (Key., 1997). The Cambridge Online Dictionary defines questionnaire as: a list of questions that several people are asked so that information can be collected about something. Saunders *et al.* (2009) specify that administering a questionnaire to a sample population allows for easy comparison of standardized data. Furthermore, they indicate that this strategy is observed as convincing by public in general, besides being both comparatively easy to explain and to understand.

The OCE-Qual Model was created based on three models of customer experience and quality measurement, as formerly explained in Chapter II – Part 3, and established through the literature review on service experience in the online environment. A

comparison of the models is offered in the preceding chapter establishing that the aforementioned models individually presented gaps, in addition to not containing the dimensions considered crucial for this analysis. E-S-Qual by Parasuraman *et al.* (2005) was adopted for the basis of OCE-Qual Model since it proposes to measure electronic service quality. EXQ by Klaus and Maklan (2012) was selected for the contribution to customer/service experience measurement and Customer Experience about Service Quality in online environment: A case of Iran by Sorooshian *et al.* (2013) was selected for their contribution to online service experience quality measurement.

The majority of the literature reviewed focuses on the customer experience within the airline travel environment as a whole package, whereas this study concentrates on the measurement of the quality of customer experience within the airline online environment. Therefore, initially and with the aid of the existing literature within the customer experience sphere the relevant online customer experience quality dimensions were identified. Subsequently a preliminary questionnaire was designed with the assortment of the most significant variables within the elected models. The questionnaire was designed with close-ended questions as this “poses advantages for statistical analysis and it is possible to analyze the data in a sophisticated manner” (Hill & Hill, 2012, p. 94). The authors similarly indicate that this type of question is useful when the researcher knows the area of research and wishes to obtain “quantitative information” (Hill & Hill, 2012, p. 95). This questionnaire was presented to an Airline Audit and Quality representative with the aim of validating the dimensions of the new model. It was concluded that the identified dimensions were the relevant ones for this research and that the questionnaire was adequate. The questionnaire was further tested by a preliminary study applied to twenty potential airline passengers to assess the comprehension and appropriateness of the questions. Some of the questions suffered revision with the purpose of becoming more explicit and comprehensible through recommendations put forward by the respondents. The questionnaire was translated to Portuguese, French, and German through the method of translate – translate back as recommended by Hill & Hill (2009), following the three suggested stages. Initially the questionnaire was translated into Portuguese, German, and then French in addition to being corrected by a native speaker. They were then rectified by a third person with

knowledge of each language. In the final stage the different questionnaires were compared to the original English to check for adequacy and comprehension.

A Likert-type scale format was used to collect the responses, considering that it is the most extensive used scale in survey research, and that it allows respondents to specify their level of agreement with the statements. A 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) was applied.

Table 9 summarizes the identification process of the dimensions and marketing results. In addition to presenting the variables present in the selected model's dimensions for the study.

The Efficiency Dimension of the OCE-Qual Model is intended to measure the technical functioning of the site and the accuracy of service promises. This dimension reflects the technology aspects in relation to its ease of use and delivery of promised services, the correct technical functions of the site (Parasuraman, et al., 2005). Sorooshian *et al.* (2013) consider that the usability experience without obstacles can strengthen the user's online experiences.

The Fulfillment Dimension reveals the extent to which the site's promises are fulfilled (Parasuraman, et al., 2005). It designates the customer's assessment of the interactions reflecting the benefits perceived (Klaus & Maklan, 2012). Sorooshian *et al.* (2013) ponder the experience to be connected to the practical usefulness and satisfaction obtained.

The safety issues of passenger's personal information is contemplated in the Privacy Dimension as it measures the degree to which the site is safe and protects customer information (Parasuraman, et al., 2005).

The Service Experience Dimension designates the users' feelings (Sorooshian, et al., 2013). This dimension measures the perception of the interaction based on the gratification attained through the service offering. Klaus and Maklan (2012) consider.

Table 9 - Questionnaire Design

Model	Original Dimension	Original Questions	Adapted Questions	OCE-Qual Dimension
E-S-Qual	Efficiency	This site makes it easy to find what I need. It makes it easy to get anywhere on the site. It enables me to complete a transaction quickly. Information at this site is well organized. It loads its pages fast. This site is simple to use. This site enables me to get on to it quickly. This site is well organized.	The information on the website is well organized and easy to access. This site loads its pages swiftly and enables quick transactions. The website is always available and runs well. The website is simple to use and is visually appealing.(my own)	Efficiency
E-S-Qual	System Availability	This site is always available for business. This site launches and runs right away. This site does not crash. Pages at this site do not freeze after I enter my order information.		
OCE	Usability Exp	This site is always available for business. This site launches and runs right away. This site does not crash. Pages at this site do not freeze after I enter my order information.		
E-S-Qual	Fulfillment	It delivers orders when promised. This site makes items available for delivery within a suitable time frame. It quickly delivers what I order. It sends out the items ordered. It has in stock the items the company claims to have. It is truthful about its offerings. It makes accurate promises about delivery of products.	The information present is truthful and well delivered.	
OCE	Pragmatic Exp	Using online services is productive. Using online services is worthwhile. Using online services is valuable. Using online services is informative. Using online services is useful. Using online service is pleasant. The interface of online service motivates me to continue.	Using the company's online services are productive, valuable and worthwhile. I am confident in the company's expertise, the online ticket search; booking and check-in process is easy. The website makes accurate promises about services.	Fulfillment
EXQ	Peace-of-mind	I am confident in their expertise; they know what they are doing. The whole process was so easy, they took care of everything. It is not just about the now; this company will look after me for a long time. I am already a customer; they know me and take good care of me, so why should I go somewhere else? I have dealt with them before so getting a mortgage was really easy. I choose them because they give independent advice.		
E-S-Qual	Privacy	It protects information about my Web-shopping behavior. It does not share my personal information with other sites. This site protects information about my credit card.	I feel that my personal information is well protected. The website does not share my personal information. This site protects information about my credit card.	Privacy
OCE	Hedonic Exp	I am happy with using online services. I am pleased with online services. I am excited by the services provided by the online environment. The entertainment provided by the online services can adjust my mood. I am captivated by the online services I am using.	I am confident with using the online services. The different options presented make certain I get the best offer. The company understands the specific needs of customers.	Service Experience
EXQ	Product Experience	I want to choose between different options to make certain I get the best offer. It is important to me to receive mortgage offers from different companies. Unless I can compare different options, I will not know which one is the best for me. It would be great if I could deal with one designated contact through the entire process of getting my mortgage.		
OCE	Sociability Exp	Online services are friendly. The interface of online services is polite. The interface of online services is personal.	The company gives online users personal, friendly attention. The company is flexible to my needs when errors occur. They keep me up-to-date on new options. The company's online behavior instils confidence and Users feel safe in their transactions.	Moments-of-Truth
EXQ	Moments-of-truth	It was important that the company was flexible in dealing with me and looking out for my needs. It is important that they keep me up-to-date and inform me about new options. I want to deal with a safe company, because a mortgage is a lot of money. It is important that the people I am dealing with are good people; they listen, are polite and make me feel comfortable. The way they deal (t) with me when things go (went) wrong will decide if I stay with them.		
EXQ	Customer Satisfaction	I am satisfied with the service my mortgage service provider provides to me. I am satisfied with my overall experience with my mortgage service provider. As a whole, I am not satisfied with my mortgage service provider.	I am satisfied with the service provided by this company. I am satisfied with my overall experience. I am satisfied with the products and services available at this site. The extent to which the site gives you a feeling of being in control.	Customer Satisfaction
E-S-Qual	Perceived Value	The prices of the products and services available at this site (how economical the site is). The overall convenience of using this site. The extent to which the site gives you a feeling of being in control. The overall value you get from this site for your money and effort.		
EXQ	Behavioral loyalty intentions	I am a loyal customer of my mortgage service provider. I have developed a good relationship with my mortgage service provider. I am loyal to my mortgage service provider.	I am a loyal customer of this company I have developed a good relationship with this company How likely are you to consider this site to be your first choice for future transactions?	Loyalty Intentions
E-S-Qual	Loyalty Intentions	How likely are you to: 1-Consider this site to be your first choice for future transactions? 2-Do more business with this site in the coming months?		
EXQ	Word-of-mouth	I am likely to say good things about my mortgage service provider. I would recommend my mortgage service provider to my friends and relatives. If my friends were looking for a new company of this type, I would tell them to try my mortgage service provider.	I will recommend this company to someone who seeks my advice I will encourage family and friends to use these services I will speak positively about the services offered by this company to others	Word-of-Mout
E-S-Qual	Loyalty Intentions	How likely are you to: 1. Say positive things about this site to other people? 2. Recommend this site to someone who seeks your advice? 3. Encourage friends and others to do business with this site?		

the importance of the customers' perception of having choices and being able to compare offerings accentuate this importance of the dimension

The dimension that elucidates the influence of the suppliers' behavior (Klaus & Maklan, 2012) is labeled as Moments-of-truth. This dimension integrates the company's online behavior and the influence on the customers' perception of risk during the interaction or moment-of truth.

Finally, with regard to marketing results, namely, Consumer Satisfaction, Loyalty Intentions and Word-of-mouth, the importance of which were presented previously in the Chapter II. Accordingly, Customer Satisfaction is intended to determine the quality of the experience obtained with the airline online services. It is projected to determine whether the visitor is pleased with the experience and if he/she achieved the expected experience. Subsequently, Loyalty Intentions questions the customer's future interaction with the company and in conclusion Word-of-mouth queries on recommendation intentions.

Hence, the questionnaire was divided into two parts. The first part consists of the collection of data on demographic topics such as nationality, education level age and gender. This first part was concluded with questions to identify which online services were most frequently used. The second part of the questionnaire consists of questions regarding the proposed OCE-Qual Model as recorded in the preceding table. The original questionnaire is identified in Appendix I – OCE-Qual Original Questionnaire.

3.4. Data Analysis

The designed questionnaires were applied personally to passengers at the check-in area on outbound flights at Madeira International Airport on the 21st, 22nd and 23rd of March 2015 and 308 valid questionnaires were obtained. The passengers were offered a small token of gratification in the form of a homemade miniature traditional Madeira Honey cake and a miniature bottle of Madeira Wine (Appendix III – Gratification). The data treatment was completed applying IBM – Statistical Package for the Social Science (23) and Microsoft Excel 2010, with the following paragraphs describing the analyses carried out as well as their suitability.

The analysis is divided into five parts: Sample Characterization, Variable Analysis, Scale Reliability, Scale Dimensions Analysis and Hypotheses Analysis. The first part of the analysis is a descriptive one beginning with the characterization of the sample, in addition to examining the percentage of answers by gender, age, educational level and nationality. Descriptive statistics deliver simple outlines on the sample and the measures that together with graphic analysis form the foundation of quantitative data analysis (Trochim, 2006). As specified by Guimarães and Sarsfield Cabral (2010), the descriptive statistics for the variable characterization, the tables and graphs presented illustrate the frequency distribution of observed values, and the variables measured in Likert scale were analyzed using the categories presented as:

- Mean values for each question (for questions on a scale from 1 to 7, where a value greater than 4 is greater than the scale middle point).
- Values of standard deviation associated with each question, representing the absolute dispersion of responses to each question.
- Variation coefficient, which illustrates the relative dispersion: the higher, the greater the dispersion.
- Minimum and maximum values observed.

Subsequently a factor analysis was applied in order to study each of the dimensions and whether the proposed variables interrelate and form a common latent factor in the OCE-Qual Model. Landau and Everitt (2004) deliberate factor analysis to be the explanation in terms of a smaller number of ideas. Andy Field (2009) considers factor analysis to be the reduction of a data set from a group of interrelated variables to a smaller set of factors; it explains the maximum amount of common variance in a correlation matrix using the smallest number of explanatory constructs. Accordingly, the internal consistency analysis or reliability analysis which permits the study of the scale's properties, as stated by Anastasis (1950) and DeVellis (1991) was performed. This procedure determines the measures of internal consistency of the scale, consequently providing information on the relationships among individual items on the scale. Hence, Cronbach's alpha model of internal consistency was applied, since it is based on inter-item correlation and is the most widely used model in the social sciences as a tool for assessing the reliability of scales. It measures the internal consistency and accuracy of responses to a set of correlated variables (Hill & Hill, 2002). Chronbach's alpha usually increases when the correlation between the items increases, with the value of alpha (α) generally ranging between 0

and 1. Hence, an internal coefficient consistency of 0.80 or 0.90 is regarded as “good” and a coefficient between 0.70 and 0.80 is “acceptable”, whereas values between 0.60 and 0.70 may be admitted, but are considered to be “weak” (Hill & Hill, 2012, p. 149). When values are missing the corresponding sample elements are excluded from the calculations for Cronbach’s alpha.

To assess the quality of the analysis Bartlett's Sphericity Test and the Kaiser-Meyer-Olkin (KMO) Test were applied. Marôco (2010) indicates that Bartlett's Sphericity test provides a p-value < 0.001 for the null hypothesis rejection; this specifies that the variables are significantly correlated. The KMO test was used to assess the homogeneity of the variables, result values superior to 0.5 indicates that that data can be used (Marôco, 2010). The Eigenvalue was the criterion used for the extraction of factors, which according to Marôco (2010) must be greater than 1 to be considered valid as the extracted factor explains a considerable proportion of the total variance of the original variables. The value of the communalities was also used to determine the percentage of the variance of each variable explained by common factors extracted. Marôco (2010) states that this value should be greater than 50%, whenever this value was below 50%, the respective variable was disregarded.

The reliability and validity of the OCE-Qual model was analyzed by a Factor Analysis on each of the proposed dimensions, thus contributing to the testing of Hypothesis 1. In conclusion to the analysis, the Linear Regression was applied to test the additional 3 hypotheses. This analysis is one of the most commonly used techniques for determining how one variable is affected by changes in another variable (Kirchner , 2001). In order to carry out this analysis the basic assumptions of Simple Linear Regression are have to be prepared. These are presented in the following table.

Table 10 - Suppositions of Linear Regression

Suppositions	Test	Optimum Value
Homogeneous (the errors are random variables of constant variance)	Standard Deviation of Residuals	SD = 1
The errors are random variables of zero average	Residual Mean	Mean = 0
Normal Distribution of errors	Kolmogorov-Smirnov Test	p-value ≤ 0,001
Independence of errors	Durbin-Watson Test	DW = 2

Source: Original compilation based on the Literature Review.

The Linear Regression analyzed the following elements:

- 1) Adjusted coefficient (R^2) – confirms the determination of the percentage of the variability of the dependent variable that is explained by the independent variable;
- 2) Simple correlation coefficient (R) – confirms the correlation between the dependent variable and independent;
- 3) Test value F – which indicates that if the p -value less than 0.001, the null hypothesis (that the dependent and independent variables are not correlated) is rejected, thus confirming the existence of a correlation.

4. Research Findings

4.1. Sample Characterization

As previously stated, the surveys that served as a basis for this study were carried out on three different days at the check-in area of Madeira International Airport on passengers traveling with TAP (Portuguese National Airline). This was done in order to achieve a representative sample of the airline's passengers traveling to various destinations.

The sample consists of 308 subjects of various nationalities as listed in Table 11. The nationalities with the largest representation are Portuguese (69%), British (12%), and French (3%), while the German, Italian, Brazilian and Romanian respondents account for about 2% each. All the other listed nationalities are present in the sample.

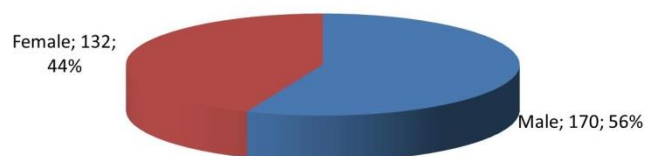
Table 11 - Table of Frequencies Respondents Nationality

	N	%
Portuguese	213	69,2
British	36	11,7
French	10	3,2
German	6	1,9
Italian	6	1,9
Brazilian	5	1,6
Romanian	5	1,6
South African	4	1,3
Spanish	2	,6
Belgian	2	,6
Iraqi	1	,3
Moldavian	1	,3
Venezuelan	1	,3
Canadian	1	,3
Norwegian	1	,3
Bolivian	1	,3
Dutch	1	,3
Ukrainian	1	,3
Zambian	1	,3
Cape Verdean	1	,3
Indian	1	,3
Finnish	1	,3
Danish	1	,3
Argentinian	1	,3
Australian	1	,3
American	1	,3
Swedish	1	,3
Polish	1	,3
Icelandic	1	,3
Total	308	100,0

Source: Original compilation based on results of the study.

With regard to gender, 56% of respondents were male and 44% female (Figure 6).

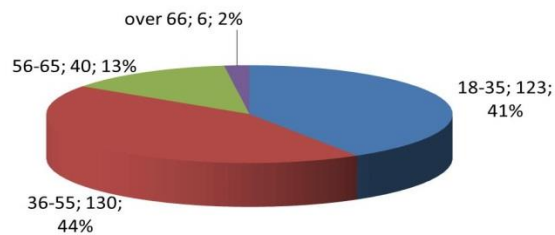
Figure 6 - Frequencies Chart: Respondents Gender



Source: Original compilation based on results of the study.

Figure 7 designates the respondent's age group; it specifies that 130 people (44% of respondents) are between the ages of 36 and 55, in addition to 123 people (41% of respondents) who are between 18 and 35. The age group exceeding 56 years is made up of 42 people (15% of respondents). There are 9 missing values that were not filled in by respondents; therefore the total considered is of 299 subjects.

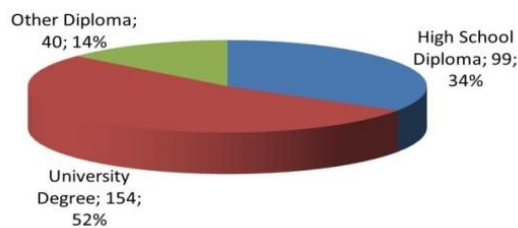
Figure 7 - Frequencies Chart: Respondents Age



Source: Original compilation based on results of the study.

On the question of the respondents level of education Figure 8 shows that that 52% (154 respondents) of the online users have a university degree, followed by 34 % (99 respondents) who have a High School Diploma and only 14% (40 respondents) possess another diploma, although only two specified as holding a Masters Degree and the rest did not specified which.

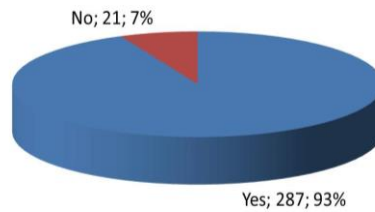
Figure 8 - Frequencies Chart: Level of Education



Source: Original compilation based on results of the study.

Figure 9 specifies the introductory questions, which inquires as to the respondents' use of the online services offered by the airline, where 93 % (287 of the respondents) confirmed the use of these services.

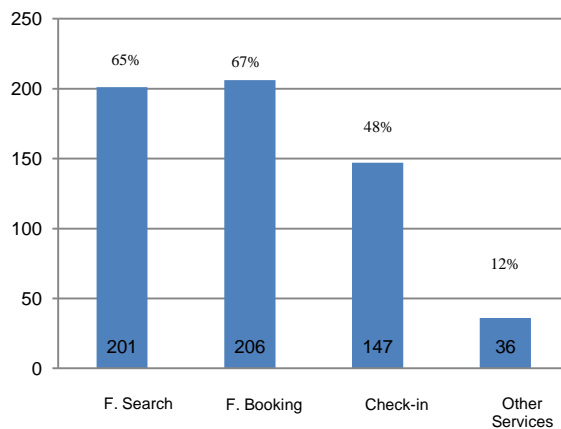
Figure 9 - Frequencies Chart: Use of Online Services



Source: Original compilation based on results of the study.

The questionnaire enquired similarly within the introductory part as to which services were the most frequently used by the respondents indicating the following options: Flight Search; Flight Booking; Online Check-in and Other Online Services. Figure 10 indicates that Flight Search (65%) and Flight Booking (67%) were the most common services used by the respondents (over 60% of respondents); whereas 48% indicated that they use the online check-in services. The other online services provided by the company were only used by 13% of the respondents.

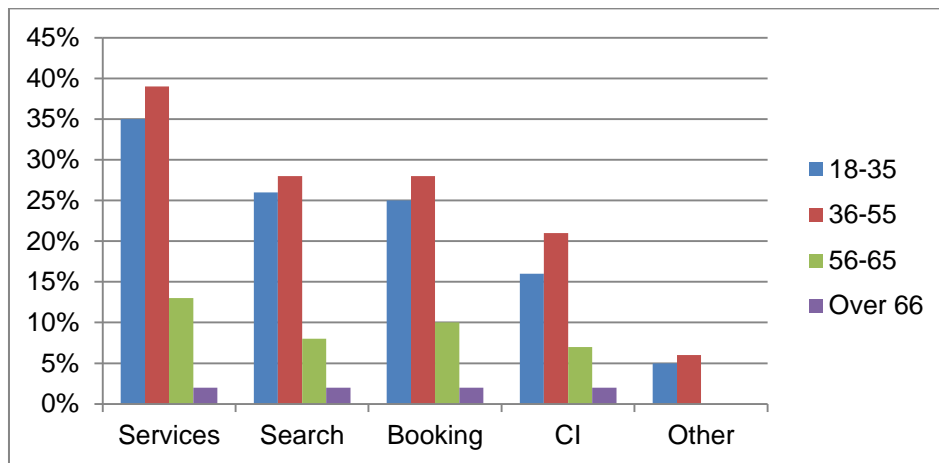
Figure 10 - Frequencies Chart: Online Services Used



Source: Original compilation based on results of the study.

When analyzing the online services according to age, Figure 11 confirms that the age group 36 – 55 is the group that most frequently used the provided online services as they account for 39 % of the respondents, while the age group 18-35 corresponds to 35%. It further ascertains that both the flight search and flight booking are the services mostly used by the respondents.

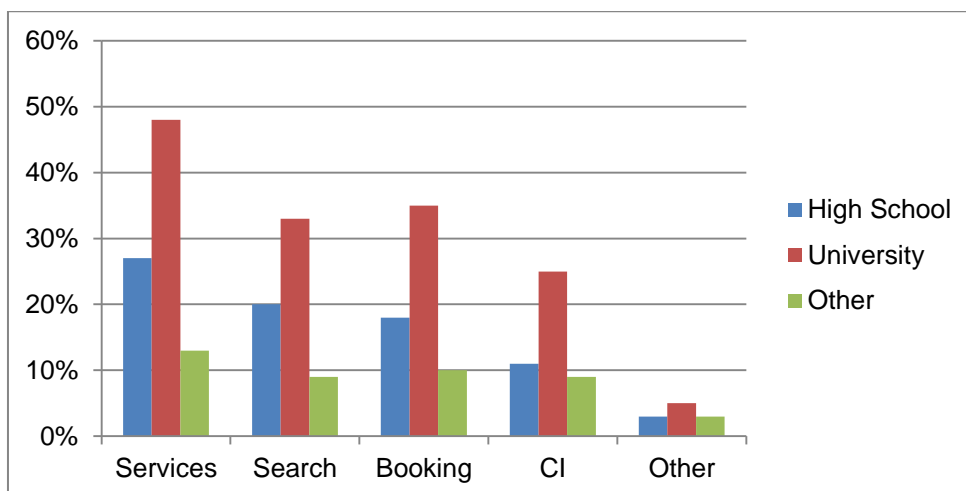
Figure 11 - Age/Services Frequencies



Source: Original compilation based on results of the study.

In figure 12 the use of online services were analyzed according to educational level. This figure indicates a correlation between higher education and the use of online services. It shows that 48% of the respondents with a higher level of education use online services with a preponderance for flight searching and flight booking.

Figure 12 - Services/Education Level



Source: Original compilation based on results of the study.

4.2. Variable Analysis

Proceeding to an analysis of the proposed Model variables, which are according to Muijs (2004) any characteristic of the unit we are interested in and want to collect (e.g. gender, age, self-esteem). It is important to highlight in particular the minimum, maximum, average (mean) and standard deviation as demonstrated in Table 12 and enlightened in the subsequent paragraphs.

Standard Deviation is considered to be a measure used to quantify the amount of dispersion or variation of a set of data values. A value of Standard Deviation close to zero specifies that the data points incline to the expected value, which is the mean or average. Alternatively the statistical measure of the dispersion data points in a data sequence around the mean is the Coefficient Variation; this represents the ratio of the Standard Deviation to the mean. The Coefficient Variation is a suitable statistical assessment for comparing the degree of variation from one data series to another, helping to make comparisons easier.

When reporting to the scale statistics of the afore mentioned table some of the observed frequencies (N) are less than the sample of 308 due to missing values from the respondents. The Standard Deviation values of all the variables present are values close to zero indicating that the data points incline to the expected value or mean. The values indicated as MIN (minimum) and MAX (maximum) are the values selected by the respondents, as proposed by the questionnaires from 1 to 7(Likert scale from 1 to 7: 1-Strongly Disagree; 2-Disagree; 3- Slightly Disagree; 4- Undecided; 5-Slightly Agree ; 6-Agree ; 7-Stongly Agree). In question 17 the standard deviation is 31 % of the mean being the highest value present indicating more variability of the clients' perception to the loading of the website pages. Question 27, which accounts for word-of-mouth intentions, the standard deviation is 27% of the mean being the second highest value present.

The mean values of the OCE-Qual Scale Model were clearly above the scale middle point, demonstrating a high agreement with all the stated items, with values situated between five (5 – Slightly agree) and six (6 – Agree). It is important to highlight the Mean value of question 14 (The company is flexible to my need when errors occur) as the lowest in the scale with 4, 82.

Table 12 - Scale Statistics

Questions	N	Mean	Std. Deviation	Variation coeff.	Min	Max
1	286	5,56	1,24	22%	1	7
2	286	5,69	1,23	22%	1	7
3	286	5,51	1,22	22%	1	7
4	280	5,49	1,28	22%	1	7
5	268	5,49	1,29	22%	1	7
6	283	5,72	1,15	22%	1	7
7	284	5,46	1,10	23%	2	7
8	284	5,79	1,10	23%	1	7
9	281	5,17	1,28	20%	1	7
10	283	5,23	1,31	20%	1	7
11	269	5,23	1,31	19%	1	7
12	274	5,19	1,34	25%	1	7
13	283	5,59	1,25	25%	1	7
14	276	4,82	1,47	25%	1	7
15	281	5,09	1,21	26%	1	7
16	280	5,36	1,17	22%	1	7
17	284	5,30	1,35	31%	1	7
18	281	5,44	1,17	24%	1	7
19	279	5,20	1,23	22%	1	7
20	281	5,12	1,34	26%	1	7
21	284	5,59	1,19	22%	1	7
22	287	5,68	1,10	24%	1	7
23	283	5,56	1,07	26%	2	7
24	284	5,17	1,41	21%	1	7
25	278	5,28	1,28	19%	1	7
26	282	5,56	1,16	19%	2	7
27	283	5,51	1,25	27%	1	7
28	286	5,17	1,28	24%	1	7

Source: Original compilation based on results of the study.

4.3. Scale Reliability

The following chapter elucidates on the scale's reliability. Muijs (2004) posits that reliability regulates the quality of measuring instruments. The internal consistency establishes the reliability of the proposed scale; accordingly, each dimension's internal consistency was measured through Coefficient Alpha (Cronbach's Alpha) as this ensures the degree to which every item measured each concept. The ensuing paragraphs explain in detail the results obtained.

The measuring scale is a Likert type scale, with seven possible answers, consisting of 28 items, which are organized into eight dimensions: Efficiency, Fulfillment, Privacy, Service Experience, Moment-of-truth, Customer Satisfaction, Loyalty Intentions and Word-of-mouth (Table 13).

Table 13 - Scale Dimensions/Items

DIMENSIONS	AUTHORS/SOURCE	ITEMS
Efficiency	E-S-Qual Parasuraman <i>et al.</i> 2005	1. Information on website is well organized and easy to access 3. Website is always available and runs well 7. Website is visually appealing and innovative 17. The website loads its pages swiftly and enables quick transactions
Fulfillment	E-S-Qual Parasuraman <i>et al.</i> 2005	2. Information is truthful and well delivered 6. Online services are productive, valuable and worthwhile 13. I am confident in the company's expertise 15. The website makes accurate promises of company services
Privacy	E-S-Qual Parasuraman <i>et al.</i> 2005	4. My personal information is well protected 5. My credit card details are fully protected 11. My personal information is not shared
Service Experience	OCE Customer Experience: A case of Iran Sorooshian <i>et al.</i> 2013 EXQ Klaus & Maklan 2012	8. I am confident using the online services 9. The different options presented make sure I get best offer 19. The company understands customer's specific needs
Moments-of-truth	OCE Customer Experience: A case of Iran Sorooshian <i>et al.</i> 2013 EXQ Klaus & Maklan 2012	12. The company keeps me up-to-date on new options 14. The company is flexible to my need when errors occur 18. The company instills confidence and users feel safe in online transactions 20. Customers receive personal attention
Customer Satisfaction	E-S-Qual Parasuraman <i>et al.</i> 2005 EXQ Klaus & Maklan 2012	16. The website gives me a feeling of being in control of each transaction 21. I am satisfied with the online services provided 22. I am satisfied with my overall experience 23. I am satisfied with products and services available
Loyalty Intentions	E-S-Qual Parasuraman <i>et al.</i> 2005 EXQ Klaus & Maklan 2012	10. I consider this my first website for future transactions 24. I am a loyal customer of this company 25. I have developed a good relationship with this company
Word-of-mouth	E-S-Qual Parasuraman <i>et al.</i> 2005 EXQ Klaus & Maklan 2012	26. I will recommend this company's online services 27. I will encourage family and friends to use these services 28. I will speak positively of offered services

Values are reported to the Likert scale, from 1 to 7: 1-Strongly Disagree; 2-Disagree; 3- Slightly Disagree; 4-Undecided; 5-Slightly Agree; 6-Agree; 7-Strongly Agree

Source: Original compilation based on questionnaire.

Table 14 establishes that all the dimensions of the OCE-Qual Model are adequately measured by the items as all values for Cronbach's Alpha are above 0.70.

Table 14 - Internal consistency statistics: Scale Dimensions

Dimension	Cronbach's Alpha	N of Items
Efficiency	0,784	4
Fulfillment	0,842	4
Privacy	0,835	3
Service Experience	0,726	3
Moments-of-truth	0,788	4
Customer Satisfaction	0,877	4
Loyalty Intentions	0,794	3
Word-of-mouth	0,918	3

Source: Original compilation based on results of the study.

4.4. Scale Dimensions

The analysis of the Scale Dimensions that follows attains to the objective of the thesis, which is to measure the quality of airline passenger’s online experience. The values of the dimensions were determined by calculating the mean of the items that establish each dimension (Table 15).

Table 15 - Scale Dimensions: Statistics

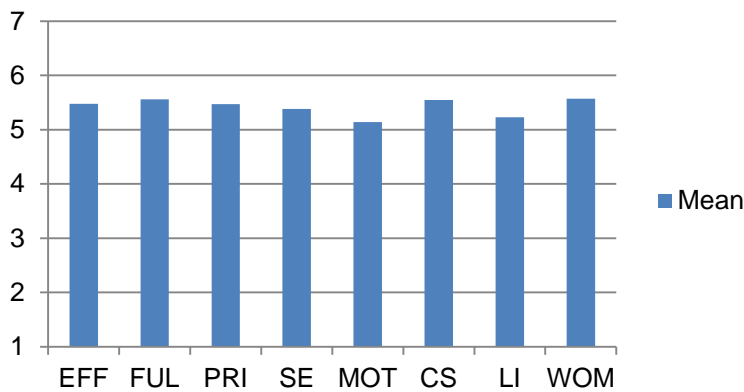
Dimensions	N	Mean	Std. Deviation	Variation Coeff.	Min.	Max.
Efficiency	287	5,60	0,977	17%	2,00	7,00
Fulfillment	287	5,66	1,011	18%	2,00	7,00
Privacy	283	5,48	1,165	21%	1,00	7,00
Service Experience	286	5,37	1,007	19%	2,00	7,00
Moments-of-truth	285	5,26	1,089	21%	2,00	7,00
Customer Satisfaction	287	5,67	0,982	17%	2,00	7,00
Loyalty Intentions	287	5,26	1,149	22%	1,00	7,00
Word-of-mouth	286	5,56	1,170	21%	1,00	7,00

Values are reported to the used Likert scale, from 1 to 7.

Source: Original compilation based on results of the study.

The mean values are conveyed in Figure 13 and it illustrates the existent variations, in addition to indicating an above average reality as they are situated beyond the scale middle point. This reveals a high presence of all the dimensions within the OCE-Qual Model, with higher values for “Word-of-mouth” and “Customer Satisfaction”, followed by “Fulfillment” and then by “Efficiency” , “Privacy”, “Service Experience”, then by “Loyalty Intentions” and finally by “Moments-of-truth”.

Figure 13 - Mean Chart: Scale Dimensions



Source: Original compilation based on results of the study.

As previously mentioned a Factor Analysis was applied to each of the proposed dimensions in the OCE-Qual Model In order to verify that the variables that comprise each dimension are interrelated and if they can be reduced to one single common latent factor. The same analysis was applied for the marketing results in the model. The summary of the results are demonstrated in Table 16.

The original dimensions were tested with all the variables within the dimensions and in cases where the value of the communalities was less than 0.5, this variable was removed from the analysis and a new factor analysis was applied. Table 16 presents the results with the extraction of the indicated variables. It is important to specify that the variables in two dimensions, Fulfillment and Moments-of-truth, were reduced because the communality values were inferior to 0.5. Beginning by analyzing the tests that assess the homogeneity of the variables and their correlation, it is important to emphasize that the value of the test is greater than 0.5 KMO in all dimensions tested; this confirms the consistency of the variables. The p-value in Bartlett's Sphericity Test is inferior to 0.001 in all the presented cases, thus concluding that all the variables are significantly correlated. With regard to extraction of factors in all cases, the Eigenvalue is greater than 1. Therefore it is considered that the extracted factor explains a considerable proportion of the total variance of the original variables. As for loadings of variables, it is relevant to point out that they all have a value greater than 0.7. The highest loading values of 0.9 are considered within the Word-of-mouth Dimension. The internal consistency of the items that make up the dimensions is assured since the Cronbach's alpha is greater than 0.6, and the Average Variance Extracted is superior to 60% in all cases.

The outputs of the Factorial Analysis as well as the calculation of Cronbach's alpha and average dimension variables obtained from SPSS can be found in Appendix X – SPSS Output Factorial Analysis and Appendix XI – SPSS Output Chronbach's Alpha

Table 16 - Dimension/Variable Factorial Analysis

Dimension/Variable	N	Loading	Mean	KMO	Bartlett Test of Sphericity	Eigenvalue	Chronbach Alpha	Average Variance Extracted
Efficiency	280	0.811	5.5232	0.765	0.000	2.447	0.784	61.18%
Information on website is well organized and easy to access.		0.822						
Website is always available and runs well.		0.755						
Website is visually appealing and innovative.		0.739						
Fulfillment	276	0.815	5.4952	0.759	0.000	2.577	0.776	69.07%
Information is truthful and well delivered.		0.844						
Online services are productive, valuable and worthwhile.		0.834						
Privacy	256	0.893	5.4700	0.709	0.000	2.261	0.835	75.37%
My personal information is well protected.		0.881						
My credit card details are fully protected.		0.829						
Service Experience	274	0.822	5.3868	0.682	0.000	1.945	0.726	64.82%
I am confident using the online services.		0.799						
The different options presented make sure I get best offer.		0.795						
Moments-of-truth	273	0.855	5.1135	0.500	0.000	1.462	0.621	73.07%
The company is flexible to my need when errors occur.		0.855						
Customer Satisfaction	275	0.773	5.5554	0.787	0.000	2.938	0.877	73.45%
The website gives me a feeling of being in control of each transaction.		0.898						
I am satisfied with the online services provided.		0.876						
I am satisfied with my overall experience.		0.875						
Loyalty Intentions	274	0.776	5.2396	0.676	0.000	2.129	0.794	70.96%
I consider this my first website for future transactions.		0.865						
I am a loyal customer of this company.		0.883						
Word-of-mouth	281	0.925	5.5907	0.759	0.000	2.577	0.918	85.89%
I will recommend this company's online service.		0.935						
I will encourage family and friends to use these services.		0.921						

Source: Original compilation based on results of the study.

4.5. Hypotheses Analysis

The subsequent sections describe the Hypotheses Analysis carried out, parting from the premises presented in Chapter III - Research Question and Framework, to determine if the presented dimensions are variables that measure correctly Online Customer Experience Quality, in addition to determining if Online Customer Experience Quality influences Customer Satisfaction as well as if this satisfaction impacts on Passengers Loyalty Intentions and Word-of-mouth.

The first analysis was to determine if the dimensions in the OCE-Qual Model, Efficiency, Fulfillment, Privacy, Service Experience and Moment-of-Truth, are the variables that measure the Online Customer Experience Quality (OCE-Qual). The studied construct “Online Customer Experience Quality” consists of 5 dimensions as previously elucidated and presented in Table 17.

Table 17 - Dimensions belonging to the Construct

CONSTRUCT	DIMENSIONS
Online Customer Experience Quality (OCE-Qual)	Efficiency Fulfillment Privacy Service Experience Moments-Of-Truth

Source: Original compilation based on results of the study.

A new variable was consequently created to measure the OCE-Qual construct with the values calculated through the mean of the five dimensions (Table 18). The mean value indicated is clearly above the scale middle-point (5, 44) with the Standard Deviation value of 0, 93, very close to the mean, indicating a high presence of the construct.

Table 18 - OCE-Qual: Statistics

	N	Mean	Std. Deviation	Variance	Min.	Max.
Online Customer Experience Quality	287	5,44	0,93	17%	2	7

Values are reported to the used Likert scale, from 1 to 7.

Source: Original compilation based on results of the study.

A second-order factor analysis was performed with the aim of testing the first hypothesis with the goal being to assess the general consistency of this model. Table 19 presents the main results of this analysis, in particular the correlations between the variables, the loadings and the eigenvalue. The outputs of the SPSS used in this analysis can be found in full in Appendix XII– SPSS Output OCE-Qual Construct Analysis.

Table 19- Analysis of the OCE-Qual Construct

Dimension	Chron. Alpha	AVE	EFF	FUL	PRI	SE	MOT	Loading	Bartlett	KMO	Eigen	Chron. Alpha	AVE
EFF	0,784	61.18%	1					0,878	0,000	0,874	3.704	0.926	74%
FUL	0.776	69.07%	0,800	1				0,888					
PRI	0.835	75.37%	0,664	0,738	1			0,825					
SE	0.726	64.82%	0,742	0,755	0,722	1		0,879					
MOT	0.621	73.07%	0,722	0,720	0,598	0,736	1	0,831					

Source: Original compilation based on results of the study.

Table 19 shows that all dimensions have loadings above 0, 8 indicating a good fit, with Fulfillment as the dimension with the highest influence within the OCE-Qual construct with a loading of 0,888. The value of the KMO test is 0.874 and Bartlett's Sphericity test has a value of p value < 0,001 proving that the data is suitable for a factor analysis. The Eigenvalue of 3.704 concludes that the five dimensions are reduced to a single common latent factor, Online Customer Experience Quality (OCE-Qual). The internal consistency of the model was assessed by Cronbach's alpha and Average Variance Extracted (AVE). The first indicated a value of 0,926, considered statistically as good and the AVE indicates that 74% of the total variance is explained by the OCE-Qual Model.

In the analysis of Hypothesis 2 (OCE-Qual influences the customer's satisfaction) the Simple Linear Regression was applied. The following table portrays the validation of the suppositions with the SPSS outputs available in Appendix XIII– SPSS Output Simple Linear Regression between OCE-Qual and Customer Satisfaction.

The value of the residual standard deviation is close to 1 and the residual mean standard is 0,000, this validates the supposition that the errors are random variables of zero average and of constant variance. With regard to the normal distribution of the errors, the value of the Kolmogorov-Smirnov test is 0.000 (exact p-value), which concludes that errors follow a normal distribution.

Finally, with regard to the independence of errors, the value of the Durbin-Watson test is 1.861 which indicates that the residuals are not correlated because the value is close to 2.

Table 20 – Supposition Test Results of Linear Regression of H2

Suppositions	Test	Results	Validation
Homogeneousness (the errors are random variables of constant variance)	Standard Deviation of Residuals		Validated
	Std. Predicted Value	1,000	
The errors are random variables of zero average	Std. Residual	0,998	Validated
	Residual Mean		
Normal Distribution of errors	Std. Predicted Value	0,000	Validated
	Std. Residual	0,000	
Independence of errors	Kolmogorov-Smirnov Test	0,000	Validated
	Durbin-Watson Test	1,861	Validated

Source: Original compilation based on results of the study.

Having validated the suppositions a Simple Linear Regression was applied to the construct in which OCE-Qual is the Independent Variable and Consumer Satisfaction is the Dependent Variable. The Results are presented in Table 21, with the supporting results from SPSS outputs available in Appendix XIII– SPSS Output Simple Linear Regression between OCE-Qual and Customer Satisfaction.

Table 21 - Linear Regression Results of H2

Summary					
	R	R ²	Adjusted R ²	Durbin-Watson	
	0,760	0,578	0,577	1,861	
Variance Analysis					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	159,477	1	159,477	390,435	0,000
Residual	116,411	285	0,408		
Total	275,889	286			

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1,310	0,224		5,857	0,000
OCE-Qual	0,801	0.041	0,760	19,759	0,000

Source: Original compilation based on results of the study.

We can conclude that 58% of the variability of the Dependent Variable is explained by the independent variable, as the coefficient of determination (adjusted R²) is 0,578. In turn, the simple correlation coefficient (R) presents a value of 0,760 which means that the variables OCE-Qual and Customer Satisfaction are strongly correlated. In conclusion, the analysis of variance (ANOVA) allows us to analyze the F test of Snedecor, which indicates a p-value of 0,000. This value directs to the rejection of the null hypothesis that the dependent and independent variables are not correlated, they are in fact correlated.

The subsequent analysis was to determine if Customer Satisfaction influences the Loyalty Intentions through a Simple Linear regression. As in the previous examination the subsequent table portrays the validation of the suppositions with the SPSS outputs available in Appendix XIV – SPSS Output Simple Linear Regression between Customer Satisfaction and Loyalty Intentions.

Table 22 - Supposition Test Results of Linear Regression of H3

Suppositions	Test	Results	Validation
Homogeneousness (the errors are random variables of constant variance)	Standard Deviation of Residuals		Validated
	Std. Predicted Value	1,000	
	Std. Residual	0,998	
The errors are random variables of zero average	Residual Mean		Validated
	Std. Predicted Value	0,000	
	Std. Residual	0,000	
Normal Distribution of errors	Kolmogorov-Smirnov Test	0,000	Validated
Independence of errors	Durbin-Watson Test	1,915	Validated

Source: Original compilation based on results of the study.

The value of the residual standard deviation is close to 1 and the residual mean standard is 0,000, this validates the supposition that the errors are random variables of zero average and of constant variance. With regard to the normal distribution of the errors, the value of the Kolmogorov-Smirnov test is 0.000 (exact p-value), which concludes that errors follow a normal distribution. Finally, with regard to the independence of errors, the value of the Durbin-Watson test is 1.915 which indicates that the residuals are not correlated because the value is close to 2.

Having validated the suppositions a Simple Linear Regression was applied to the construct in which Customer Satisfaction is the Independent Variable and Loyalty Intentions is the Dependent Variable. The Results are presented in Table 23, with the supporting results from SPSS outputs available in Appendix XIV – SPSS Output Simple Linear Regression between Customer Satisfaction and Loyalty Intentions.

Table 23 - Linear Regression Results of H3

Summary					
	R	R ²	Adjusted R ²	Durbin-Watson	
	0,680	0,462	0,460	1,915	
Variance Analysis					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	174,512	1	174,512	244,568	0,000
Residual	203,363	285	0,714		
Total	377,875	286			
Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	0,759	0,292		2,595	0,010
CS	0,759	0,051	0,680	15,639	0,000

Source: Original compilation based on results of the study.

These results permit the conclusion that about 46% of the variability of the Dependent Variable is explained by the independent variable, as the coefficient of determination (adjusted R²) is 0,462. Simultaneously, the simple correlation coefficient (R) presents a value of 0,680 which means that the variables Loyal Intentions and Customer Satisfaction are correlated. Finally, the test F of Snedecor presents a p-value of 0.000, which confirms the existence of correlation between Customer Satisfaction and Loyalty Intentions.

Finally Hypothesis 4 is intended to test whether the Customer Satisfaction influences Word-of-mouth. A Linear Regression Analysis was similarly applied to test the Hypothesis. As in the previous two analyses the resulting table depicts the corroboration of the suppositions with the SPSS outputs accessible in Appendix XV – SPSS Output Simple Linear Regression between Customer Satisfaction and Word-of-mouth.

Table 24 - Supposition Test Results of Linear Regression of H4

Suppositions	Test	Results	Validation
Homogeneousness (the errors are random variables of constant variance)	Standard Deviation of Residuals		Validated
	Std. Predicted Value	1,000	
	Std. Residual	0,998	
The errors are random variables of zero average	Residual Mean		Validated
	Std. Predicted Value	0,000	
	Std. Residual	0,000	
Normal Distribution of errors	Kolmogorov-Smirnov Test	0,000	Validated
Independence of errors	Durbin-Watson Test	1,941	Validated

Source: Original compilation based on results of the study.

Table 24 establishes that the value of the residual standard deviation is close to 1 and the residual mean standard is 0,000, this confirms the supposition that the errors are random variables of zero average and of constant variance. The normal distribution of the errors Kolmogorov- Smirnov test is 0.000 (exact p-value), which determines that errors follow a normal distribution. To conclude, with regard to the independence of errors, the Durbin-Watson test result is 1,941 which indicates that the residuals are not correlated because the value is close to 2.

The subsequent analysis focuses on the influence of Customer Satisfaction on Word-of-mouth (Table 25). The outputs of the SPSS are presented in Appendix XV – SPSS Output Simple Linear Regression between Customer Satisfaction and Word-of-mouth.

Table 25 - Linear Regression Results of H4

Summary					
	R	R ²	Adjusted R ²	Durbin-Watson	
	0,781	0,611	0,609	1,941	
Variance Analysis					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	238,357	1	239,357	445,319	0,000
Residual	152,011	284	0,535		
Total	390,367	285			
Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	0,284	0,254		1,119	0,264
CS	0,933	0,044	0,781	21,103	0,000

Source: Original compilation based on results of the study.

The preceding results indicate that 61% of the variability of the Dependent Variable is explained by the independent variable, as the coefficient of determination (adjusted R²) is 0,611. Concurrently, the simple correlation coefficient (R) presents a value of 0,781 which means that the variables WOM and Customer Satisfaction are strongly correlated. Finally, the test F of Snedecor presents a p-value of 0.000, which confirms the existence of correlation between Customer Satisfaction and Word-of-mouth.

5. Discussion of the Results

The goal of this study was to develop and test a model to measure the quality of passenger online service experience. Additionally, it proposed to comprehend the influence that Quality Experience has on the marketing results of Loyalty Intentions of the passengers and similarly that of the Word-of-mouth. The subsequent paragraphs explain in detail the results of the study.

We can conclude that the dimensions considered in hypothesis H1, Efficiency, Fulfillment, Privacy, Service Experience and Moment-of-Truth, are the variables that measure the Online Customer Experience Quality. The subsequent table presents a summary of the H1 and its validation and the following paragraphs enlighten the dimensions.

Table 26 - Presentation and validation of Hypothesis 1

Hypothesis		Validation
Hypothesis 1	The dimensions Efficiency, Fulfillment, Privacy, Service Experience and Moment-of-Truth are the variables that measure the Online Customer Experience Quality (OCE-Qual).	Proven

Source: Original compilation based on results of the study.

The Efficiency Dimension of the OCE-Qual Model considered in Hypothesis 1 is considered to be the organization of the online information and how accessible customers feel the information is. While the E-S-Qual Scale by Parasuraman *et al.* (2005) measures the service quality delivered by Web sites on which customers shop online, Klaus and Maklan (2012) and Sorooshian *et al.* (2013), however, do not consider this dimension within their models of measuring customer experience. This can be explained by the fact that the EXQ model by Klaus and Maklan (2012) was tested in the sectors of mortgage credit banking and retail of luxury goods, which is not an online environment. Sorooshian *et al.* (2013), aimed to identify the main dimensions of customer experience in online Environment considering Efficiency within the pragmatic dimension, while Parasuraman *et al.* (2005) indicate the Efficiency Dimension as the ease and speed of using the site. It is considered pertinent for the scale under study as passengers purchase their tickets online and the results indicate that the four variables measure the experience in an acceptable manner.

The Fulfillment Dimension represents the truthful delivery of the online services. It also considers customers perceptions of the importance of the services, along with the company's competences. The results obtained with the OCE-Qual Model confirm that the variables measure the customer's perception of the obtained services, proving that the promises made are delivered, fulfilling the passenger's perceptions of the company's proficiency on delivering the promised online services. In the E-S-Qual model this dimension is characterized by the extent to which the site's promises about order and item availability are fulfilled, Sorooshian *et al.* (2013) however, consider the Hedonic Experience as the intrinsic values customers have from the online goods interaction. Whereas Klaus and Maklan (2012) designate Peace-of-Mind (POM) as indicative of customer's perceptions of having the ability to compare services rendered, in a non-internet setting.

The Privacy Dimension measures the degree to which the site is safe and protects customer information.

The Service Experience Dimension measures the perception of the interaction based on the gratification attained through the service offering. Klaus and Maklan (2012) consider the importance of the customers' perception of having choices and being able to compare offerings accentuate this importance of the dimension, while Moments-of-truth incorporates the company's online behavior and the influence on the customers' perception of risk during the interaction or "moment-of truth".

The dimensions that mostly contribute to the client's perception of quality experience and associated clearly to customer satisfaction are Fulfillment with loading values of 0.888, Service Experience with 0.879. The truthful delivery of the online services and the perception of the interaction based on the gratification attained through the service offering motivate Customer's quality experience measurement. The quality of the service offerings determine the the customer's satisfaction.

We can conclude that the OCE-Qual Model confirms that the Online Customer Experience Quality in fact influences the customer's satisfaction in corroboration with the EXQ Model by Klaus and Maklan's (2012) and therefore consider Hypothesis 2 proven (Table 27).

Table 27 - Presentation and validation of Hypotheses II, III and IV

Hypotheses		Validation
Hypothesis 2	Online Customer Experience Quality influences the customer’s satisfaction.	Proven
Hypothesis 3	Satisfaction influences Customer Loyalty	Proven
Hypothesis 4	Satisfaction influences Word-of-mouth	Proven

Source: Original compilation based on results of the study.

The OCE-Qual Model however, differs to the EXQ Model in that it considers that Customer Satisfaction influences both Loyalty intentions and Word-of Mouth (Hypotheses 3 and 4), whereas EXQ considers that Service Quality Experience influences Customer’s Satisfaction, Loyalty Intentions and Word-of-mouth.

6. Conclusions

“If you can’t measure it, you can’t manage it”

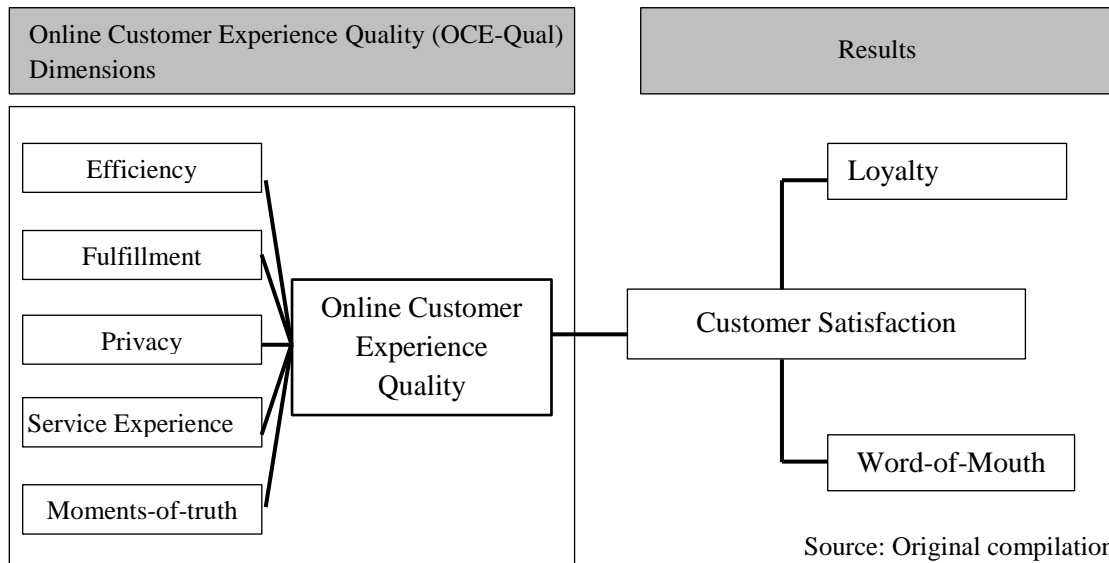
Peter Drucker

The main purpose of this study was to develop a model for measuring the quality of the passenger’s online experience, applying the main models identified within the literature: the E-S-Qual Model by Parasuraman, et al. (2005), EXQ Model by Phillip Klaus and Stan Maklan (2012) and OCE Model by Sorooshian, et al. (2013).

Accordingly, it sought to establish a relationship between the main dimensions acknowledged within the literature of the quality of service experience. The study similarly pursued to identify a relationship between the quality of service experience and the marketing results of customer satisfaction through Customer loyalty and Word-of-mouth. To achieve this purpose an empirical study was completed by testing the OCE-Qual Model on passengers at Madeira International Airport.

It was concluded that the quality of experience of the online service is comprised of five dimensions and that it exerts a significant influence on the results of Consumer Satisfaction and consequently on Word-of-mouth in addition to Loyalty. Figure 14 presents the tested and validated Online Customer Experience Quality (OCE-Qual) Model.

Figure 14 - Online Customer Experience Quality Model



Hence, this study presents a relevant contribution to the understanding of the quality of service experience concept within the airline online services. The model aggregates the dimensions presented by several models identified within the literature, presenting a more complete and expressive model of experience quality within the airline sector, specifically within the online domain. The models identified within the literature review presented individually limitations within the considered dimensions, lacking dimensions considered essential for the clarification of the online customer experience quality of passengers.

Similarly, the majority of the studies within the literature relate to the travel experience as a whole package from the buying of the ticket to the end of the journey. Literature requires further investigation with respect to models capable of evaluating the quality of a consumer experience within the online domain, as this encounter is considered significant. Specifically since the use of mobile devices is in expansion and this moment-of-truth, the initial contact between a customer and the airline is rapidly growing in addition to being considered a facilitator for travel organization. The initial contact between a customer and an organization is considered to be one of the most important determinants of quality evaluation; therefore the acknowledgment of a quality service experience may pose as a competitive advantage. Customer recognition of quality service delivery generates singular experiences difficult for competitors to reproduce.

Current globalization and mass customization technology has engaged consumers digitally with an extensive use of social media generating a setting of easy access to information. The quality of experiences encountered establishes the importance of these “moments of truth”, with the delivery of services that attain to the expectations and accordingly influence customer satisfaction in addition to repurchase intentions through loyalty and word-of-mouth. The aviation industry is focusing on the implementation of innovating technology in order to reduce its costs and lead it to efficiency with a more passenger-focused attitude to create loyalty, as customer satisfaction intensifies profitability and market share. It is therefore essential that customer online customer experience quality be consistently and concisely measured and assessed.

6.1. Management Implications

It is important to state the existence of topics that may be important for management purposes within the aviation sector focusing the online domain and the customers that use the services.

Foremost, it is necessary to emphasize that the OCE-Qual model is a model for measuring the customer’s online experience in the aviation sector, since it was planned to assess the passenger’s experience with the online services offered by the airline. Accordingly, airlines wishing to evaluate the customer’s perception of the online services provided are now able to use an appropriate tool. It should be noted that the monitoring of the company’s activity is essential to evaluate the existence of necessities within underdeveloped areas that may pose potential financial growth.

Globally the results obtained in the investigation are very positive, as average responses to all dimensions exceeded the value 5, on a Likert scale of 7 points with 93% of respondents using the online services. This result reveals the worthy online services offered, indicating that the company is observant of the online customer and cultivates actions to improve provided services delivering distinctive experiences and that the online customers are conscious of the presented services. It is nevertheless important to mention that to offer distinguishing experiences in a sustainable and profitable way organizations need to rely on a well-conceived foundation (Soudagar, et al., 2012, p. 233) setting themselves apart by offering services that customers consider valuable by anticipating, understanding and accomplishing the customer’s needs (Soudagar, et al., 2012, p. 233).

6.2. Limitations and future research

As in any research, this study presents limitations that are offered in the following paragraphs in addition to potential future research questions.

At the outset and with regard to the sample obtained with the empirical research, it should be noted that the study was merely conducted on individual passengers and exclusively at Madeira International Airport. It is therefore important to emphasize that there is no guarantee that the sample is a representative one; it could be larger. On the other hand, it is important to highlight the time of year when the survey was administered (March 2015): as it coincided with an international Golf tournament in Madeira and the beginning of Easter Holidays a high season for tourism in Madeira Island. In further research, it would be interesting to understand the different perspectives of passengers both with other airlines and different airports. It would also be noteworthy for a future research to develop a study that involved reviews of passengers throughout the year or even frequent travelers.

The scale could additionally be applied to other online services for validation and generalization; with the use of other outcomes (e.g., sensitivity to price) and/or considering other antecedents of quality of experience (for example, individual characteristics of the passengers, and attitude to the use of technology). It would similarly be interesting in future research to understand the point of view of those who do not use online tools to make their reservations, and assessing the offline experience of booking a flight.

When referring to the dimensions selected initially for the OCE-Qual Model, the dimension of Outcome Focus from the EXQ Model by Klaus and Maklan (2012) was not included, as it is associated with reducing customer's transaction cost, such as seeking out and qualifying new providers and was not considered pertinent for the study at hand.

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V. Appendices

1. Appendix I – OCE-Qual Original Questionnaire

Introduction	
This survey is conducted as part of a dissertation for the Master of Service Management of the University of Porto. The objective is to evaluate the quality of the experience of your visit to the online environment of the airline. This survey has a duration of 5 minutes.	
Personal Information	
Nationality: _____	Gender: <input type="checkbox"/> M <input type="checkbox"/> F
	Age: <input type="checkbox"/> 18-35 <input type="checkbox"/> 36-55 <input type="checkbox"/> 56-65
Level of Education: <input type="checkbox"/> High School <input type="checkbox"/> University Degree <input type="checkbox"/> Other	
Do you use the airline's online services? <input type="checkbox"/> Yes <input type="checkbox"/> No (<input type="checkbox"/> Flight Search <input type="checkbox"/> Flight Booking <input type="checkbox"/> Check-in <input type="checkbox"/> Other Services)	
Questionnaire	
Please answer each of the following statements by selecting 1 if you totally disagree with the statement, up to 7 if you agree completely with the statement. If you do not know or consider that the statement does not apply, you should leave it blank.	
Answer:	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
1-Strongly Disagree 2-Disagree 3-Slightly disagree 4-Undecided 5-Slightly Agree 6-Agree 7-Strongly Agree	
1. The information on the website is well organized and easy to access.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
2. The information present is truthful and well delivered.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
3. The website is always available and the site runs well.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
4. I feel that my personal information is well protected.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
5. This site fully protects my credit card details.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
6. Using the company's online services is productive, valuable and worthwhile.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
7. The website is visually appealing and innovative.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
8. I am confident with using the online services.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
9. The different options presented make certain I get the best offer.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
10. I consider this site to be my first choice for future transactions.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
11. The company does not share my personal information.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
12. The company keeps me up-to-date on new options.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
13. I am confident in the company's expertise, the online ticket search; booking and check-in process is easy.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
14. The company is flexible to my needs when errors occur.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
15. The website makes accurate promises about company services.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
16. The site gives me a feeling of being in control of each transaction.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
17. This site loads its pages swiftly and enables quick transactions.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
18. The company's online behavior instills confidence and users feel safe in their transactions.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
19. The company understands the specific needs of customers.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
20. The company gives online users personal attention.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
21. I am satisfied with the online services provided by this company.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
22. I am satisfied with my overall experience.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
23. I am satisfied with the products and services available at this site.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
24. I am a loyal customer of this company.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
25. I have developed a good relationship with this company.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
26. I will recommend this company to someone who seeks my advice.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
27. I will encourage family and friends to use these services.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7
28. I will speak positively about the services offered by this company to others.	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7

Thank You

2. Appendix II - Dimensions and Contributions of Models

Scales / Articles	Dimensions	Context	Contributions
E-S-Qual Parasuraman <i>et al.</i> 2005	<p>Efficiency – The ease and speed of accessing and using the site</p> <p>Fulfillment – The extent to which the site’s promises about order delivery and item availability are fulfilled</p> <p>System Availability – The correct technical functioning of the site</p> <p>Privacy – The degree to which the site is safe and protects customer information</p>	E-Service (online shopping sites)	A scale for measuring the service quality delivered by Web sites on which customers shop online
EXQ Klaus & Maklan 2012	<p>Product Experience - importance of customer’s perception of having choices / ability to compare</p> <p>Outcome Focus - associated with reducing customers’ transaction cost, such as seeking out and qualifying new providers</p> <p>Moments-of-Truth - emphasizing the importance of Service recovery and flexibility, dealing with customers once complications arise in the process</p> <p>Peace-of-Mind - describes the customer’s assessment of all the interactions with the service provider before, during and after securing a service</p>	Banking Services	The paper conceptualizes and validates the concept of customer/service experience. In total, 19 items in four dimensions of the EXQ scale were identified: product experience, outcome focus, moments-of-truth and peace-of-mind. These dimensions reflect service experience perceptions.
Customer Experience: A case of Iran Sorooshian <i>et al.</i> 2013	<p>Pragmatic Experience - If users find online experience useful, worthy and valuable</p> <p>Sociability Experience – Social experience which customers extract from interactions in the online product community</p> <p>Usability Experience – customer’s experience in surfing and using the online community environment</p> <p>Hedonic Experience – Intrinsic values customers have from the online goods interactions.</p>	E-Service	This study aimed to identify the main dimensions of customer experience in online environment, which have an effect on service quality and measure the impacts of these main components including pragmatic, hedonic, sociability and usability experience on service quality.

Measuring online customer quality experience

Scales / Articles	Dimensions	Context	Contributions
SERVQUAL Parasuraman <i>et al.</i> 1988	Tangibles – Physical facilities, equipment and personnel Responsiveness – Performance of promised service Reliability – Willingness to help customers and provide a prompt service Assurance – Knowledge and courtesy of employees and their ability to inspire trust and confidence Empathy – Caring and individualized attention to clients	Services and Retail	An instrument for assessing customer perceptions of service quality in service and retailing organization of service quality construct.
Customer Loyalty in E-Commerce Gefen 2002	Tangibles – The appealing interface, ease-of-use and understandability of the website and the clarity of the purchase Empathy – providing personalized service through customized contents, personal greetings, and individual e-mail Responsiveness/ Assurance / Reliability – providing prompt service, helpful guidance when problems occur with courteous help-screens, and appropriate error messages and guidance boxes	E- Commerce	In the non-Internet marketplace, customer loyalty is primarily the product of superior service quality and the trust that such service entails. This study examines whether the same applies with online vendors even though their service is provided by a website interface notably lacking a <i>human</i> service provider.
E-S-Qual Parasuraman <i>et al.</i> 2005	Efficiency – The ease and speed of accessing and using the site Fulfillment – The extent to which the site’s promises about order delivery and item availability are fulfilled System Availability – The correct technical functioning of the site Privacy – The degree to which the site is safe and protects customer information	E-Service (online shopping sites)	A scale for measuring the service quality delivered by Web sites on which customers shop online
Quality in E-Retailing Collier & Bienstock, 2006	Process Privacy – security sensitive information Design – Visual appearance and audible site applications Information Accuracy - Clear concise manner information is presented Ease of use - Ability to find pertinent information Functionality - Web site executes or performs customer’s command Outcome Order Timeliness - Receiving service within expected time Order Accuracy - Processing order to exact specification Order condition - How product specifications conform to customer’s needs Recovery Interactive Fairness - customers’ ability to interact with technology/ company support and employees treatment Procedural Fairness - Policies, procedures and responsiveness in complaint process Outcome Fairness - monetary compensation, future free services and/or apology	E-Retailing	The goal of this article is to extend the work on e-service quality to encompass not only Web site interactivity or process quality but also outcome quality and recovery quality. A conceptual framework of e-service quality is proposed and empirically tested that combines process, outcome, and recovery dimensions. Contrary to previous service quality studies, formative instead of reflective indicators are used to conceptualize e-service quality. This study found empirical support for the use of formative indicators and the three-dimensional approach to conceptualizing e-service quality.
EXQ Klaus & Maklan 2012	Product Experience - importance of customer’s perception of having choices / ability to compare Outcome Focus - associated with reducing customers’ transaction cost, such as seeking out and qualifying new providers Moments-of-Truth - emphasizing the importance of Service recovery and flexibility, dealing with customers once complications arise in the process Peace-of-Mind - describes the customer’s assessment of all the interactions with the service provider before, during and after securing a service	Banking Services	The paper conceptualizes and validates the concept of customer/service experience. In total, 19 items in four dimensions of the EXQ scale were identified: product experience, outcome focus, moments-of-truth and peace-of-mind. These dimensions reflect service experience perceptions.
Customer Experience: A case of Iran Sorooshian <i>et al.</i> 2013	Pragmatic Experience - If users find online experience useful, worthy and valuable Sociability Experience – Social experience which customers extract from interactions in the online product community Usability Experience – customer’s experience in surfing and using the online community environment Hedonic Experience – Intrinsic values customers have from the online goods interactions.	E-Service	This study aimed to identify the main dimensions of customer experience in online environment, which have an effect on service quality and measure the impacts of these main components including pragmatic, hedonic, sociability and usability experience on service quality.

3. Appendix III – Gratification



Source: Original compilation

4. Appendix IV – SPSS Output Scale Analysis Outputs

	1		2		3		4		5		6		7	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
1. Information on website is well organized and easy to access	2	,6%	3	1,0%	20	6,5%	15	4,9%	58	18,8%	119	38,6%	69	22,4%
2. Information is truthful and well delivered	2	,6%	6	1,9%	10	3,2%	24	7,8%	51	16,6%	119	38,6%	74	24%
3. Website is always available and runs well	1	,3%	5	1,6%	13	4,2%	38	12,3%	59	19,2%	112	36,4%	58	18,8%
4. My personal information is well protected	3	1,0%	3	1,0%	15	4,9%	36	11,7%	64	20,8%	95	30,8%	64	20,8%
5. My credit card details are fully protected	3	1,0%	5	1,6%	9	2,9%	41	13,3%	52	16,9%	99	32,1%	59	19,2%
6. Online services are productive, valuable and worthwhile	1	,3%	3	1,0%	10	3,2%	24	7,8%	61	19,8%	108	35,1%	76	24,7%
7. Website is visually appealing and innovative			3	1,0%	16	5,2%	29	9,4%	75	24,4%	121	39,3%	40	13%
8. I am confident using the online services	1	,3%	3	1,0%	9	2,9%	20	6,5%	50	16,2%	128	41,6%	73	23,7%
9. The different options presented make sure I get best offer	2	,6%	5	1,6%	29	9,4%	36	11,7%	80	26%	93	30,2%	36	11,7%
10. I consider this my first website for future transactions	3	1,0%	7	2,3%	14	4,5%	53	17,2%	77	25%	80	26%	49	15,9%
11. My personal information is not shared	3	1,0%	8	2,6%	12	3,9%	38	12,3%	53	17,2%	96	31,2%	59	19,2%
12. The company keeps me up-to-date on new options	6	1,9%	6	1,9%	14	4,5%	50	16,2%	65	21,1%	95	30,8%	38	12,3%
13. I am confident in the company's expertise	4	1,3%	4	1,3%	11	3,6%	29	9,4%	49	15,9%	125	40,6%	61	19,8%
14. The company is flexible to my need when errors occur	11	3,6%	8	2,6%	19	6,2%	75	24,4%	70	22,7%	56	18,2%	37	12%
15. The website makes accurate promises of company services	2	,6%	9	2,9%	13	4,2%	60	19,5%	73	23,7%	102	33,1%	22	7,1%
16. The website gives me a feeling of being in control of each transaction	1	,3%	5	1,6%	16	5,2%	34	11%	77	25%	109	35,4%	38	12,3%
17. The website loads its pages swiftly and enables quick transactions	8	2,6%	6	1,9%	14	4,5%	27	8,8%	85	27,6%	99	32,1%	45	14,6%
18. The company instills confidence and users feel safe in online transactions	1	,3%	5	1,6%	12	3,9%	33	10,7%	79	25,6%	102	33,1%	49	15,9%
19. The company understands customer's specific needs	2	,6%	3	1,0%	21	6,8%	51	16,6%	73	23,7%	93	30,2%	36	11,7%
20. Customers receive personal attention	6	1,9%	7	2,3%	21	6,8%	41	13,3%	76	24,7%	98	31,8%	32	10,4%
21. I am satisfied with the online services provided	2	,6%	4	1,3%	12	3,9%	24	7,8%	68	22,1%	113	36,7%	61	19,8%
22. I am satisfied with my overall experience	2	,6%	2	,6%	10	3,2%	23	7,5%	56	18,2%	136	44,2%	58	18,8%
23. I am satisfied with products and services available			1	,3%	14	4,5%	30	9,7%	67	21,8%	122	39,6%	49	15,9%
24. I am a loyal customer of this company	3	1,0%	10	3,2%	24	7,8%	48	15,6%	65	21,1%	81	26,3%	53	17,2%
25. I have developed a good relationship with this company	4	1,3%	6	1,9%	11	3,6%	47	15,3%	72	23,4%	94	30,5%	44	14,3%
26. I will recommend this company's online services			4	1,3%	14	4,5%	27	8,8%	73	23,7%	103	33,4%	61	19,8%
27. I will encourage family and friends to use these services	4	1,3%	4	1,3%	12	3,9%	25	8,1%	78	25,3%	99	32,1%	61	19,8%
28. I will speak positively of offered services	5	1,6%	1	,3%	14	4,5%	18	5,8%	65	21,1%	111	36%	72	23,4%

The values indicated refer to the measurement scale:

1- Strongly Disagree; 2- Disagree; 3- Slightly Disagree; 4- Undecided; 5- Slightly Agree; 6- Agree; 7- Strongly Agree.

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Questions	N	Mean	Std. Deviation	Variance	Min.	Max.
1	286	5,65	1,23	1,51	1	7
2	286	5,69	1,23	1,51	1	7
3	286	5,51	1,22	1,48	1	7
4	280	5,49	1,28	1,63	1	7
5	268	5,49	1,29	1,65	1	7
6	283	5,72	1,15	1,32	1	7
7	284	5,46	1,10	1,20	2	7
8	284	5,79	1,10	1,22	1	7
9	281	5,17	1,28	1,64	1	7
10	283	5,23	1,31	1,71	1	7
11	269	5,43	1,35	1,82	1	7
12	274	5,19	1,34	1,81	1	7
13	283	5,59	1,25	1,57	1	7
14	276	4,82	1,47	2,16	1	7
15	281	5,09	1,21	1,47	1	7
16	280	5,36	1,17	1,38	1	7
17	284	5,30	1,35	1,83	1	7
18	281	5,44	1,17	1,38	1	7
19	279	5,20	1,23	1,51	1	7
20	281	5,12	1,34	1,81	1	7
21	284	5,59	1,19	1,41	1	7
22	287	5,68	1,10	1,22	1	7
23	283	5,56	1,07	1,15	2	7
24	284	5,17	1,41	2,00	1	7
25	278	5,28	1,28	1,65	1	7
26	282	5,56	1,16	1,34	2	7
27	283	5,51	1,25	1,57	1	7
28	286	5,65	1,24	1,55	1	7

5. Appendix V – SPSS Output Sample Frequencies Analysis

Statistics

	Respondents Nationality	Respondents Gender	Respondents Age	Level of Education
N	Valid 308	302	299	293
	Missing 0	6	9	15
Mean	3,5195	1,4371	1,7625	1,7986
Std. Deviation	6,21045	,49685	,75561	,65980
Variance	38,570	,247	,571	,435
Minimum	1,00	1,00	1,00	1,00
Maximum	29,00	2,00	4,00	3,00

Table of Frequencies

Respondents Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Portuguese	213	69,2	69,2	69,2
British	36	11,7	11,7	80,8
French	10	3,2	3,2	84,1
German	6	1,9	1,9	86,0
Brazilian	5	1,6	1,6	87,7
Iraqi	1	,3	,3	88,0
Moldavian	1	,3	,3	88,3
Venezuelan	1	,3	,3	88,6
Canadian	1	,3	,3	89,0
Norwegian	1	,3	,3	89,3
Bolivian	1	,3	,3	89,6
Dutch	1	,3	,3	89,9
Ukrainian	1	,3	,3	90,3
Zambian	1	,3	,3	90,6
Cape Verdean	1	,3	,3	90,9
Indian	1	,3	,3	91,2
Finnish	1	,3	,3	91,6
Danish	1	,3	,3	91,9
Spanish	2	,6	,6	92,5
Romanian	5	1,6	1,6	94,2
South African	4	1,3	1,3	95,5
Italian	6	1,9	1,9	97,4
Argentinian	1	,3	,3	97,7
Australian	1	,3	,3	98,1
American	1	,3	,3	98,4
Swedish	1	,3	,3	98,7
Polish	1	,3	,3	99,0
Belgian	2	,6	,6	99,7
Icelandic	1	,3	,3	100,0
Total	308	100,0	100,0	

Measuring online customer quality experience

Respondents Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	170	55,2	56,3	56,3
	Female	132	42,9	43,7	100,0
	Total	302	98,1	100,0	
Missing	System	6	1,9		
Total		308	100,0		

Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-35	123	39,9	41,1	41,1
	36-55	130	42,2	43,5	84,6
	56-65	40	13,0	13,4	98,0
	over 66	6	1,9	2,0	100,0
	Total	299	97,1	100,0	
Missing	System	9	2,9		
Total		308	100,0		

Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Diploma	99	32,1	33,8	33,8
	University Degree	154	50,0	52,6	86,3
	Other Diploma	40	13,0	13,7	100,0
	Total	293	95,1	100,0	
Missing	System	15	4,9		
Total		308	100,0		

	N	Mean	Std. Deviation	Variance
Respondents Nationality	308	3,5195	6,21045	38,570
Respondents Gender	302	1,4371	,49685	,247
Respondents Age	299	1,7625	,75561	,571
Level of Education	293	1,7986	,65980	,435
Valid N (listwise)	279			

6. Appendix VI – SPSS Output Services Frequencies Analysis

Statistics

		Online Services	Flight Search	Flight Booking	Check-in	Other Services
N	Valid	308	201	206	147	36
	Missing	0	107	102	161	272
	Mean	1,0682	1,0000	1,0000	1,0000	1,0000
	Std. Deviation	,25247	,00000	,00000	,00000	,00000
	Variance	,064	,000	,000	,000	,000
	Minimum	1,00	1,00	1,00	1,00	1,00
	Maximum	2,00	1,00	1,00	1,00	1,00

Online Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	287	93,2	93,2	93,2
	No	21	6,8	6,8	100,0
	Total	308	100,0	100,0	

Flight Search

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	201	65,3	100,0	100,0
Missing	System	107	34,7		
	Total	308	100,0		

Flight Booking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	206	66,9	100,0	100,0
Missing	System	102	33,1		
	Total	308	100,0		

Check-in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	47,7	100,0	100,0
Missing	System	161	52,3		
	Total	308	100,0		

Other Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	11,7	100,0	100,0
Missing	System	272	88,3		
	Total	308	100,0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Online Services	308	1,00	2,00	1,0682	,25247	,064
Flight Search	201	1,00	1,00	1,0000	,00000	,000
Flight Booking	206	1,00	1,00	1,0000	,00000	,000
Check-in	147	1,00	1,00	1,0000	,00000	,000
Other Services	36	1,00	1,00	1,0000	,00000	,000
Valid N (listwise)	25					

7. Appendix VII – SPSS Output Scale Dimensions: Statistics

Statistics

	Efficiency	Fulfillment	Privacy	Service Experience	Moments-of-truth	Customer Satisfaction	Loyalty intentions	Word-of-mouth
N Valid	287	287	283	286	285	287	287	286
Missing	21	21	25	22	23	21	21	22
Mean	5,6028	5,6585	5,4770	5,3741	5,2596	5,6655	5,2648	5,5629
Std. Deviation	,97650	1,01136	1,16479	1,00694	1,08897	,98216	1,14945	1,17035
Minimum	2,00	2,00	1,00	2,00	2,00	2,00	1,00	1,00
Maximum	7,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00

Efficiency

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	,3	,3	,3
slightly disagree	9	2,9	3,1	3,5
undecided	29	9,4	10,1	13,6
slightly agree	65	21,1	22,6	36,2
agree	143	46,4	49,8	86,1
strongly agree	40	13,0	13,9	100,0
Total	287	93,2	100,0	
Missing System	21	6,8		
Total	308	100,0		

Fulfillment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	,3	,3	,3
slightly disagree	10	3,2	3,5	3,8
undecided	26	8,4	9,1	12,9
slightly agree	64	20,8	22,3	35,2
agree	134	43,5	46,7	81,9
strongly agree	52	16,9	18,1	100,0
Total	287	93,2	100,0	
Missing System	21	6,8		
Total	308	100,0		

Privacy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	,3	,4	,4
disagree	3	1,0	1,1	1,4
slightly disagree	12	3,9	4,2	5,7
undecided	38	12,3	13,4	19,1
slightly agree	73	23,7	25,8	44,9
agree	102	33,1	36,0	80,9
strongly agree	54	17,5	19,1	100,0
Total	283	91,9	100,0	
Missing System	25	8,1		
Total	308	100,0		

Measuring online customer quality experience

Service Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	,6	,7	,7
	slightly disagree	13	4,2	4,5	5,2
	undecided	30	9,7	10,5	15,7
	slightly agree	102	33,1	35,7	51,4
	agree	109	35,4	38,1	89,5
	strongly agree	30	9,7	10,5	100,0
	Total	286	92,9	100,0	
Missing	System	22	7,1		
Total		308	100,0		

Moments-of-truth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	5	1,6	1,8	1,8
	slightly disagree	13	4,2	4,6	6,3
	undecided	42	13,6	14,7	21,1
	slightly disagree	98	31,8	34,4	55,4
	agree	97	31,5	34,0	89,5
	strongly agree	30	9,7	10,5	100,0
	Total	285	92,5	100,0	
Missing	System	23	7,5		
Total		308	100,0		

Customer Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	3	1,0	1,0	1,0
	slightly disagree	6	1,9	2,1	3,1
	undecided	20	6,5	7,0	10,1
	slightly agree	76	24,7	26,5	36,6
	agree	132	42,9	46,0	82,6
	strongly agree	50	16,2	17,4	100,0
	Total	287	93,2	100,0	
Missing	System	21	6,8		
Total		308	100,0		

Loyalty intentions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	,3	,3	,3
	disagree	6	1,9	2,1	2,4
	slightly disagree	12	3,9	4,2	6,6
	undecided	43	14,0	15,0	21,6
	slightly agree	96	31,2	33,4	55,1
	agree	93	30,2	32,4	87,5
	strongly agree	36	11,7	12,5	100,0
	Total	287	93,2	100,0	
Missing	System	21	6,8		
Total		308	100,0		

Measuring online customer quality experience

Word-of-mouth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	,3	,3	,3
	disagree	5	1,6	1,7	2,1
	slightly disagree	13	4,2	4,5	6,6
	undecided	23	7,5	8,0	14,7
	slightly agree	73	23,7	25,5	40,2
	agree	113	36,7	39,5	79,7
	strongly agree	58	18,8	20,3	100,0
	Total	286	92,9	100,0	
Missing	System	22	7,1		
Total		308	100,0		

8. Appendix VIII – SPSS Output Scale Internal Consistency

Efficiency

Case Processing Summary

		N	%
Cases	Valid	280	90,9
	Excluded ^a	28	9,1
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,784	4

Fulfillment

Case Processing Summary

		N	%
Cases	Valid	273	88,6
	Excluded ^a	35	11,4
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,842	4

Privacy

Case Processing Summary

		N	%
Cases	Valid	256	83,1
	Excluded ^a	52	16,9
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,842	4

Service Experience

Case Processing Summary

		N	%
Cases	Valid	274	89,0
	Excluded ^a	34	11,0
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,726	3

Moments-of-truth

Case Processing Summary

		N	%
Cases	Valid	266	86,4
	Excluded ^a	42	13,6
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,788	4

Measuring online customer quality experience

Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	275	89,3
	Excluded ^a	33	10,7
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,877	4

Loyalty intentions

Case Processing Summary

		N	%
Cases	Valid	274	89,0
	Excluded ^a	34	11,0
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,794	3

Word-of-mouth

Case Processing Summary

		N	%
Cases	Valid	281	91,2
	Excluded ^a	27	8,8
	Total	308	100,0

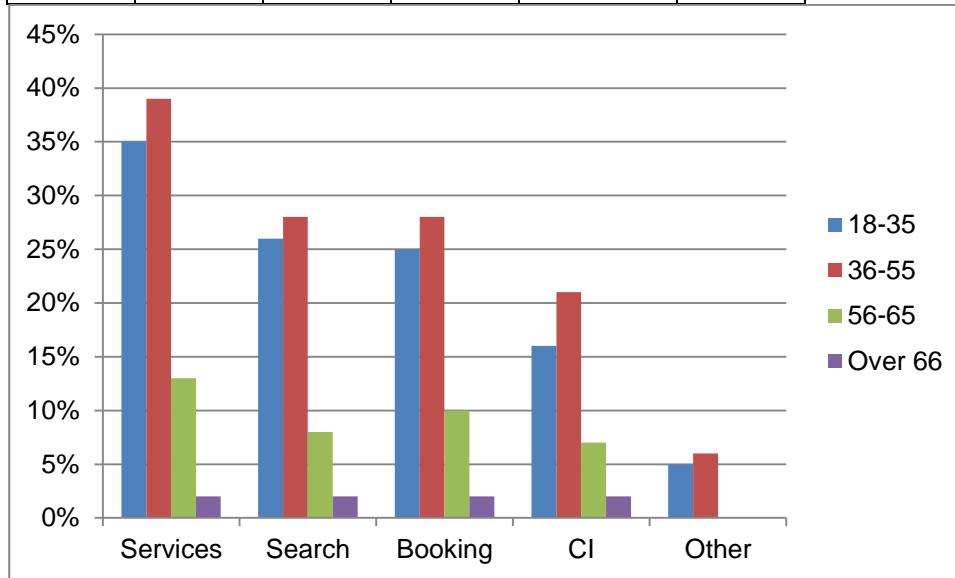
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

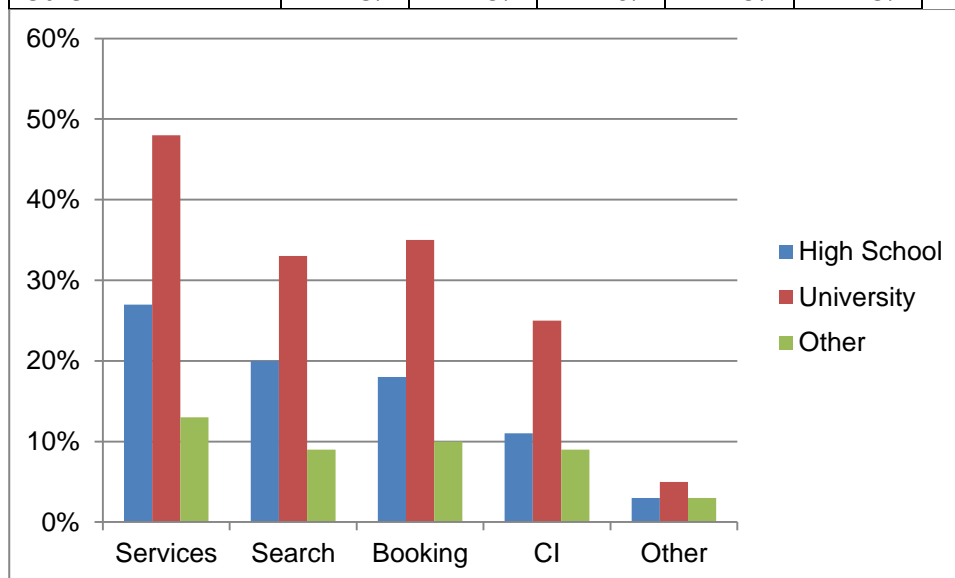
Cronbach's Alpha	N of Items
,918	3

9. Appendix IX - Excel Analysis Outputs

	Services	Search	Booking	CI	Other
18-35	35%	26%	25%	16%	5%
36-55	39%	28%	28%	21%	6%
56-65	13%	8%	10%	7%	0%
Over 66	2%	2%	2%	2%	0%



	Services	Search	Booking	CI	Other
High School	27%	20%	18%	11%	3%
University	48%	33%	35%	25%	5%
Other	13%	9%	10%	9%	3%



10. Appendix X – SPSS Output Factorial Analysis

10.1. Efficiency Dimension

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Information on website is well organized and easy to access	5,6536	1,21431	280
Website is always available and runs well	5,5250	1,20010	280
website is visually appealing and innovative	5,4571	1,10308	280
The website loads its pages swiftly and enables quick transactions	5,3036	1,36153	280

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,765
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	315,359
	6
	,000

Communalities

	Initial	Extraction
Information on website is well organized and easy to access	1,000	,657
Website is always available and runs well	1,000	,675
website is visually appealing and innovative	1,000	,569
The website loads its pages swiftly and enables quick transactions	1,000	,545

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,447	61,180	61,180	2,447	61,180	61,180
2	,601	15,031	76,210			
3	,570	14,244	90,454			
4	,382	9,546	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Information on website is well organized and easy to access	,811
Website is always available and runs well	,822
website is visually appealing and innovative	,755
The website loads its pages swiftly and enables quick transactions	,739

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.2. Fulfilment Dimension

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Information is truthful and well delivered	5,6848	1,20842	276
Online services are productive, valuable and worthwhile	5,7138	1,15741	276
The website makes accurate promises of company services	5,0870	1,22090	276

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,700
Bartlett's Test of Sphericity	Approx. Chi-Square	221,942
	df	3
	Sig.	,000

Communalities

	Initial	Extraction
Information is truthful and well delivered	1,000	,665
Online services are productive, valuable and worthwhile	1,000	,712
The website makes accurate promises of company services	1,000	,696

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,072	69,078	69,078	2,072	69,078	69,078
2	,496	16,517	85,595			
3	,432	14,405	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Information is truthful and well delivered	,815
Online services are productive, valuable and worthwhile	,844
The website makes accurate promises of company services	,834

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.3. Privacy Dimension

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
My personal information is well protected	5,4844	1,27408	256
My credit card details are fully protected	5,4688	1,28300	256
My personal information is not shared	5,4570	1,32772	256

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,709
Bartlett's Test of Sphericity	Approx. Chi-Square	310,184
	df	3
	Sig.	,000

Communalities

	Initial	Extraction
My personal information is well protected	1,000	,797
My credit card details are fully protected	1,000	,776
My personal information is not shared	1,000	,688

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,261	75,377	75,377	2,261	75,377	75,377
2	,450	15,008	90,384			
3	,288	9,616	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
My personal information is well protected	,893
My credit card details are fully protected	,881
My personal information is not shared	,829

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.4. Service Experience Dimension

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I am confident using the online services	5,7737	1,11265	274
The different options presented make sure I get best offer	5,1861	1,26593	274
The company understands customer's specific needs	5,2007	1,23437	274

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,682
Bartlett's Test of Sphericity	Approx. Chi-Square	167,291
	df	3
	Sig.	,000

Communalities

	Initial	Extraction
I am confident using the online services	1,000	,675
The different options presented make sure I get best offer	1,000	,638
The company understands customer's specific needs	1,000	,632

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,945	64,826	64,826	1,945	64,826	64,826
2	,558	18,591	83,418			
3	,497	16,582	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I am confident using the online services	,822
The different options presented make sure I get best offer	,799
The company understands customer's specific needs	,795

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.5. Moments-of-truth Dimension

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
The company is flexible to my need when errors occur	4,8022	1,46944	273
The company instils confidence and users feel safe in online transactions	5,4249	1,17058	273

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,500
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	64,802
	1
	,000

Communalities

	Initial	Extraction
The company is flexible to my need when errors occur	1,000	,731
The company instils confidence and users feel safe in online transactions	1,000	,731

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,462	73,078	73,078	1,462	73,078	73,078
2	,538	26,922	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
The company is flexible to my need when errors occur	,855
The company instils confidence and users feel safe in online transactions	,855

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.6. Customer Satisfaction

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
The website gives me a feeling of being in control of each transaction	5,3709	1,16231	275
I am satisfied with the online services provided	5,5927	1,17825	275
I am satisfied with my overall experience	5,6982	1,08733	275
I am satisfied with products and services available	5,5600	1,07010	275

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,787
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	618,538
	6
	,000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,938	73,452	73,452	2,938	73,452	73,452
2	,538	13,459	86,911			
3	,322	8,038	94,949			
4	,202	5,051	100,000			

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
The website gives me a feeling of being in control of each transaction	1,000	,598
I am satisfied with the online services provided	1,000	,807
I am satisfied with my overall experience	1,000	,768
I am satisfied with products and services available	1,000	,766

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
The website gives me a feeling of being in control of each transaction	,773
I am satisfied with the online services provided	,898
I am satisfied with my overall experience	,876
I am satisfied with products and services available	,875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.7. Loyalty intentions

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I consider this my first website for future transactions	5,2336	1,30237	274
I am a loyal customer of this company	5,1971	1,38986	274
I have developed a good relationship with this company	5,2883	1,28989	274

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,676
Bartlett's Test of Sphericity	267,855
df	3
Sig.	,000

Communalities

	Initial	Extraction
I consider this my first website for future transactions	1,000	,603
I am a loyal customer of this company	1,000	,747
I have developed a good relationship with this company	1,000	,779

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,129	70,961	70,961	2,129	70,961	70,961
2	,557	18,574	89,536			
3	,314	10,464	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I consider this my first website for future transactions	,776
I am a loyal customer of this company	,865
I have developed a good relationship with this company	,883

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

10.8. Word-of-mouth

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I will recommend this company's online services	5,5623	1,16060	281
I will encourage family and friends to use these services	5,5267	1,22773	281
I will speak positively of offered services	5,6833	1,20240	281

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,759
Bartlett's Test of Sphericity	Approx. Chi-Square
	603,657
	df
	3
	Sig.
	,000

Communalities

	Initial	Extraction
I will recommend this company's online services	1,000	,856
I will encourage family and friends to use these services	1,000	,874
I will speak positively of offered services	1,000	,848

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,577	85,895	85,895	2,577	85,895	85,895
2	,233	7,768	93,663			
3	,190	6,337	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I will recommend this company's online services	,925
I will encourage family and friends to use these services	,935
I will speak positively of offered services	,921

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

11. Appendix XI – SPSS Output Chronbach’s Alpha

11.1. Efficiency Dimension

Case Processing Summary

		N	%
Cases	Valid	280	90,9
	Excluded ^a	28	9,1
	Total	308	100,0

Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,784	,788	4

Item Statistics

	Mean	Std. Deviation	N
Information on website is well organized and easy to access	5,6536	1,21431	280
Website is always available and runs well	5,5250	1,20010	280
website is visually appealing and innovative	5,4571	1,10308	280
The website loads its pages swiftly and enables quick transactions	5,3036	1,36153	280

Inter-Item Correlation Matrix

	Information on website is well organized and easy to access	Website is always available and runs well	website is visually appealing and innovative	The website loads its pages swiftly and enables quick transactions
Information on website is well organized and easy to access	1,000	,600	,493	,417
Website is always available and runs well	,600	1,000	,452	,490
website is visually appealing and innovative	,493	,452	1,000	,435
The website loads its pages swiftly and enables quick transactions	,417	,490	,435	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,9393	14,538	3,81281	4

11.2. Fulfillment Dimension

Case Processing Summary

		N	%
Cases	Valid	276	89,6
	Excluded ^a	32	10,4
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,776	,776	3

Item Statistics

	Mean	Std. Deviation	N
Information is truthful and well delivered	5,6850	1,21405	273
Online services are productive, valuable and worthwhile	5,7216	1,15816	273
I am confident in the company's expertise	5,7216	2,74722	273
The website makes accurate promises of company services	5,0842	1,22334	273

Inter-Item Correlation Matrix

	Information is truthful and well delivered	Online services are productive, valuable and worthwhile	I am confident in the company's expertise	The website makes accurate promises of company services
Information is truthful and well delivered	1,000	,534	,318	,515
Online services are productive, valuable and worthwhile	,534	1,000	,331	,567
I am confident in the company's expertise	,318	,331	1,000	,334
The website makes accurate promises of company services	,515	,567	,334	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,4855	8,883	2,98051	3

11.3. Privacy Dimension

Case Processing Summary

		N	%
Cases	Valid	256	83,1
	Excluded ^a	52	16,9
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,835	,836	3

Item Statistics

	Mean	Std. Deviation	N
My personal information is well protected	5,4844	1,27408	256
My credit card details are fully protected	5,4688	1,28300	256
My personal information is not shared	5,4570	1,32772	256

Inter-Item Correlation Matrix

	My personal information is well protected	My credit card details are fully protected	My personal information is not shared
My personal information is well protected	1,000	,710	,603
My credit card details are fully protected	,710	1,000	,576
My personal information is not shared	,603	,576	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,4102	11,357	3,36996	3

11.4. Service Experience

Case Processing Summary

		N	%
Cases	Valid	274	89,0
	Excluded ^a	34	11,0
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,726	,729	3

Item Statistics

	Mean	Std. Deviation	N
I am confident using the online services	5,7737	1,11265	274
The different options presented make sure I get best offer	5,1861	1,26593	274
The company understands customer's specific needs	5,2007	1,23437	274

Inter-Item Correlation Matrix

	I am confident using the online services	The different options presented make sure I get best offer	The company understands customer's specific needs
I am confident using the online services	1,000	,490	,484
The different options presented make sure I get best offer	,490	1,000	,442
The company understands customer's specific needs	,484	,442	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,1606	8,458	2,90820	3

11.5. Moments-of-truth

Case Processing Summary

		N	%
Cases	Valid	273	88,6
	Excluded ^a	35	11,4
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,621	,632	2

Item Statistics

	Mean	Std. Deviation	N
The company is flexible to my need when errors occur	4,8022	1,46944	273
The company instils confidence and users feel safe in online transactions	5,4249	1,17058	273

Inter-Item Correlation Matrix

	The company is flexible to my need when errors occur	The company instils confidence and users feel safe in online transactions
The company is flexible to my need when errors occur	1,000	,462
The company instils confidence and users feel safe in online transactions	,462	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10,2271	5,117	2,26216	2

11.6. Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	275	89,3
	Excluded ^a	33	10,7
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,877	,878	4

Item Statistics

	Mean	Std. Deviation	N
The website gives me a feeling of being in control of each transaction	5,3709	1,16231	275
I am satisfied with the online services provided	5,5927	1,17825	275
I am satisfied with my overall experience	5,6982	1,08733	275
I am satisfied with products and services available	5,5600	1,07010	275

Inter-Item Correlation Matrix

	The website gives me a feeling of being in control of each transaction	I am satisfied with the online services provided	I am satisfied with my overall experience	I am satisfied with products and services available
The website gives me a feeling of being in control of each transaction	1,000	,588	,499	,610
I am satisfied with the online services provided	,588	1,000	,784	,685
I am satisfied with my overall experience	,499	,784	1,000	,695
I am satisfied with products and services available	,610	,685	,695	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,2218	14,808	3,84815	4

11.7. Loyalty Intentions

Case Processing Summary

		N	%
Cases	Valid	274	89,0
	Excluded ^a	34	11,0
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,794	,794	3

Item Statistics

	Mean	Std. Deviation	N
I consider this my first website for future transactions	5,2336	1,30237	274
I am a loyal customer of this company	5,1971	1,38986	274
I have developed a good relationship with this company	5,2883	1,28989	274

Inter-Item Correlation Matrix

	I consider this my first website for future transactions	I am a loyal customer of this company	I have developed a good relationship with this company
I consider this my first website for future transactions	1,000	,480	,522
I am a loyal customer of this company	,480	1,000	,683
I have developed a good relationship with this company	,522	,683	1,000

Item-Total Statistics

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,7190	11,236	3,35198	3

11.8. Word-of-mouth

Case Processing Summary

		N	%
Cases	Valid	281	91,2
	Excluded ^a	27	8,8
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,918	,918	3

Item Statistics

	Mean	Std. Deviation	N
I will recommend this company's online services	5,5623	1,16060	281
I will encourage family and friends to use these services	5,5267	1,22773	281
I will speak positively of offered services	5,6833	1,20240	281

Inter-Item Correlation Matrix

	I will recommend this company's online services	I will encourage family and friends to use these services	I will speak positively of offered services
I will recommend this company's online services	1,000	,804	,768
I will encourage family and friends to use these services	,804	1,000	,793
I will speak positively of offered services	,768	,793	1,000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,7722	11,077	3,32814	3

12. Appendix XII– SPSS Output OCE-Qual Construct Analysis

Statistics

		Efficiency	Fulfillment	Privacy	Service Experience	Moments-of-truth
N	Valid	287	287	283	286	285
	Missing	21	21	25	22	23
Mean		5,6028	5,6585	5,4770	5,3741	5,2596
Std. Deviation		,97650	1,01136	1,16479	1,00694	1,08897
Variance		,954	1,023	1,357	1,014	1,186
Minimum		2,00	2,00	1,00	2,00	2,00
Maximum		7,00	7,00	7,00	7,00	7,00

Frequency Table

Efficiency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	,3	,3	,3
	slightly disagree	9	2,9	3,1	3,5
	undecided	29	9,4	10,1	13,6
	slightly agree	65	21,1	22,6	36,2
	agree	143	46,4	49,8	86,1
	strongly agree	40	13,0	13,9	100,0
	Total		287	93,2	100,0
Missing	System	21	6,8		
Total		308	100,0		

Fulfillment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	,3	,3	,3
	slightly disagree	10	3,2	3,5	3,8
	undecided	26	8,4	9,1	12,9
	slightly agree	64	20,8	22,3	35,2
	agree	134	43,5	46,7	81,9
	strongly agree	52	16,9	18,1	100,0
	Total		287	93,2	100,0
Missing	System	21	6,8		
Total		308	100,0		

Privacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	,3	,4	,4
	disagree	3	1,0	1,1	1,4
	slightly disagree	12	3,9	4,2	5,7
	undecided	38	12,3	13,4	19,1
	slightly agree	73	23,7	25,8	44,9
	agree	102	33,1	36,0	80,9
	strongly agree	54	17,5	19,1	100,0
	Total		283	91,9	100,0
Missing	System	25	8,1		
Total		308	100,0		

Measuring online customer quality experience

Service Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	,6	,7	,7
	slightly disagree	13	4,2	4,5	5,2
	undecided	30	9,7	10,5	15,7
	slightly agree	102	33,1	35,7	51,4
	agree	109	35,4	38,1	89,5
	strongly agree	30	9,7	10,5	100,0
	Total	286	92,9	100,0	
Missing	System	22	7,1		
Total		308	100,0		

Moments-of-truth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	5	1,6	1,8	1,8
	slightly disagree	13	4,2	4,6	6,3
	undecided	42	13,6	14,7	21,1
	slightly disagree	98	31,8	34,4	55,4
	agree	97	31,5	34,0	89,5
	strongly agree	30	9,7	10,5	100,0
	Total	285	92,5	100,0	
Missing	System	23	7,5		
Total		308	100,0		

Reliability

Case Processing Summary

		N	%
Cases	Valid	282	91,6
	Excluded ^a	26	8,4
	Total	308	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,910	,912	5

Inter-Item Correlation Matrix

	Efficiency	Fulfillment	Privacy	Service Experience	Moments-of-truth
Efficiency	1,000	,766	,633	,694	,675
Fulfillment	,766	1,000	,698	,698	,650
Privacy	,633	,698	1,000	,677	,553
Service Experience	,694	,698	,677	1,000	,707
Moments-of-truth	,675	,650	,553	,707	1,000

Measuring online customer quality experience

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Efficiency	21,7518	13,682	,798	,661	,885
Fulfillment	21,7128	13,358	,815	,685	,881
Privacy	21,8794	12,961	,726	,562	,902
Service Experience	21,9858	13,430	,804	,653	,883
Moments-of-truth	22,1028	13,395	,732	,574	,898

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,874
Bartlett's Test of Sphericity	935,896
df	10
Sig.	,000

Communalities

	Initial	Extraction
Efficiency	1,000	,771
Fulfillment	1,000	,789
Privacy	1,000	,681
Service Experience	1,000	,772
Moments-of-truth	1,000	,691

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,704	74,083	74,083	3,704	74,083	74,083
2	,459	9,175	83,258			
3	,358	7,156	90,414			
4	,258	5,155	95,569			
5	,222	4,431	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Efficiency	,878
Fulfillment	,888
Privacy	,825
Service Experience	,879
Moments-of-truth	,831

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Frequencies

Statistics

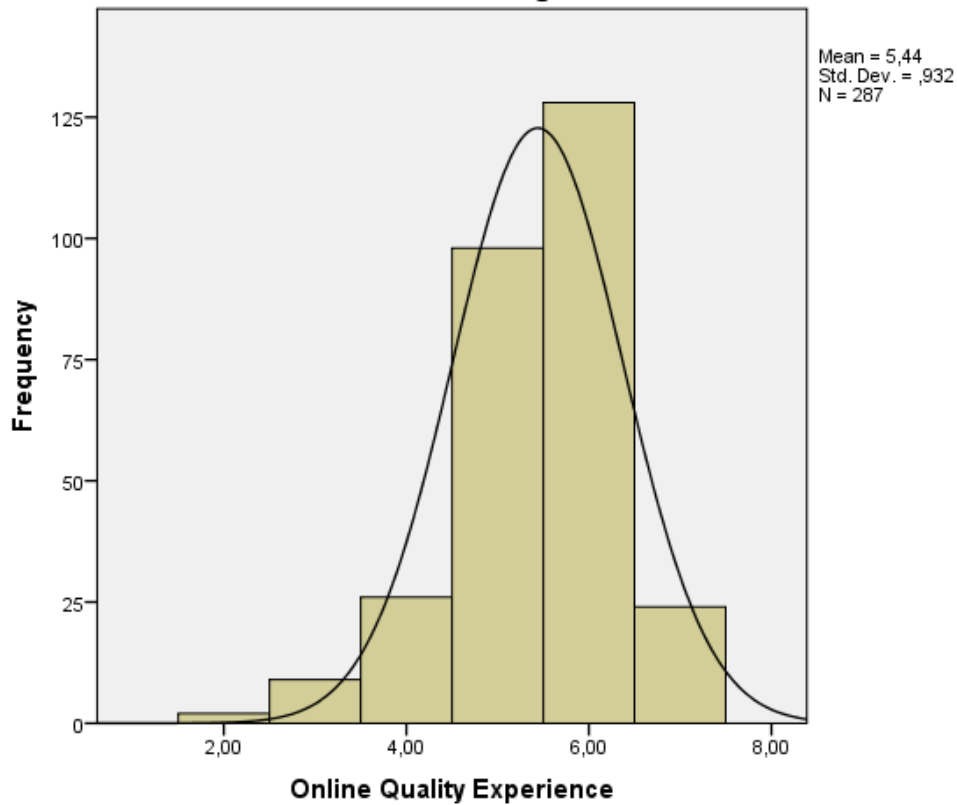
Online Customer Experience Quality

N	Valid	287
	Missing	21
Mean		5,4390
Std. Deviation		,93248
Variance		,870
Minimum		2,00
Maximum		7,00

Online Customer Experience Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	,6	,7	,7
	slightly disagree	9	2,9	3,1	3,8
	undecided	26	8,4	9,1	12,9
	slightly agree	98	31,8	34,1	47,0
	agree	128	41,6	44,6	91,6
	strongly agree	24	7,8	8,4	100,0
	Total	287	93,2	100,0	
Missing	System	21	6,8		
Total		308	100,0		

Histogram



13. Appendix XIII– SPSS Output Simple Linear Regression between OCE-Qual and Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,760 ^a	,578	,577	,63911	,578	390,435	1	285	,000	1,861

a. Predictors: (Constant), Online Customer Experience Quality

b. Dependent Variable: Customer Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159,477	1	159,477	390,435	,000 ^b
	Residual	116,411	285	,408		
	Total	275,889	286			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Online Customer Experience Quality

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,310	,224		5,857	,000
	Online Customer Experience Quality	,801	,041	,760	19,759	,000

a. Dependent Variable: Customer Satisfaction

b.

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9115	6,9155	5,6655	,74673	287
Residual	-2,11474	2,28768	,00000	,63799	287
Std. Predicted Value	-3,688	1,674	,000	1,000	287
Std. Residual	-3,309	3,579	,000	,998	287

a. Dependent Variable: Customer Satisfaction

Statistics

Customer Satisfaction

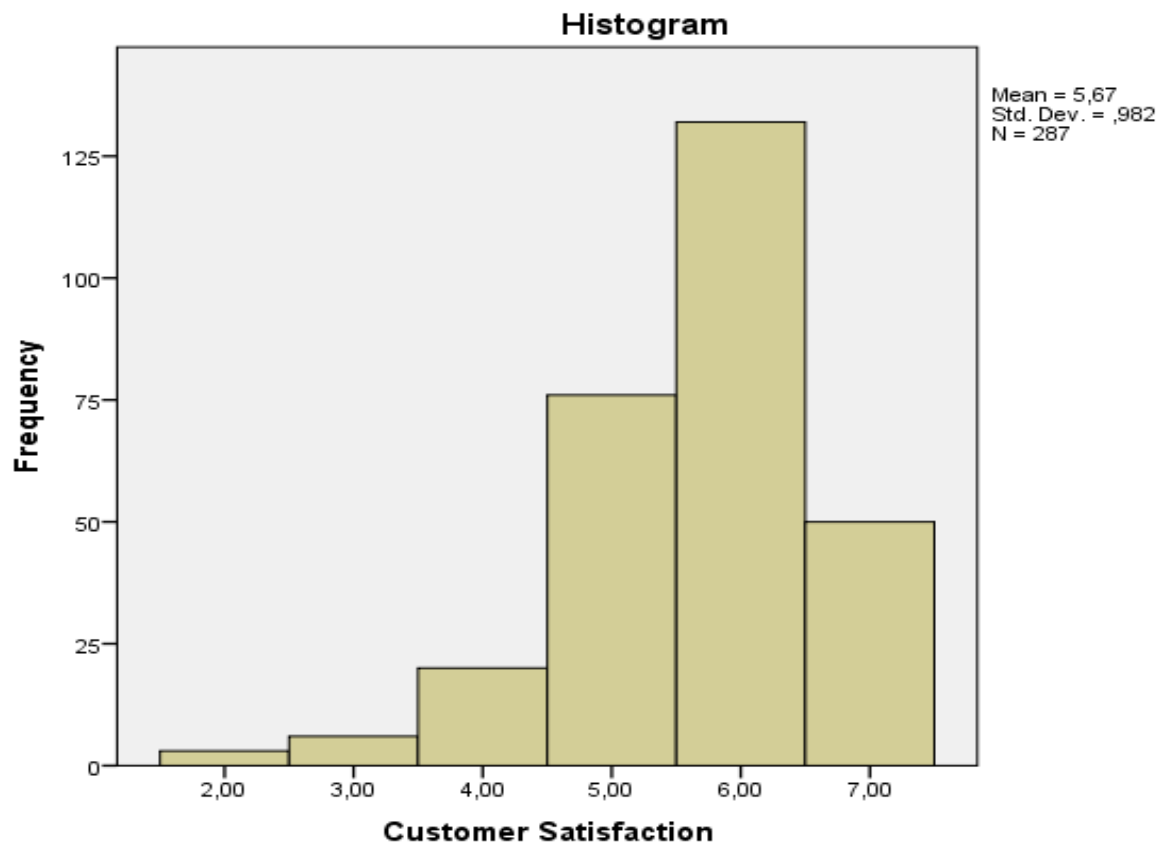
N	Valid	287
	Missing	21
Mean		5,6655
Std. Deviation		,98216
Variance		,965
Minimum		2,00
Maximum		7,00
Percentiles	25	5,0000
	50	6,0000
	75	6,0000

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Customer Satisfaction	,267	287	,000	,858	287	,000

a. Lilliefors Significance Correction

Measuring online customer quality experience



14. Appendix XIV – SPSS Output Simple Linear Regression between Customer Satisfaction and Loyalty Intentions

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalty intentions	5,2648	1,14945	287
Customer Satisfaction	5,6655	,98216	287

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,680 ^a	,462	,460	,84472	,462	244,568	1	285	,000	1,915

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Loyalty intentions

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174,512	1	174,512	244,568	,000 ^b
	Residual	203,363	285	,714		
	Total	377,875	286			

a. Dependent Variable: Loyalty intentions

b. Predictors: (Constant), Customer Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,759	,292		2,595	,010
	Customer Satisfaction	,795	,051	,680	15,639	,000

a. Dependent Variable: Loyalty intentions

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,3495	6,3262	5,2648	,78114	287
Residual	-2,73551	2,65047	,00000	,84324	287
Std. Predicted Value	-3,732	1,359	,000	1,000	287
Std. Residual	-3,238	3,138	,000	,998	287

a. Dependent Variable: Loyalty intentions

Statistics

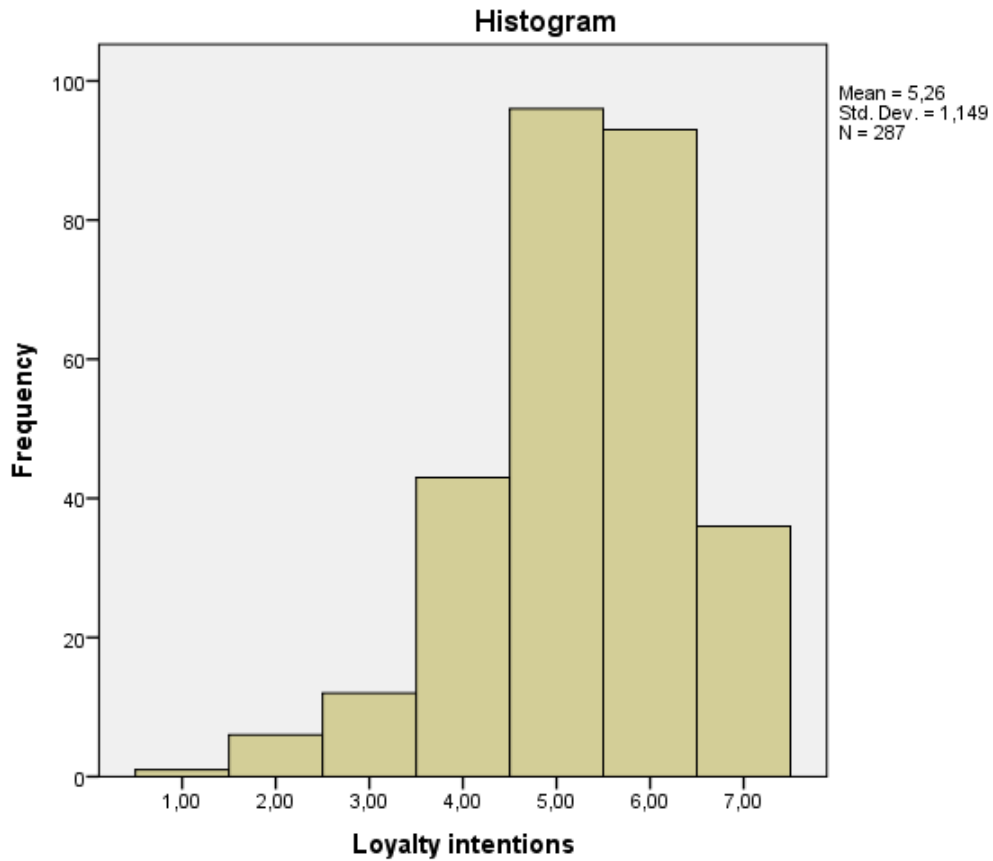
Loyalty intentions

N	Valid	287
	Missing	21
Mean		5,2648
Std. Deviation		1,14945
Variance		1,321
Minimum		1,00
Maximum		7,00
Percentiles	25	5,0000
	50	5,0000
	75	6,0000

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Loyalty intentions	,193	287	,000	,905	287	,000

a. Lilliefors Significance Correction



15. Appendix XV – SPSS Output Simple Linear Regression between Customer Satisfaction and Word-of-mouth

Descriptive Statistics

	Mean	Std. Deviation	N
Word-of-mouth	5,5629	1,17035	286
Customer Satisfaction	5,6608	,98069	286

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,781 ^a	,611	,609	,73161	,611	445,319	1	284	,000	1,941

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Word-of-mouth

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238,357	1	238,357	445,319	,000 ^b
	Residual	152,011	284	,535		
	Total	390,367	285			

a. Dependent Variable: Word-of-mouth

b. Predictors: (Constant), Customer Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,284	,254		1,119	,264
	Customer Satisfaction	,933	,044	,781	21,103	,000

a. Dependent Variable: Word-of-mouth

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1491	6,8117	5,5629	,91452	286
Residual	-2,01417	2,05331	,00000	,73032	286
Std. Predicted Value	-3,733	1,366	,000	1,000	286
Std. Residual	-2,753	2,807	,000	,998	286

a. Dependent Variable: Word-of-mouth

Statistics

Word-of-mouth

N	Valid	286
	Missing	22
Mean		5,5629
Std. Deviation		1,17035
Variance		1,370
Minimum		1,00
Maximum		7,00
Percentiles	25	5,0000
	50	6,0000
	75	6,0000

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Word-of-mouth	,243	286	,000	,869	286	,000

a. Lilliefors Significance Correction

