



## Study on the Influence of Airline Ground Service Experience Value on Consumers' Purchase Intention

Song Ming Jian

Rangsit University, International Chinese College, Pathum Thani, Thailand, 12000

Email: mingjian.s66@rsu.ac.th

### Abstract

The pandemic has dealt a significant blow to the development environment of the global aviation transportation industry. As the economy gradually recovers, the long-suppressed travel demand of people has grown rapidly, and airlines have also entered a period of rapid growth. Due to the service-oriented nature of the aviation transportation industry, the level of customer satisfaction of airlines not only affects the brand image and market competitiveness of airlines but also relates to the future profitability and sustainable development of airlines. According to statistics of complaints against domestic Chinese airlines, complaints about ground services account for the largest proportion. Therefore, this paper, based on enhancing consumers' perception of experience value and improving customer satisfaction, attempts to establish a relationship model among customer experience value, customer satisfaction and purchase intention of ground services of airlines through a questionnaire survey and explores the degree of influence of the experience value of ground services of airlines on consumers' purchase intention. The questionnaire was issued to consumers who have taken flights on non-low-cost airlines in China (Air China, China Southern Airlines, China Eastern Airlines, Hainan Airlines, Sichuan Airlines, etc.). The sample size of this questionnaire survey is 350. The target population is frequent or potential airline passengers. The results show that: 1) The experience value in the ground services of airlines has a significant positive impact on customers' purchase intention. 2) The experience value in the ground services of airlines has a significant positive impact on customer satisfaction. 3) The customer satisfaction of the ground services of airlines has a significant positive impact on customers' purchase intention. 4) Customer satisfaction with the ground services of airlines plays a mediating role in the value of the experience of ground services and customers' purchase intention.

**Keywords:** Airline Ground Services, Customer Satisfaction, Consumer Purchase Intention, Experience Value

### 1. Introduction

In recent years, with the implementation of China's "strategy to expand domestic demand" and the rapid development of the domestic economy in recent years, flying as a means of transportation has become more and more common and popular. According to the Statistical Report on the Main Production Indicators of China's Civil Aviation released by the Civil Aviation Administration of China (CAAC), as early as 2019, China's civil aviation industry had reached an annual passenger volume of 659.93 million, becoming the second country in the world in terms of annual passenger volume. During the "Thirteenth Five-Year Plan" period, China's international routes grew from 660 to 953, and its international passenger market share also increased from about 46% to about 53%. The "demand side" of China's air transportation industry is transforming from high-end businesspeople to mass consumers. Therefore, airlines need to analyse and understand the general consumer satisfaction with the flight experience. Faced with the development and changes of the current market, airlines need to make changes to cope with more intense industry competition. In recent years, most airlines have paid more attention to cost control in their development and have not paid enough attention to customer satisfaction, which has also led to a high number of complaints about airlines. Ground service complaints account for the largest proportion of domestic aviation complaints. Airlines have paid more attention to cabin services but have ignored the importance of ground services. The survey report shows that most passengers will arrive at the airport 2 to 3 hours in advance to check-in. For some short-



distance passengers, they even spend more time on the “ground” than on the plane. Airline ground services are the basic guarantee for passengers’ entire travel. Through efficient processes, personalized support and sudden responses, passengers can ensure convenient and safe boarding; at the same time, high-quality services improve the travel experience and shape the brand image and market competitiveness of the airline. How to improve customer satisfaction with ground services in the current environment will also become an important challenge for current airlines in the new development stage in the future.

Early foreign scholars Holbrook and Hirschman (1982) proposed the idea of dividing customer value into experience consumption value and rational consumption value. They pointed out that “experience value” is a form of customer value that is opposite to practical value. This explanation introduces “experience value” as part of customer value in application. After a series of developments and changes, the concept of “experience value” gradually had a relatively consistent understanding by the end of the last century. Park, Jaworski, and MacInnis (1986) proposed that consumer demand can be divided into three types: first is “functional demand”, the second is “experiential demand”, and the third is “symbolic demand”, and “experiential demand” specifically refers to the sensory pleasure of the human body and the stimulation of people at the cognitive level. This also indicates that the importance of “experience value” to the future development of enterprises is gradually increasing.

After reading and comparing the current relevant research, it is found that the current research on airline ground services (for passengers) is still in an imperfect stage. And “experience value” is the most direct part of passengers’ travel perception at present. Therefore, in a society dominated by experience, the concept of “experience value” needs to be further valued. To further explore the influencing factors of airline ground service experience value on consumers’ repurchase willingness, to help airlines find ways to increase consumers’ repurchase willingness. This paper divides experience value into four dimensions, namely functional value, service value, emotional value and additional value, combined with the customer satisfaction model, and takes passengers who have taken airlines as the research object. Data is collected through questionnaires, hoping to find out the logic and rules between independent variables and dependent variables.

## 2. Objectives

- 1) Study the impact of various dimensions of experience value in airline ground services on consumers’ purchase intention.
- 2) Study whether customer satisfaction plays a mediating role in the value of ground service experience and consumers’ purchase intention.
- 3) The question “Is the customer’s departure location an airline base?” is used as a control variable. Explore whether these changes will affect the ground service experience value and consumers’ willingness to purchase.

## 3. Materials and Methods

This paper studies the impact of airline ground service experience value on consumers’ repurchase intention. This paper adopts a quantitative analysis method. A certain number of questionnaires were distributed and collected through the Internet. The sample size of this questionnaire survey is 350. This questionnaire adopts the random sampling method, which directly randomly selects samples from the population to ensure the fairness of the conclusion. This questionnaire will be issued to consumers who have chosen to take flights as many times as possible to exclude data with low reliability. To ensure the reliability of the data sample source, the first question will ask, “Have you taken a flight with the departure point as the airline’s base?” to control the variable. The second question will ask, “Are you filling out the questionnaire to experience the economy class or business class?” to distinguish the statistical groups of the data. After the data collection was completed, the SPSS 27 software was used to conduct reliability and validity analysis, linear analysis, regression analysis, etc., and the influencing factors of the airline ground service experience value on consumers’ repurchase intention were obtained.



**Airline ground services:** In the definition, the main reference is made to the discussion of Chinese scholars in recent years. Xia, Zhu and Wang (2015) pointed out in the article that accurately defining the service scope of airline ground services and implementing the overall planning of the ground area can reasonably allocate the resources of airlines and play an important role in the future sustainable development of airports. Gourdin and Kloppenborg (1991) mentioned the influence of fourteen important factors, such as convenient check-in, convenient transportation, flight punctuality, and lost baggage handling process, on the quality of air transportation services. Wu Mengshi, Xia Hongshan, et al. (2013) proposed a five-dimensional theory based on the established airport ground service index evaluation system and used a multi-level “matter-element model” to evaluate the quality of airport customer service.

At the beginning of writing this article, I consulted a lot of relevant materials and found that the largest proportion of complaints about airlines are ground service complaints. Therefore, this article will focus on the ground services of airlines rather than studying airline services at a macro level. Ground services cover a wide range, including many professional service personnel and airport service personnel. Therefore, from the narrow perspective of consumers, this article limits the scope of ground services to various ground services provided by airlines to customers, including consulting and guidance services, check-in services, luggage differentiation services, VIP lounge services, boarding services, abnormal flight services, transfer passenger services, and baggage collection services. This will be used as a starting point for research, and this article pioneered the concept of experience value. To explore the impact of the experience value of airline ground services on consumer purchasing intentions.

**Experience Value:** Around 1970, the concept of “experience value” officially entered the field of economics. Alvin Toffler believed that the experience industry would be a new growth point for the future economy, but he did not conduct an in-depth analysis of it. Early foreign scholars Holbrook and Hirschman (1982) proposed the idea of dividing customer value into experience consumption value and rational consumption value. They pointed out that “experience value” is a form of customer value that is opposite to practical value. This explanation introduces “experience value” as part of customer value in application. Zhang and Ye (2010) have similar ideas. They point out that experience is the impression formed by people when they encounter products, services, and enterprises, and it is the subjective perception generated when people integrate sensory information. Later, the concept of experience was also widely used in many fields, such as education and tourism. After this, most scholars have also applied this explanation. After studying the above viewpoints and combining them with the research content of this article, the consumer experience value is defined as the consumer's recognition of one or several of the airline's ground services in the process of using aviation products.

The division and definition of the four dimensions of “experience value” are as follows. The most basic of the four dimensions of experience value is the “functional value” dimension because whether it has perfect hardware functions is one of the most basic evaluation conditions, so the first dimension we split out is “functional value”. The second dimension is “service value” because the products of airlines also belong to the category of the service industry, so we differentiated the second indispensable dimension in experience value. The third dimension is the “emotional value” dimension because no matter what field of service industry is involved, China is currently facing the transition period of consumer industry upgrading. Therefore, it is particularly important to let customers experience the service while also having emotional resonance, which can further enhance user stickiness and lay a good foundation for the company's future development. Therefore, “emotional value” is also added to the dimension of experience value. The fourth dimension is the “added value” dimension, which is an innovative dimension proposed in this paper because the content contained in this dimension is not required by every airline as required by the International Air Transport Association (IATA), but these services also play a relatively important role in consumers enjoying the service experience provided by airlines. The possession of this dimension will greatly improve the travel experience of consumers, so this paper also pioneered the introduction of this dimension.



**Customer Satisfaction:** The concept of customer satisfaction can be traced back to the American scholar Cardozo (1965), who proposed to introduce customer satisfaction into the marketing-related field and conducted in-depth research on the impact of customer expectations, customer input and customer satisfaction on marketing, and concluded that higher customer satisfaction would promote consumers to buy again. Howard and Sheth (1985) innovatively proposed a new definition of customer satisfaction by studying customer satisfaction in consumer behavior: “It is an emotional, psychological state. This evaluation method has a certain degree of subjectivity and can be used to judge the rationality of what customers pay and the returns they receive when purchasing a specific product or service.” Oliver (1980) believed that “it is a kind of emotional, psychological state. After consumers complete the consumption experience, it can be used as a reference to whether the consumption experience and consumption expectations are consistent with the consumption experience.” Kotler (1997) believes that “consumer satisfaction is the result of comparing product performance with consumer expectations. The degree of satisfaction can be measured and demonstrated as a function of the difference between performance and expectations.” However, other scholars have also proposed that “customer satisfaction” will be affected by many factors, including product quality, service, brand, price and other factors, and it is also the difference between product performance and customer expectations and time perception.

In studying customer satisfaction with airline ground services, this paper defines satisfaction as the difference between consumers’ expectations after experiencing airline ground services and their actual feelings after the experience. If the psychological cognition that the feeling after the experience is better than the expected psychological cognition before the experience, the consumer is satisfied. Otherwise, the consumer is dissatisfied; that is, complaints and other related situations may occur.

**Customer repurchase intention:** The term “purchase intention” first appeared in the field of psychology. “Intention” refers to the possibility of an individual conducting a certain type of activity out of the subjective will. “Repurchase intention” refers to the consumer’s active tendency to choose the same brand or merchant again after purchasing a product or service for the first time. It reflects the customer’s satisfaction, trust and loyalty to the product or service and is an important indicator for measuring a company’s customer retention ability and long-term business value. Dodds, Monroe and Grewal (1991) understand purchase intention as the probability of consumers’ subjective thoughts and decisions during the purchase process. It reflects the attitude of consumers towards a certain product or service. Mullet and Karson and (1985) study pointed out that consumer subjects’ subjective attitudes towards a certain product or service, coupled with external factors that affect this attitude, both form customers’ willingness to purchase. They believe that the willingness to purchase is the possible degree or tendency of consumers to choose to buy a specific product. From the relevant data analysis, consumers’ willingness to purchase can predict consumers’ specific purchasing behavior. Chinese scholars Han Rui and Tian Zhilong (2005) believe that consumers’ purchase intentions and behavior are closely related, and both are the possibility of consumers’ psychological decision-making on whether to buy the product or service. Zeithaml, Berry, and Parasuraman (1996) believe that consumers’ purchasing intention has both positive and negative aspects, and both aspects have a great impact on consumers. This shows that at the beginning of the transaction, consumers first need to have the intention to trade, which is called customer purchase intention. This article believes that consumer purchasing intention is the intention of customers to purchase a product or service in the future, which can also be said to be a possibility. This possibility can be measured through the consumer’s purchasing behavior. Therefore, airlines can improve customers’ purchasing intention in a targeted manner through the analysis of this article.

In the early research, the focus was on the study of service quality. Gourdin (1988) believed in the article “The First Step to Improve Service Quality” of commercial air travel services that 14 important factors, including check-in convenience, convenient handling, flight punctuality, and baggage services, including lost baggage handling, will have a strong impact on passengers choice willingness. Mathwick (2002) believed that experience value comes from consumers' direct enjoyment of product services and is consumers' relative



perception of product usage attributes and service benefits. It is also a manifestation of functional attributes in experience value. Through research and analysis, Zhang and You (2009) believed that experience value is a feeling of service value that can only be fully reflected after consumers have participated in the experience. The results showed that both had a positive impact. Therefore, the hypothesis is put forward:

- 1) H1: The experiential value of airline ground services has a significant impact on customer purchase intention.
- 2) H1a: The functional value of airline ground services has a significant impact on customer purchase intention.
- 3) H1b: The service value of airline ground services has a significant impact on customer purchase intention.
- 4) H1c: The emotional value of airline ground services has a significant impact on customer purchase intention.
- 5) H1d: The added value of airline ground services has a significant impact on customer purchase intention.

Fornell (1992) confirmed the correlation between customer value and satisfaction in traditional service industry research. Ryu, Han, and Kim (2008) found that hotel image and experience value both influence customer satisfaction. Tian-Cole, Crompton, and Willson (2002) explained that the relationship between experience value and satisfaction is positive. Zhang and You (2009) found through verification under different scenarios that experience value is a kind of value feeling that can only be fully reflected after consumers participate in the experience. Luo et al. (2011) pointed out that the tourist experience in tourism is not only an experience of material content but also an experience of emotions. Therefore, it is necessary to analyze the impact of experience value on tourist satisfaction. Therefore, the hypothesis is put forward:

- 1) H2: The experiential value of airline ground services has a significant impact on customer satisfaction.
- 2) H2a: The functional value of airline ground services has a significant impact on customer satisfaction.
- 3) H2b: The service value of airline ground services has a significant impact on customer satisfaction.
- 4) H2c: The emotional value of airline ground services has a significant impact on customer satisfaction.
- 5) H2d: The added value of airline ground services has a significant impact on customer satisfaction.

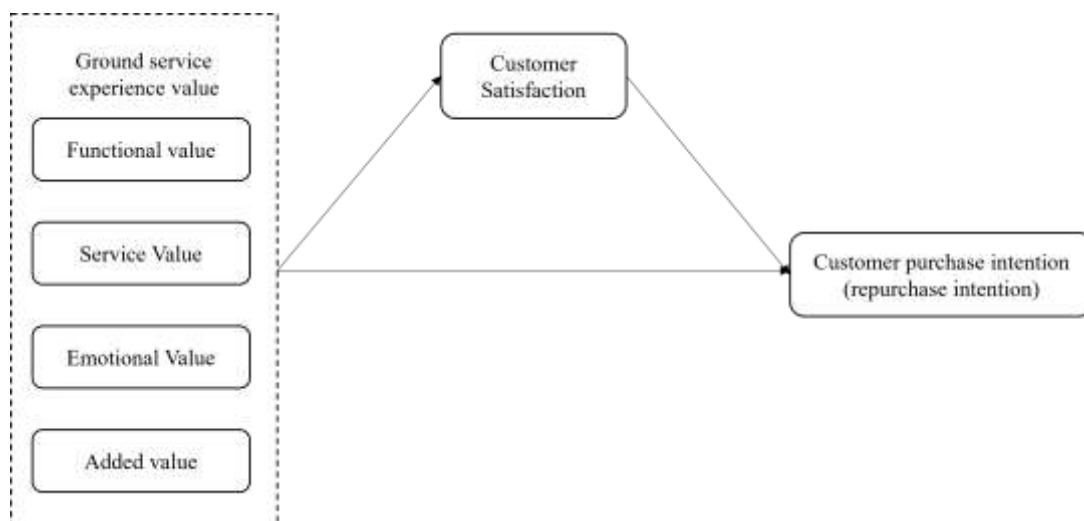
Beeho and Prentice (1997) found through long-term research that after the end of the tour, if tourists are satisfied with the experience of the trip, they will actively recommend and share it with their relatives and friends. Baker and Crompton (2000) believe that satisfaction with service quality directly determines the willingness of tourists to revisit. Armstrong et al. (2000) conducted an empirical analysis of consumer behavior for four durable goods and found that the use of purchase intention can effectively predict consumers' future purchase behavior. Their study emphasized the importance of understanding how consumers form purchase intentions based on perceived needs, product attributes, and external stimuli. Pizam (1978) believes that tourist satisfaction is the psychological evaluation process after tourists' expectations before departure and actual feelings. And this influence is more significant. Therefore, the hypothesis is put forward: H3: Customer satisfaction with airline ground services has a significant impact on customer purchase intention.

Baker and Crompton (2000) found that customer satisfaction with product quality significantly affects their behavioral tendencies, which were analyzed and studied based on the construction of a relationship model among quality, satisfaction and behavioral tendencies. Bruce (2003) believes that there is a direct correlation between purchase intention and behavior, emphasizing the role of psychological processes in shaping consumer decision-making. Petrick (2004) believed that what affects tourists' willingness to revisit is the tourists' past travel experience and the travel experience of this trip, plus the tourists' overall satisfaction, which is a combination of the above three. Therefore, the hypothesis is put forward:



- 1) H4: Customer satisfaction with airline ground services mediates the relationship between ground service experience value and customer purchase intention.
- 2) H4a: Customer satisfaction with airline ground services mediates the relationship between ground service functional value and customer purchase intention.
- 3) H4b: Customer satisfaction with airline ground services mediates the relationship between ground service value and customer purchase intention.
- 4) H4c: Customer satisfaction with airline ground services mediates the relationship between ground service emotional value and customer purchase intention.
- 5) H4d: Customer satisfaction with airline ground services mediates the relationship between ground service added value and customer purchase intention.

This paper will construct a theoretical research model of airline ground service experience value, customer satisfaction and consumer purchase intention. The entire research framework consists of three parts: independent variable experience value and its four dimensions, mediating variable customer satisfaction and dependent variable consumer purchase intention. Gender, age, income and whether the traveler's departure place is the airline's base are understood as control variables, and the user's purchase intention is understood as a dependent variable. Therefore, the influence of airline ground service experience value on consumers' repurchase intention is studied, as shown in Figure 1.



**Figure 1** Research Model

After consulting many relevant literature, this paper refers to mature scales at home and abroad and makes appropriate modifications according to the dimensional characteristics of the airline's ground service experience value. Finally, a total of 15 items were selected for measurement of the variables of the four dimensions. The subjects of the survey are all consumers with a certain spending power, and the data collection is as balanced as possible. The measurement items adopt the 5-point scale method of Crete, where the numbers 1-5 represent "strongly disagree = 1, strongly disagree = 2, agree 3, strongly agree 4, and strongly agree 5." The measurement items and sources are shown in Table 1.

This paper used the Wenjuxing program to create an online questionnaire and randomly distributed it using online platforms such as Weibo, WeChat, and Xiaohongshu, with a total of 350 questionnaires distributed. The estimated distribution survey time for this questionnaire is from November 1, 2024, to January 31, 2025, a total of 92 days. According to statistics, a total of 350 questionnaires were received, 17 invalid questionnaires were eliminated through screening questions, and a total of 333 valid questionnaires were obtained. The questionnaire efficiency was 95.16%. SPSS 27 was used to organize and analyze the data.



This paper tested the quality and reliability of the questionnaire through reliability and validity analysis, used structural equation analysis to test the fitness of the model, verified the hypothesis through path analysis, confirmed the relationship between variables, and finally tested the mediating effect of satisfaction through regression analysis and Bootstrap method.

**Table 1** Scales of measurement

	Item Description	Totally disagree	disagree	generally	agree	Totally agree
Functional value	1. There are many check-in counters, and they are efficient.	1	2	3	4	5
	2. Passenger luggage is handled properly.	1	2	3	4	5
	3. There is a high bridge boarding rate.	1	2	3	4	5
	4. A VIP lounge with high standards and complete facilities.	1	2	3	4	5
Service Value	5. Ground service staff can work skillfully.	1	2	3	4	5
	6. The ground service staff had a good attitude.	1	2	3	4	5
	7. Ground service personnel can provide services in accordance with formal procedures and specifications.	1	2	3	4	5
	8. Ground service staff have distinct service characteristics.	1	2	3	4	5
Emotional Value	9. Made me feel comfortable during the service.	1	2	3	4	5
	10. I felt very cordial during the service.	1	2	3	4	5
	11. While receiving the service, I temporarily forgot the worries and stress of the journey.	1	2	3	4	5
	12. The senses are enjoyed throughout the entire service process.	1	2	3	4	5
Added value	13. Able to arrange transit accommodation for passengers free of charge.	1	2	3	4	5
	14. Be able to handle the rebooking work after flight changes to the greatest extent possible to satisfy passengers.	1	2	3	4	5
	15. It can handle the demands raised by some passengers more safely.	1	2	3	4	5
	16. I am satisfied with the functional value of the airline's ground services.	1	2	3	4	5
	17. I am satisfied with the service value of the airline's ground services.	1	2	3	4	5
	18. I am satisfied with the emotional value of the airline's ground services.	1	2	3	4	5



Customer Satisfaction	19. I am satisfied with the added value of the airline's ground services.	1	2	3	4	5
	20. Overall, I am satisfied with the airline's ground services.	1	2	3	4	5
	21. Compared with my experience with other airlines, I would like to know how satisfied I am with this airline's service.	1	2	3	4	5
Customer purchase intention	22. I would choose this airline again.	1	2	3	4	5
	23. I would be willing to recommend this airline to my friends and family.	1	2	3	4	5
	24. If I need to travel next time, I will choose this airline again.	1	2	3	4	5

#### 4. Results and Discussion

According to the results in Table 2 above, in terms of gender, male respondents accounted for most of the respondents, accounting for as high as 63.96%, which also indirectly shows that the proportion of males in airline service objects is higher than that of females. Female respondents accounted for 36.04%. In terms of age distribution, the survey samples covered consumers of different ages, with those under 25 years old accounting for 32.43%, those aged 25-35 years old accounting for 39.04%, those aged 36-50 years old accounting for 21.62%; and those aged over 50 years old accounting for 6.91%. It is not difficult to see from the above data that the consumer audience of airlines is mainly concentrated in middle-aged and young people under 50 years old. In terms of the monthly disposable income of the samples, the proportion of disposable funds of 3,000 yuan or less was 15.62%; the proportion of disposable funds of 3,000-7,000 yuan was 45.95%; the proportion of disposable funds of 7,000-10,000 yuan was 19.82%; and the proportion of disposable funds of 10,000 yuan or more was 18.62%. The respondents with a monthly disposable income of 3,000-7,000 yuan accounted for nearly half of the total sample. In terms of the educational level of the sample, only 2.7% of the respondents had high school, technical secondary school and below education; 32.43% had undergraduate and college education; and 64.86% had graduate and above education. The proportion of highly educated people is as high as nearly two-thirds of the total respondents. This shows that the returned questionnaires have a high degree of credibility. In terms of whether the departure point of the sample is the base of the airline, the proportion of respondents whose departure point is the base of the airline is 54.05%; the proportion of respondents whose departure point is not the base of the airline is 45.95%. The sample proportions are not much different, providing a balanced sample basis for this study.

**Table 2** Sample descriptive statistics

Statistical variables	Variable Category	Frequency Number	Percentage (%)
gender	male	213	63.96
	female	120	36.04
age	Under 25 years old	108	32.43
	25-35 years old	130	39.04
	36-50 years old	72	21.62

[811]



	Over 50 years old	23	6.91
	RMB 3,000 and below	52	15.62
Monthly disposable funds	RMB 3000-7000	153	45.95
	RMB 7000-10000	66	19.82
	RMB 10,000 and above	62	18.62
Education	High school, technical secondary school and below	9	2.07
	Undergraduate and college	108	32.43
	Master's degree and above	216	64.86
Is the departure point the base of the airline you are travelling from?	yes	180	54.05
	no	153	45.95
	total	333	100

**Table 3** Reliability Analysis Table

Variable	Questions	Cronbach's $\alpha$
Functional value	4	0.816
Service value	4	0.861
Emotional value	4	0.822
Additional value	3	0.832
Customer satisfaction	6	0.825
Customer's purchase intention	3	0.840

According to Table 3 above, the Cronbach coefficient of the scale used in this study is greater than 0.7 after deleting all items in the table, indicating that the scale has good reliability. For the "deleted a coefficient", after deleting any item, the reliability coefficient will not increase significantly, indicating that the existing items are reasonable and do not need to be deleted. In addition, the CITC value of each item is in the range of 0.5-0.8, and the mean is greater than the revised 0.4, indicating that each item has a good correlation with the scale as a whole and can better reflect the consistency within the scale. CITC is an important indicator of scale reliability, and its result is greater than 0.3, which further verifies the rationality of the scale item setting. In summary, the reliability and validity of this research report are good, and the data results are highly reliable.

**Table 4** Tests by KMO and Bartlett

		KMO test	0.788
Validity test of functional value scale		approximate chi-square	469.933
	Bartlett test	df	6
		p	<0.001
		KMO test	0.819
Validity test of service value scale		approximate chi-square	615.565
	Bartlett test	df	6

[812]



Validity test of the emotional value scale	Bartlett test	p	<0.001
		KMO test	0.736
		approximate chi-square	534.893
		df	6
Validity test of the added value scale	Bartlett test	p	<0.001
		KMO test	0.717
		approximate chi-square	386.827
		df	6
		p	<0.001

As can be seen from Table 4 above, the KMO values of each dimension are all greater than 0.7; the chi-square value of the Bartlett test for functional value is 469.933; the chi-square value of the Bartlett test for service value is 615.565; the chi-square value of the Bartlett test for emotional value is 534.893; the chi-square value of the Bartlett test for additional value is 386.827. The significance test is passed ( $p < 0.001$ ), indicating that data can be effectively extracted. This information is suitable for factor analysis. Through principal component analysis, factors were extracted from the items of each dimension of the scale and the total value of one factor was greater than 1, and the cumulative variance explained by the factor exceeded the minimum value of 50%. This analysis result shows that the factor structure of the scale is reasonable and applicable.

**Table 5** Mean, skewness, and kurtosis indicators of the data

variable	Min	Max	Mean	Standard Deviation	Skewness		Peak	
					Statistics	Standard error	Statistics	Standard error
Functional value	1	5	3.5450	0.955	-0.606	0.134	-0.305	0.266
Service Value	1	5	3.6149	0.996	-0.536	0.134	-0.853	0.266
Emotional Value	1	5	3.6892	0.901	-0.557	0.134	-0.695	0.266
Added value	1	5	3.5095	1.087	-0.542	0.134	-0.730	0.266
Customer Satisfaction	1	5	3.7407	0.926	-0.729	0.134	-0.515	0.266
Customer purchase intention	1	5	3.7513	0.909	-0.854	0.134	-0.724	0.266

As can be seen from Table 5, the absolute values of the skewness of the measurement indicators are all less than 3, and the absolute values of the kurtosis are all less than 10. The basic parameters basically meet the requirements, which further illustrates that this scale meets the basic conditions of normal distribution and can be used for subsequent analysis.

**Table 6** Correlation analysis

	Functional value	Service Value	Emotional Value	Added value	Customer Satisfaction	Customer purchase intention
Functional value	1.000					

[813]



Service Value	0.699**	1.000				
Emotional Value	0.641**	0.818**	1.000			
Added value	0.770**	0.832**	0.702**	1.000		
Customer Satisfaction	0.231**	0.279**	0.243**	0.264**	1.000	
Customer purchase intention	0.732**	0.702**	0.665**	0.644**	0.794**	1.000

From the correlation analysis results in Table 6 above, it can be seen that the functional value, service value, emotional value, and additional value are all significant with customer satisfaction, and the correlation coefficient values are 0.231, 0.279, 0.243, 0.264, and the p values are all less than 0.01, which means that there is a significant positive correlation between functional value, service value, emotional value, and additional value and customer satisfaction. Functional value, service value, emotional value, and additional value are all significant with customer purchase intention, and the correlation coefficient values are 0.732, 0.702, 0.665, 0.644, and the p values are all less than 0.01, which means that there is a significant positive correlation between functional value, service value, emotional value, and additional value and customer purchase intention. There is a significant correlation between customer satisfaction and customer purchase intention. The value is 0.794, and the p-value is less than 0.01, which means that there is a significant positive correlation between customer satisfaction and customer purchase intention. It can be concluded that there is a significant correlation between the variables in this study, and further regression analysis can be performed to explore the influence relationship between the variables.

**Table 7** Regression results between experience value and customer satisfaction

variable	Model 1	
	$\beta$	T
Experience Value	0.794	23.800**
R <sup>2</sup>		0.833
Adjusted R <sup>2</sup>		0.830
F		30.048**

As shown in Table 7, the p-value of each independent variable is less than 0.01, which means that the experience value has a significant impact on customer satisfaction. The final specific analysis shows that the regression coefficient of customer satisfaction is 0.288 (T=5.482, P<0.01), which means that the experience value of airline ground services will have a positive impact on customer satisfaction, and H2 is established.

**Table 8** Regression results between experience value and customer purchase intention

variable	Model 2	
	$\beta$	T
Experience Value	0.890	7.926**
R <sup>2</sup>		0.691
Adjusted R <sup>2</sup>		0.685

[814]



F

26.335\*\*

As shown in Table 8, the p-value of each independent variable is less than 0.01, which means that the experience value has a significant impact on the customer's willingness to buy. The final specific analysis shows that the regression coefficient of customer satisfaction is 0.890 ( $T=7.926$ ,  $P<0.01$ ), which means that the experience value of airline ground services will have a positive impact on customer purchase intention, and H1 is established.

**Table 9** Regression results between customer satisfaction and customer purchase intention

variable	Model 3	
	$\beta$	T
Customer Satisfaction	0.794	23.800**
R <sup>2</sup>	0.631	
Adjusted R <sup>2</sup>	0.630	
F	56.419**	

As shown in Table 9, the p-value of each independent variable in the model is less than 0.01, which means that customer satisfaction has a significant impact on customer purchase intention. The final specific analysis shows that the regression coefficient of customer satisfaction is 0.794 ( $T=23.800$ ,  $P<0.01$ ), which means that customer satisfaction has a positive impact on customer purchase intention (repurchase intention), and H3 is established.

**Table 10** Analysis table of total effect, direct effect and mediation effect

	Effect size	se	LLCI	ULCI	Effect size
Total Effect	0.84	0.52	0.17	1.86	
Direct Effect	0.70	0.32	0.20	0.82	83.34%
Indirect effects	0.14	0.49	0.13	0.35	16.67%

As can be seen from Table 4.13, the results of the Bootstrap analysis of the mediating effect of airline ground service experience value on customer repurchase intention and consumer satisfaction are greater than zero at the lower and upper limits of the confidence interval and do not include 0, which is significant at the 95% confidence level, indicating that the airline ground service experience value can not only directly affect customer repurchase intention, but also play a mediating role in customer repurchase intention through the variable of customer satisfaction. The direct effect (0.70) and mediating effect (0.14) account for 83.34% and 16.67% of the total effect (0.84), respectively. Customer satisfaction plays a role between the airline ground service experience value and customer repurchase intention, thus verifying the hypothesis "H4: Customer satisfaction with airline ground services plays a mediating role between ground service experience value and customer purchase intention".

## 5. Conclusion

First, the functional value, service value, emotional value and additional value of ground services have a significant impact on consumers' intention to repurchase. As an important link in the overall service system of airlines, ground services not only carry the delivery function of products and services but also play a key role in the overall experience of consumers, so they should be highly valued. Through a comprehensive review of the ground service link, its four core service dimensions can be clearly identified. By strengthening the management and optimization of the functional, service, emotional and additional value of ground services, airlines can significantly improve service quality, thereby effectively stimulating consumers' repurchase intention and further promoting the sustainable development and competitiveness of enterprises.



Second, the improvement of the airline's ground service experience value has a significant positive effect on the enhancement of consumer satisfaction. In the study, by dividing the consumer samples according to whether they are in the airline base, the correlation and regression results of the two different sample subsets were further analyzed to observe their heterogeneity. The results show that regardless of whether the consumer's area is an airline base or a non-base, the improvement and enhancement of the ground service experience value can significantly promote the improvement of consumer satisfaction. This shows that airlines can achieve a positive impact on consumer satisfaction in different regions by comprehensively optimizing the ground service experience and improving the multidimensional value of services, thereby further enhancing the overall competitiveness and service quality of the enterprise.

Third, customer satisfaction has a significant positive impact on consumers' willingness to repurchase. By strengthening the control and improvement of customer satisfaction, airlines can more effectively promote customers' repurchase behavior and enhance loyalty.

Fourth, consumer satisfaction plays an important mediating role between the experience value of airline ground services and consumers' repurchase intention; that is, it connects and influences the transmission effect of the experience value of airline services on repurchase intention.

**Recommendations:** First, I think airlines should focus on the functional value of ground services and comprehensively improve the efficiency and quality of ground services by optimizing the setting and number of check-in counters, improving the efficiency of passenger baggage handling, and increasing the boarding rate of jet bridges. Second, airlines should strengthen standardized training for ground service personnel, formulate and improve ground service job descriptions, and further improve the requirements for ground service standards so that employees can complete various tasks more skillfully and handle various emergencies in a timely and effective manner. Third, airlines should start with themselves, strengthen corporate culture construction, and build their own corporate culture. Fourth, airlines should enrich service add-ons as much as possible to enhance customers' overall service experience.

**Shortcomings:** First, the diversity of the research sample may have certain limitations. However, the overall size of the sample is relatively small, which may limit the universality and representativeness of the research conclusions. Second, the research method may have certain limitations. Although a subjective question was set at the end of the questionnaire, it was not included in the analysis of this study and was only used as a reference. Third, the research content has certain limitations. This quantitative-based research method has advantages in revealing overall trends, but the in-depth exploration of individual behaviors and psychological mechanisms is relatively insufficient.

**Table 11** Hypothesis test summary

Serial number	Hypothesis	Result
H1	The experience value of airline ground services has a significant impact on customer purchase intention.	support
H2	The value of experience in airline ground services has a significant impact on customer satisfaction.	support
H3	Customer satisfaction with airline ground services has a significant impact on customer purchase intention.	support
H4	Customer satisfaction with airline ground services plays a mediating role in the value of ground service experience and customer purchase intention.	support

Based on the above analysis, it is found that H1, H2, H3, and H4 are all supported by the original data of the questionnaire, as shown in Table 11.



## 6. Acknowledgements

I would like to thank my supervisor, Professor Chen Yinghui, for his guidance and meticulous instruction while I wrote the thesis. I would also like to express my sincere gratitude to all the teachers and friends who have helped me. It is you who gave me support and encouragement. Finally, I would also like to thank my parents. Thank you for your silent support when I encountered difficulties. Thank you everyone!

## 7. References

- Armstrong, J. S., Vicki, G., Morwitz, V., & Kumar, K. (2000). Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy. *International Journal of Forecasting*, 7(09), 383-397.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Bruce, D. (2003). A examination of the ventromedial hypothalamic paradox. *Neuroscience & Biobehavioral Reviews*, 16(42), 151-160.
- Beeho, A. J., & Prentice, R. C. (1997). Conceptualizing the experiences of heritage tourists: A case study of New Lanark World Heritage Village. *Tourism management*, 18(2), 75-87.
- Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of marketing research*, 2(3), 244-249.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Fornell, C. (1992). A national customer satisfaction barometer: The swedish experience. *Journal of Marketing*, 56(01), 6-21.
- Gourdin, K. (1988). Bringing quality back to commercial travel. *Transportation Journal*, 27(3), 23-29.
- Gourdin, K. M., Gourdin, K. N., & Kloppenborg, T. J. (1991). Identifying service gaps in commercial air travel: the first step toward quality improvement. *Transportation Journal*, 22-30.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 9(2), 132-140.
- Howard, L., & Sheth, A. (1985). Theory of Involvement in Consumer Behavior: problems and Issues. *Greenwich: JAI Pres*, 7(56), 201-310.
- Kotler, P. (1997). Marketing Management: analysis, planning, implementation, and control, 53(08), 159-168.
- Luo, S., Huang, Y., Cheng, D., & Ding, P. (2011). Research on the influence of emotional factors on tourists' experience and satisfaction: A case study of the Guilin landscape live performance *Impression of Liu Sanjie*. *Tourism Tribune*, 26(1), 51-58.
- Mathwick, C. (2002). Understanding the online consumer: A typology of online relational norms and behavior. *Journal of interactive marketing*, 16(1), 40-55.
- Mullet, G. M., & Karson, M. J. (1985). Analysis of Purchase Intent Scales Weighted by Probability of Actual Purchase. *Journal of Marketing Research*, 22(01), 93-96.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4), 460-469.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of marketing*, 50(4), 135-145.
- Petrick, J. F. (2004). Are loyal visitors desired visitors? *Tourism Management*, 25(04), 463-470.
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International journal of hospitality management*, 27(3), 459-469.
- Willson, V. L. (2002). An Empirical Investigation of the Relationships Between Service Quality, Satisfaction and Behavioral Intentions among Visitors to a Wildlife Refuge. *Journal of Leisure Research*, 34(1), 1-24.



- Wu, M., Xia, H., & Zheng, Y. (2013). Airport Service Quality Evaluation Based on Multilevel Matter-element Model. *Jiangsu Airlines*, (43), 4.
- Xia Huiyong, Zhu Zhiyu, Wang Zongbao, & Ma Jinglu. (2015). Research on evaluation system of airport passenger service quality. *Jiangsu Science and Technology Information* (10), 4.
- Zhang, F., & You, S. (2009). Review of the theoretical model of experience value structure dimensions. *Foreign Economics and Management*, 8, 46-52.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavior consequences of service quality. *Journal of Marketing*, 60(02), 31-46.
- Zhang, J., & Ye, L. (2010). A review of research on experiential teaching. *Heilongjiang Higher Education Research*, (6), 143-145.