

## **TABLE OF CONTENTS**

### **STATEMENT OF ORIGINALITY OF THESIS**

### **AGREEMENT OF MENTORING GUIDANCE FOR THESIS**

### **THESIS EXAMINING COMMITTEE**

<b>ABSTRACT .....</b>	<b>V</b>
<b>ACKNOWLEDGMENT .....</b>	<b>VI</b>
<b>LIST OF TABLES .....</b>	<b>XIII</b>
<b>LIST OF FIGURES .....</b>	<b>XIII</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1    Research Background.....	1
1.2    Research Problem.....	9
1.3    Objectives of Study.....	10
1.4    Benefits of Study.....	10
1.5    Limitation of Study .....	11
1.6    Research Systematics .....	12
<b>CHAPTER II LITERATURE REVIEW</b>	
2.1    International Business .....	14
2.1.1    Types of International Business Strategy.....	15
2.2    Airlines Industry .....	18
2.3    Service Quality.....	19
2.4    Service Quality in Airlines Industry .....	22
2.4.1.    Pre-flight Service Quality .....	23

2.4.2.	In-flight Service Quality .....	24
2.4.3.	Post-flight Service Quality .....	25
2.5	Customer Satisfaction .....	25
2.6	Customer Loyalty.....	28
2.7	Previous Study .....	29
2.8	Research Model.....	31

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design.....	33
3.2	Unit of Analysis .....	34
3.3	Population and Sample.....	35
3.4	Variable Measurement .....	36
3.5	Conceptual and Operational Definitions .....	37
3.6	Measurement Scale .....	40
3.7	Data Collection.....	41
3.8	Questionnaire Creation Model .....	42
3.9	Data Analysis Method.....	42
3.9.1	Pre-analysis data.....	43
3.9.2	Actual Test .....	44
3.9.3	Descriptive Statistic .....	44
3.9.4	Inferential Statistic .....	45
3.9.4.1	Outer Model (Measurement) .....	46
3.9.4.1.1	Validity.....	46
3.9.4.1.2	Reliability .....	48
3.9.4.1.3	Structured Equation Model - Partial Least Square (SEM–PLS)	50

3.9.4.1.3.1 Steps of PLS Analysis.....	51
3.9.4.2 Inner Model (Measurement) .....	52
3.9.4.2.1 Coefficient of Determination ( R <sup>2</sup> ) .....	52
3.9.5 Multicollinearity.....	53
3.10 Pre Analysis Data.....	54
3.10.1 Descriptive Statistic Pre Analysis Study.....	54
3.10.2 Inferential Statistic Pre Analysis Study.....	56
3.10.2.1 Outer Model.....	56
3.10.2.2 Validity Test Pre Analysis Study.....	57
3.10.2.3 Reliability Test Pre Analysis Study .....	60
3.10.2.4 Multicollinearity Test Pre Analysis Study.....	61
3.10.3 Inner Model.....	62
3.10.3.1 Coefficient of Determination (R <sup>2</sup> ) .....	63
3.10.3.2 Hypothesis Testing .....	64

## **CHAPTER IV RESULTS AND DISCUSSION**

4.1 Respondents' Profile .....	68
4.2 Actual Test Study .....	70
4.2.1 Descriptive Statistic .....	71
4.2.2 Inferential Statistic .....	72
4.2.2.1 Outer Model.....	73
4.2.2.2 Validity Test .....	73
4.2.2.3 Reliability Test.....	77
4.2.2.4 Multicollinearity Test .....	78

4.2.3	Inner Model.....	79
4.2.3.1.	Coefficient of Determination ( $R^2$ ) .....	80
4.2.3.2.	Hypothesis Testing .....	81
4.3	Discussion .....	84

## **CHAPTER V CONCLUSION AND RECOMMENDATION**

5.1	Conclusion .....	87
5.2	Research Limitation .....	89
5.3	Managerial Implication .....	90
5.4	Suggestions for Future Research.....	93

## **REFERENCES**

## **APPENDICES**

## **LIST OF TABLES**

Table 2.1 Service Quality Dimension .....	18
Table 2.2 Service Quality Dimension (Airlines Industry) .....	19
Table 3.1 Conceptual and Operational Definitions .....	36
Table 3.2 Likert Chart .....	39
Table 3.3 R-Square.....	51
Table 3.4 Descriptive Statistic in Pre Analysis Study.....	52
Table 3.5 Validity Test in Pre Analysis Test .....	55
Table 3.6 Discriminant Validity in Pre Analysis Test .....	57
Table 3.7 Reliability Test in Pretest Study using Cronbach's Alpha.....	58
Table 3.8 Reliability Test in Pretest Study using Composite Reliability.....	59
Table 3.9 Multicollinearity Test in Pre Analysis Test .....	59
Table 3.10 Pre Analysis data R-Square.....	61
Table 3.11 Hypothesis Testing in Pre Analysis Test .....	63
Table 4.1 Descriptive Statistic in Actual Test.....	69
Table 4.2 Validity Test in Actual Test .....	72
Table 4.3 Discriminant Validity in Actual Test .....	74
Table 4.4 Reliability Test in Actual Test using Cronbach's Alpha .....	75
Table 4.5 Reliability Test in Actual Test using Composite Reliability .....	76
Table 4.6 Multicollinearity Test in Actual Test .....	77
Table 4.7 Actual Test data R-Square .....	82

## **LIST OF FIGURES**

Figure 1.1 Total Passengers Carried by the Airlines in the region .....	2
Figure 1.2 Example of Passengers Reviews to Singapore Airlines .....	8
Figure 2.1 Hypothesis .....	30
Figure 3.1 Relationship Between Measurement and Structural Model .....	54
Figure 3.2 Relationship Between Measurement and Structural Model (Bootstrapping) .....	65
Figure 4.1 Respondents' Profile (Gender) .....	67
Figure 4.2 Respondents' Profile (Age) .....	67
Figure 4.3 Respondents' Profile (Frequencies of Flying).....	68
Figure 4.4 Relationship Between Measurement and Structural Model .....	71
Figure 4.5 Relationship Between Measurement and Structural Model (Bootstrapping) .....	80