

## ผลกระทบของคุณภาพการให้บริการและความผูกพันของลูกค้าที่มีต่อ ความตั้งใจในการใช้บริการซ้ำของสายการบินข้ามชาติ

อรวี ศรีบุญลือ<sup>1</sup>

Received 15 February 2022

Revised 28 April 2022

Accepted 30 April 2022

### บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของคุณภาพการให้บริการและความผูกพันของลูกค้าที่มีต่อความตั้งใจในการใช้บริการซ้ำของสายการบินข้ามชาติ การวิจัยเรื่องนี้เป็นการศึกษาเชิงปริมาณ ใช้วิธีการสำรวจโดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูล สุ่มตัวอย่างด้วยทฤษฎีการไม่ใช้ความน่าจะเป็นด้วยวิธีการสุ่มตัวอย่างแบบเจาะจง โดยกลุ่มตัวอย่างคือ ผู้โดยสารชาวไทยและชาวต่างชาติจำนวน 400 คน ซึ่งเคยใช้บริการสายการบินไทยอย่างน้อย 1 ครั้งในระยะเวลา 3 ปีที่ผ่านมา

สถิติเชิงพรรณนาที่ใช้ในการวิเคราะห์ข้อมูล ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย และค่าส่วนเบี่ยงเบนมาตรฐาน สถิติเชิงอนุมานที่ใช้ในการทดสอบสมมติฐานเพื่อหาความแตกต่างระหว่างค่าเฉลี่ยของประชากรทั้ง 2 กลุ่มที่เป็นอิสระต่อกัน (Independent Samples t-test) ความแปรปรวนทางเดียวของประชากรมากกว่า 2 กลุ่มขึ้นไป (One-Way ANOVA) ทดสอบความแตกต่างเป็นรายคู่โดยวิธี Least Significant Difference (LSD) หาค่าสัมประสิทธิ์สหสัมพันธ์แบบเพียร์สัน (Pearson's Product Moment Correlation Coefficient) และการวิเคราะห์ในรูปแบบของโมเดลสมการโครงสร้างแบบกำลังสองน้อยที่สุดบางส่วน

ผลจากทดสอบสมมติฐาน พบว่า คุณภาพการให้บริการมีผลกระทบเชิงบวกต่อความผูกพันของลูกค้า คุณภาพการให้บริการและความผูกพันของลูกค้ามีผลกระทบเชิงบวกต่อความตั้งใจในการใช้บริการซ้ำ และความผูกพันของลูกค้ามีอิทธิพลทางอ้อมบางส่วนต่อความสัมพันธ์ระหว่างคุณภาพการให้บริการและความตั้งใจในการใช้บริการซ้ำอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.001. นอกจากนี้ ปัจจัยด้านประชากรศาสตร์ของผู้โดยสารตามอาชีพและอายุที่แตกต่างกัน มีผลต่อคุณภาพการให้บริการและความผูกพันของลูกค้าในการใช้บริการสายการบินที่แตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

**คำสำคัญ:** คุณภาพการให้บริการ ความผูกพันของลูกค้า ความตั้งใจในการใช้บริการซ้ำ สายการบิน

<sup>1</sup> คณะบริหารธุรกิจ มหาวิทยาลัยเกษตรศาสตร์ เลขที่ 50 ถนนงามวงศ์วาน แขวงลาดยาว เขตจตุจักร กรุงเทพฯ 10900  
อีเมล: orawee.sr@ku.th

## THE EFFECTS OF SERVICE QUALITY AND CUSTOMER ENGAGEMENT ON REPURCHASE INTENTION IN MULTINATIONAL AIRLINE SERVICES

Orawee Sriboonlue<sup>1</sup>

### Abstract

The purposes of this research were to study the effects of service quality and customer engagement on repurchase intention in multinational airline services. The research methodology was quantitative research with survey method by using questionnaires for data collection. The respondents were 400 Thai and foreign passengers who have been participated in Thai Airways International airline at least once during the last three years.

Descriptive statistics used for data analysis included frequency, percentage, mean, and standard deviation. Due to hypothesis testing, inferential statistics used were Independent Samples t-test, One-Way ANOVA with Least Significant Difference (LSD) if differences between groups were found, Pearson's Product Moment Correlation Coefficient, and Partial Least Squares-Structural Equation Modeling (PLS-SEM).

The results of hypothesis testing revealed that service quality had positive and significant effect on customer engagement, and service quality and customer engagement had positive effects on repurchase intention while customer engagement had a partial mediating effect on the relationship between service quality and repurchase intention at a significance level of 0.001. In addition, the differences in passengers' demographics as career and age caused differences in service quality and customer engagement at a significance level of 0.05.

**Keywords:** Service Quality, Customer Engagement, Repurchase Intention, Airline

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<sup>1</sup> Faculty of Business Administration, Kasetsart University, 50 Ngamwongwan Rd, Chatuchak Bangkok 10900 Thailand  
Email: orawee.sr@ku.th

## Introduction

A multinational corporation (MNC) is a business organization is related to foreign direct investments (FDI) abroad in multiple countries. Multinational corporations generate vast amounts of jobs, investments, income, and tax revenues (Hill & Hult, 2020). Therefore, multinational corporations are important to the world's major economic drivers (Caves, 1996; Dunning, 2003). They normally have rapid growth due to the statistics from the United Nations Conference on Trade and Development in 2000 concluding that there were more than 63,000 multinational companies around the world which are considered as parent companies. In addition, these companies have investments in different regions by expanding businesses in the form of more than 680,000 overseas subsidiaries employing more than 6 million workers. Both parent companies and overseas subsidiaries of multinational corporations around the world are accounted for 25% of the total gross domestic product (GDP) (UNCTAD, 2003).

Business that involves both logistics service and tourism industries is a multinational airline business which is a part of the tourism industry. The multinational airline business has grown exponentially since international imports and exports today are necessary to use international freight forwarding services via air, sea, or land transportation. If the products are easy to lose due to their short lifespan or there is an urgent need for the products, airfreight is therefore essential. According to statistics in 2015 or 2015, global airline companies generated the highest revenue at \$783 billion which increased from \$751 billion in 2014 or accounted for 4.1 percent (PwC, 2015).

In addition to international logistics and transportation, air travel is also important for businessmen and tourists for traveling both domestically and internationally since it provides shorter travelling time comparing to other transportation types. The revenue growth of airline businesses all over the world has increased mainly due to an increase in the number of passengers and flights. The statistics of the Air Transport Statistics Report 2012-2014 by Airports of Thailand Public Company Limited (AOT) revealed that the number of international flights in Thailand had increased with 14,424 flights and 2,370,006 foreign tourists visiting Thailand or transiting to other counties in 2014. These indicated that the high number of tourists traveling by airline businesses (Airports of Thailand Public Company Limited (AOT), 2022).

The airline business is a service business; thus, service quality is important because if customers feel the good quality of the service, this may lead to service purchase decision, repeated service usage, word of mouth, and customer loyalty as a result. Therefore, service quality might be used as a strategy to increase the ability to compete with competitors, such as creating a differentiation of the service by providing superior service than competitors, maintaining an excellent service level, providing good service quality and meeting customer expectations and needs, and paying attention to and creating various impressions in providing services in all components (Phacharoen, 2009).

In order for customers to be aware of the service quality, there would be many factors contributing to different perceptions of quality. However, there are only a few researches providing effective data for managing the service quality perceived by customers of multinational airline businesses, especially comparison among passengers from many countries. Thus, the important factor is customer engagement with the brand consistent with demographic factors can result in related behaviors, attitudes, and perceptions of customers toward services. Consequently, the researchers were interested in studying the effects of service quality and customer engagement on repurchase intention in order to use this research results for planning in the improvement of service quality of multinational airline services to achieve maximum satisfaction and bring about repeated service usage and loyalty.

### Research Objectives

1. To study the effects of service quality and customer engagement on repurchase intention in multi-national airline services.
2. To study the effects of service quality on repurchase intention in multi-national airline services through customer engagement.
3. To compare the mean difference of service quality, customer engagement and repurchase intention categorized by demographics.

### Conceptual Framework

The conceptual research framework was drawn as follows:

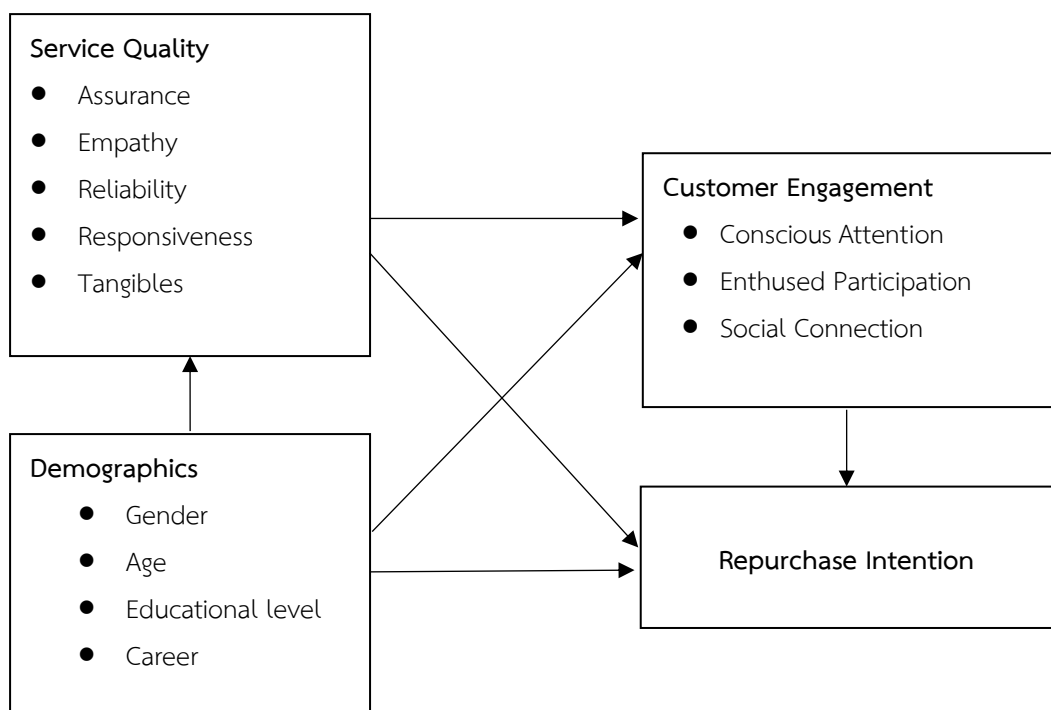


Figure 1 Conceptual Framework

## Hypotheses

The research hypotheses could be written as follows:

H1: Service quality significantly affect customer engagement.

H2: Service quality significantly affect repurchase intention.

H3: Customer engagement significantly affect repurchase intention.

H4: Customer engagement mediates the effect of service quality on repurchase intention.

H5: There are significant differences in service quality according to demographics (gender, age, educational level, career).

H6: There are significant differences in customer engagement according to demographics (gender, age, educational level, career).

H7: There are significant differences in repurchase intention according to demographics (gender, age, educational level, career).

## Literature Reviews

### Service Quality

Service quality is one of the important things that could differentiate the service business to obtain a competitive advantage. One of the differentiations is to maintain a service level superior to competitors by offering the quality of service that customers expect. Companies which could provide such excellent service quality would lead to high customer satisfaction and customer loyalty (Puriwat & Tripopsakul, 2014; Hung et al., 2003). Information about the service quality that customers need is obtained from past experience, word of mouth, or even business advertising. In order to reach customers' service purchasing decision criteria, it is necessary for the marketers for do research. Kotler (1967) stated that service is a benefit or activity offered for the purpose of selling and satisfying customers, and it has four important characteristics consisting of intangibility, inseparability, variability, and perishability. Gronroos (1984) stated that service quality was the outcome of comparison between the expected service and the perceived service.

Parasuraman, Zeithaml and Berry (1985) proposed that service quality; SERVQUAL, was stem from differences between perception of actual service consumers received and expectation of the service to be received. SERVQUAL had ten components including access, communication, competence, courtesy, creditability, reliability, responsiveness, security, tangible, and understanding/knowning customers. In further study of Parasuraman, Zeithaml & Berry (1988), the SERVQUAL were categorized into five dimensions as reliability, assurance, tangibles, empathy, and responsiveness. Moreover, service quality has been concentrated in many studies since providing positive service quality would create a competitive advantage to companies and established relationship between service quality and intention as part of loyalty (Hapsari et al., 2017; Clemes et al., 2014; Ladhari, 2008). Recently, many studies in

airline service quality were established. The SERVQUAL instrument from the original Parasuraman et al. (1988) has been used by several researchers to measure airline service quality (Saha & Theingi, 2009; Fick & Ritchie, 1991; Sultan & Simpson, 2000) as well as a study of effects of service quality on customer engagement (Puriwat & Tripopsakul, 2014).

### **Customer Engagement**

The definition of customer engagement varies depending on the related field of study.

Patterson et al. (2006) defined customer engagement as the customers' level of physical, cognitive, and emotional presence in relationship with a service company. Bowden (2009) and O'Brien and Toms (2010) have given the similar definition of customer engagement as it is the psychological process influencing customer loyalty while Hollebeek (2011a, 2011b) defined customer engagement as the level of customer's brand-related motivation and context dependent state which is characterized by a specific level of cognitive, emotional and behavioral activity in brand interactions.

Vivek, Beatty, Dalela, and Morgan (2014) indicated that customer engagement is the level of the customer's interactions and connections with the company's brand, offerings, or activities which involve other individuals in the social network created around the brand, offering, or activity. The researchers further conceptualized the three dimensions of customer engagement including conscious attention, enthused participation, and social connection. The results of the study showed that the three dimensions of customer engagement support the participation, meaningfulness, connectedness, as well as temporality relative to customers' relationships with brands.

Customer engagement is a concept that many scholars have adopted. There have been past researches from various fields that studied engagement in various perspectives, such as management, social psychology, marketing, and information technology systems (Cheung et al., 2015; Bowden, 2009; Hollebeek, 2011a, 2011b; Mollen & Wilson, 2010; Vivek et al., 2012). The construct of customer engagement has attracted many scholars to assess its effect on customer loyalty. Prior research explored that customers brand engagement likely generated higher positive beliefs and attitudes than customers who were not engaged (Lim et al., 2020; Harrigan et al., 2018; Hollebeek, 2011a, 2011b; UI Islam et al., 2017). Therefore, customer engagement can act as a force affecting customers' repurchase intention. However, there are just few studies which have explained the connection between customer engagement and customer loyalty (Bowden, 2009; Brodie et al., 2011; van Doorn et al., 2010). Customer engagement is suggested by many scholars that it shall be considered as an important aspect in boosting loyalty since more knowledgeable customers, together with the rapid growth of information technology, make the interaction between customers and businesses which are essential for customer value creation.

### **Repurchase Intention**

When customers form such positive attitude toward a product or service they purchased, repurchase intention with then occurs. Moreover, those customers who are very satisfied with the products or services purchased, they are more likely to have loyalty to the brand of the products/services. Besides, they are likely to spend more while, at the same time, unlikely to change the seller or supplier in their future purchases (Ranaweera, 2007; Sohaib et al., 2016). McDougall and Levesque (2002) defined that repurchase intention is an individual's judgment about the same company satisfying his or her needs and an assessment of current service situation while William and Auchil (2002) stated that repurchase intention is an individual's judgment about repeating purchase again from the same company. The reason why customers decide to select the same service provider and purchase the same service is on the basis of their previous experiences.

Repurchase intention of customers depends upon the value obtained in their past transactions (Kaynak, 2003) such as benefits, competition, and cost considerations (Kumar, 2002). Repurchase intentions also have a significant relationship with customer satisfaction (Durvasula et al., 2004), so customers perform repurchase intentions based on the value obtained from the past experiences with relationship benefits being an intermediary for expectations of future benefits. Law, Zhang, and Gow (2022) concluded from previous research that when the needs of customers are fulfilled from a service provider, they will be more likely to form a repurchase behavior (Zeithaml et al., 1996). This view was also supported by other studies that confirmed a positive relationship between service quality and repurchase intention (Su et al., 2016). The finding of a study on the Pakistan Airline industry from Saleem et al. (2017) has confirmed that service quality is directly associated with repurchase intentions as well as through the mediator of customer satisfaction. Furthermore, this view was also supported by the study of Lim et al. (2020) which investigated the effect of customer engagement on repurchase intention and found that customer engagement had such a positive effect on repurchase intention. In addition, previous researches have been conducted in online purchase intention or offline repurchase intention. Repurchase intention could be defined as an individual's judgement about buying again a designated service from the same company, taking into consideration his or her current situation and likely circumstances (Lacey et al., 2007).

### **Research Methodology**

#### **Sample and Data Collection**

The population used in this research were 400 Thai and Western foreign passengers who had used Thai Airways, a multinational airline involving both tourism industry and logistics service including international airfreight forwarding, at least once during the past three years. The samples were randomly selected by using non-probability sampling technique with

purposive sampling. The questionnaires used as the research instrument were distributed at Suvarnabhumi Airport.

### **Measurement and Data Analysis Method**

The research methodology was the quantitative research conducted using survey method. The questionnaires with 4 sections were utilized as data collection tool. Section 1 to 3 were five-point Likert scale questions regarding service quality, customer engagement, and repurchase intention ranging from 1=strongly disagree to 5=strongly agree. Section 4 consisted of closed-ended questions regarding their personal background, such as gender, age, educational level, and career. Descriptive statistics used in quantitative data analysis included frequency, percentage, mean, and standard deviation. Due to hypothesis testing, inferential statistics used included Independent Samples t-test, One-Way ANOVA with Least Significant Difference (LSD), Pearson's Product Moment Correlation Coefficient, and Partial Least Squares-Structural Equation Modeling (PLS-SEM).

### **Research Results**

The results of the research showed that most of respondents were female (61.8%), had age range between 21 - 30 years old (46.5%), obtained the Bachelor's Degree (56.0%), and had career as employees from private/government sectors (54.8%). Moreover, most of them had experience in using airline for travelling approximately 1 – 2 times per year (63.0%) and purpose of traveling was for vacation/sightseeing (71.5%). The research results further revealed that most of the respondents had agreements toward service quality, customer engagement and intention at the agree level and had the mean as 3.95, 3.42, and 3.82, respectively.

### **Validity and Reliability**

A PLS-SEM confirmatory factor analysis (CFA) was performed to establish the structural validity of the scale. The PLS-SEM results suggested a good fit of the model (SRMR=0.065, NFI=0.865) according to the criteria of acceptance suggested in Mata et al. (2020), Bryne (2010), Hair et al. (2010), and Kline (2011). Cronbach's alpha and composite reliability were investigated to measure construct reliability. The results from Table 1 and 2 showed that in terms of composite reliability, all factor loading values for service quality factors, customer engagement factors and repurchase intention ranged from 0.74 to 0.92, which is more than the recommended value of 0.70; hence, the constructs in the research model are acceptable (Hair, Sarstedt, Matthews, & Ringle, 2016). The Cronbach's alpha coefficient of each construct ranged from 0.84 to 0.93, meaning that all constructs are acceptable according to the recommended threshold value of 0.70 (Fornell & Larcker, 1981). AVE was in the range of 0.67 to 0.82, which exceeded the minimum threshold value of 0.50, confirming convergent validity. The discriminant validity was tested while the square roots of AVEs were more than the 0.7 minimum threshold, and all values were more than the correlations among the latent



constructs (0.79 – 0.88); thus, this measurement model supports the discriminant validity between the constructs. Finally, the values Rho\_A reliability coefficients are all above 0.7, complying with the suggestion of Dijkstra and Henseler (2015) and Mata et al. (2020).

**Table 1** Factor Loading for Measurement Model from PLS-SEM CFA

	CECA	CEEP	CESC	RI	SBRS	SQA	SQE	SQRB	SQT
CECA1	0.88								
CECA2	0.91								
CECA3	0.92								
CECA4	0.90								
CEEP5		0.89							
CEEP6		0.92							
CEEP7		0.90							
CEEP8		0.90							
CESC10			0.91						
CESC11			0.80						
CESC9			0.91						
RI4				0.91					
RI5				0.91					
RI6				0.86					
SQRS13					0.86				
SQRS14					0.91				
SQRS15					0.89				
SQRS16					0.88				
SQA1						0.90			
SQA2						0.89			
SQA3						0.85			
SQA4						0.80			
SQE5							0.84		
SQE6							0.85		
SQE7							0.89		
SQE8							0.86		
SQRB10								0.85	
SQRB11								0.85	
SQRB12								0.86	
SQRB9								0.74	
SQT17									0.83
SQT18									0.87
SQT19									0.83
SQT20									0.75

**Table 2** Reliability, Convergent Validity, Discriminant Validity and Internal Consistency Results for the CFA SEM Measurement Model

Variables	CA	CR	Rho_A	AVE	CECA	CEEP	CESC	PI	SBRS	SQA	SQE	SQRB	SQT
CECA	0.93	0.95	0.90	0.82	<b>0.87</b>								
CEEP	0.92	0.95	0.90	0.81	0.71	<b>0.86</b>							
CESC	0.85	0.91	0.86	0.77	0.58	0.68	<b>0.88</b>						
RI	0.87	0.92	0.86	0.80	0.43	0.47	0.63	<b>0.88</b>					
SBRS	0.91	0.94	0.92	0.78	0.40	0.32	0.45	0.54	<b>0.88</b>				
SQA	0.88	0.92	0.85	0.74	0.33	0.31	0.36	0.50	0.63	<b>0.82</b>			
SQE	0.88	0.92	0.85	0.74	0.37	0.35	0.46	0.57	0.74	0.62	<b>0.82</b>		
SQRB	0.84	0.90	0.83	0.68	0.39	0.32	0.44	0.52	0.77	0.61	0.67	<b>0.79</b>	
SQT	0.84	0.89	0.84	0.67	0.40	0.36	0.40	0.50	0.64	0.56	0.52	0.66	<b>0.82</b>

Note: The value in main diagonal were square roots of AVE.

### Analysis of Structural Model

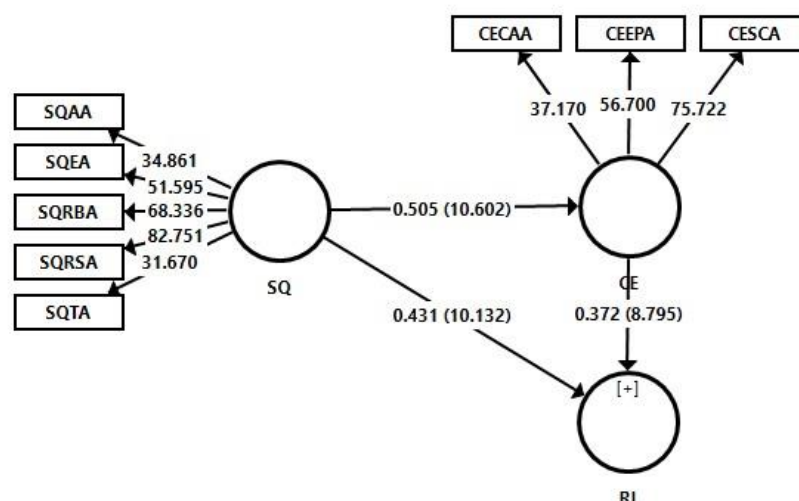
From the structural model in this research, the direct effects indicated that  $R^2$  of repurchase intention (RI) was 0.49 indicating that 49% of repurchase intention variance was explained by the independent variable. For the indirect effects,  $R^2$  of the mediating variable or customer engagement (CE) and the dependent variable or repurchase intention (RI) were 0.25 and 0.48, respectively.

**Table 3** Structural Model

Part 1			Part 2		Part 3
Direct Effects			Indirect Effects		Total Effect
H1: SQ $\rightarrow$ CE	0.51***		H4: SQ $\rightarrow$ CE $\rightarrow$ RI	0.19***	0.62**
H2: SQ $\rightarrow$ RI	0.43***				
H3: CE $\rightarrow$ RI	0.38***				

Note: \*  $p < .05$ ; \*\*  $p < .01$ ; \*\*\*  $p < .001$  (two-tailed test)

The results of structural model showed that service quality ( $\beta = 0.51$ ,  $p < 0.001$ ), had positive and significant effect on customer engagement, so Hypothesis 1 was supported. The results also revealed that service quality ( $\beta = 0.43$ ,  $p < 0.001$ ) and customer engagement ( $\beta = 0.38$ ,  $p < 0.001$ ) had positive and significant effects on repurchase intention, so Hypothesis 2 and 3 were supported. The results from table 3 part 2 demonstrated that there was a significant indirect effect on the relationship. Since the direct effect of service quality and repurchase intention was significant, customer engagement had a partial mediating effect on the relationship between service quality and repurchase intention; therefore, Hypothesis 4 was supported ( $\beta = 0.19$ ,  $p < 0.001$ ). In addition, the total effects from service quality to repurchase intention through customer engagement were 0.619. In conclusion, figure 2 showed the results of testing the structural model of the theoretical framework.



**Figure 2** The results of testing the structural model of the theoretical framework

**Table 4** Results of Independent Samples t-test and One-Way ANOVA of Hypothesis 5 – 7

Demographics	H5: Service Quality	H6: Customer Engagement	H7: Repurchase intention
Gender	T = -1.654 Sig. = .099	T = -.994 Sig. = .321	T = -1.294 Sig. = .196
Age	F = 8.318 Sig. = .000**	F = .612 Sig. = .607	F = 3.758 Sig. = .011*
Educational Level	F = 1.922 Sig. = .148	F = 2.270 Sig. = .105	F = .018 Sig. = .982
Career	F = 1.957 Sig. = .120	F = 3.784 Sig. = .011*	F = 2.677 Sig. = .047*

Note: \*  $p < .05$ ; \*\*  $p < .01$  (two-tailed test)

The results shown in Table 4 indicated that there were significant differences in service quality according to age ( $p < 0.05$ ) whereas there were no differences in service quality according to gender, educational level and career ( $p > 0.05$ ); therefore, H5 was partial supported. There were significant differences in customer engagement according to career ( $p < 0.05$ ) whereas there were no differences in customer engagement according to gender, educational level and age ( $p > 0.05$ ); therefore, H6 was partial supported. In addition, there were significant differences in repurchase intention according to age and career ( $p < 0.05$ ) while there were no differences in repurchase intention according to gender and educational level ( $p > 0.05$ ); therefore, H7 was partial supported.

## Discussions

The results of hypothesis testing indicated that service quality comprising assurance, empathy, reliability, responsiveness, and tangibles had significant effects on repurchase intention. Perceived service quality would affect the formation of attitudes and the behavior of buying and using the service. If the customer's expectations and the service quality of the airline to serve their customers are consistent, this would result in customer satisfaction which may be elevated to delight, trust, and repeat service which is a form of customer loyalty. This is in line with Hung et al. (2003) who stated that companies which could provide such excellent service quality would lead to high customer satisfaction and customer loyalty or as a part of repurchase intention in this research. The results of this research also matched with Chen et al. (2019) who revealed that airline service quality enhances the positive effect of repurchase intention on the airline company service because it fostered a positive link between brand awareness and perceived value and being in line with Law et al. (2022) who indicated a positive relationship among service quality, customer satisfaction, and repurchase intention in Laotian air passengers. Therefore, to establish repurchase intention in any services, the company must provide excellent levels of service quality in every aspect.

Service quality also has positive and direct effects on customer engagement which supported the study of Puriwat and Tripopsakul (2014) which found that service quality had a positive relationship with customer engagement as the antecedent factor. Moreover, it is also in accordance with the study of Vivek et al. (2012) who revealed that in order to enhance customer engagement, service quality provided was an important aspect to every firm to take into account. The higher in customer engagement would lead to higher customer positive behavior such as word of mouth, brand loyalty or in this case repurchase intention. In addition, customer engagement had a direct effect on repurchase intention which was in line with the study of Lim et al. (2020) who explored that customers engagement enhanced higher positive beliefs and attitudes to customers; therefore, it can mediate the relationship between service quality and repurchase intention. In order to have a long-term loyalty from customers, service quality and customer engagement must be incorporated with the marketing strategy planning and implementation.

The results of hypothesis testing also indicated that customers with various demographics factors such as gender, age, educational level, and career have varied opinions on service quality, customer engagement, and repurchase intention at the statistical significance level of .05. This is due to the fact that demographics may influence the opinions toward product or service involvement. For example, career had most effects on customer engagement and intention. The results showed that respondents with retired career position had average mean higher agreements on customer engagement and intention than employees from private/government, self-employed, or student. Therefore, considering demographics to

understand target customers will assist in predicting and delivering the best service quality to finally establish customer loyalty in every service industry.

### **Limitation of the Research**

The researcher's focus in this research was on service quality, customer engagement, and repurchase intention toward using Thai Airways International ignoring those who used other airlines. Since the data were collected from 400 respondents using Thai Airways International during the last three years, the generalization of the results could be limited. Other variables, such as lifestyle and consumer behavior in using full-service airlines did not include in this research. As this research was cross-sectional, data were collected at one specific time point. In addition, the hypotheses were tested utilizing quantitative research approach, while the qualitative approach techniques such as an in-depth interview or focus group were excluded from the research.

### **Recommendations**

#### **For Practitioners**

Service quality is essential for business success. Components in service quality comprised of assurance, empathy, reliability, responsiveness and tangibles will have to be core services to every organization in service sectors. This research revealed that customer engagement is a mediator between service quality and repurchase intention. The indirect effect of customer engagement as a mediator, however, was not as strong as direct effect from service quality on repurchase intention. It is suggested that many companies deliver services by focusing on service quality and all service components; however, to be sustainably successful in the long run, creating such long-term relationship with customers and enhance their engagement may lead to customer relationship management properly.

#### **For Academicians**

The research results supported the literature reviews on the relationships among service quality, customer engagement, and repurchase intention in multinational airline services. The research pursuits that service quality has positive direct effects on customer engagement. In order to enhance customer engagement, service quality provided is an important aspect to every company to take into consideration. Service quality also had significant effects on repurchase intention, meaning that to establish repurchase intention in any services, the company must provide excellent levels of service quality in every aspect. Finally, customer engagement had a direct effect on repurchase intention. The higher in customer engagement would lead to higher in repurchase intention.

#### **Further Studies**

There are more opportunities for the future research to be developed by the following recommendations. There should be a study related to service quality in the airline

and tourism industry, and other considerations that can positively promote and motivate tourism industry in every aspect. Further studies can focus on cross-cultural comparisons in service quality, customer engagement and repurchase intention perspectives from other airlines and other regions.

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