

# Airport service quality dimension and measurement: a systematic literature review and future research agenda

*by* Budi Harsanto

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# QUALITY PAPER

## Airport service quality dimension and measurement: a systematic literature review and future research agenda

Airport service  
quality and  
measurement

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Agus Usman, Yudi Azis and Budi Harsanto

*Faculty of Economics and Business, Universitas Padjadjaran, Bandung,  
Indonesia, and*

Anton Mulyono Azis

*Department of Management, Ekuitas School of Business, Bandung, Indonesia*

### Abstract

2

**Purpose** – The purpose of this paper is to outline the evolution of research on airport service quality and measurement index of passenger satisfaction to explore opportunities for future research direction.

**Design/methodology/approach** – A systematic literature review was conducted involving a total final sample 27 articles published during 2000–2020, the source of the database used in this study is Emerald, ScienceDirect, Harzing's Publish or Perish with APIKey based on set of inclusion/exclusion criteria for analysis and synthesis to meet the purpose of the paper.

**Findings** – Dimensions of measuring airport service quality are currently based on a process approach. There are eight dimensions of ASQ measurement practiced by the industry, which is different from the five dimensions of service quality measurement generally. There is still a theoretical and empirical gap, so one of the challenges in applying the ASQ measurement dimensions is bridging research with applications in the airport industry. Other findings, research on airport service quality measurement is currently focused on passenger satisfaction. The integration of expectation-disconfirmation theory and service profit chain models can be used in service quality, passenger satisfaction and profitability.

**Research limitations/implications** – This paper seeks to contribute to and analyze limited articles on service quality at airports and identify further research areas.

**Originality/value** – This paper tries to explain the development of research on the dimensions of measuring service quality at airports. The author identifies a gap in airport service quality measurement dimensions used by researchers and the industry. The author believes that this study can provide a comprehensive thought on using airport service quality measurement dimensions for future research.

**Keywords** Airport service quality, Airport, Systematic literature review, Airport services

**Paper type** Literature review

### Introduction

Airports are the face of a country; therefore, the management of service quality at airports is critical to maintaining the excellent image of the country itself. Providing high-quality services that satisfy passengers and tourists is a critical competitive advantage for achieving meaningful economic development (Chen, 2008). Airport management companies are currently required to provide the service quality that exceeds passenger expectations, and if consumer expectations are above what they receive, it can lead to consumer dissatisfaction (Parasuraman *et al.*, 1985). Based on this, measuring the quality of airport services based on passenger opinions is critical to understand passengers' needs while at the airport, in long term to improving the service quality. Historically, airport terminals around the world have been owned and operated by the government. With increased demand for growth and investment in airport infrastructure, the trend has shifted toward commercialization and privatization, with



an emphasis on operational quality and stakeholder satisfaction. The term “airport experience” is currently a major focus for many airports around the world as their primary business strategy (Wattanacharoensil *et al.*, 2017). Currently, the literature is looking for ways to identify the dimension of airport service quality from a different perspective. While some researchers (Arif *et al.*, 2013; Bezerra, 2016; Fodness and Murray, 2007; Liou *et al.*, 2011) reveal quality dimensions, others (Chien-Chang, 2012; Correia, 2008; Bogicevic *et al.*, 2013) propose quality attributes. As a result, while scientific efforts to develop a comprehensive framework of airport service quality constructs continue (Fodness and Murray, 2007) it is widely accepted that it is multidimensional. Currently, the literature that specifically discusses the quality of airport services is still rarely developed, many of which concern the quality of air transportation services in general. This literature review focuses on articles that discuss airport service quality. The composition of this paper consists of an introduction, methodology, discussion of the development of airport service quality research. Finally, the paper can summarize the findings, implications and considerations in the future research agenda.

#### *Previous literature on service quality and airport service quality*

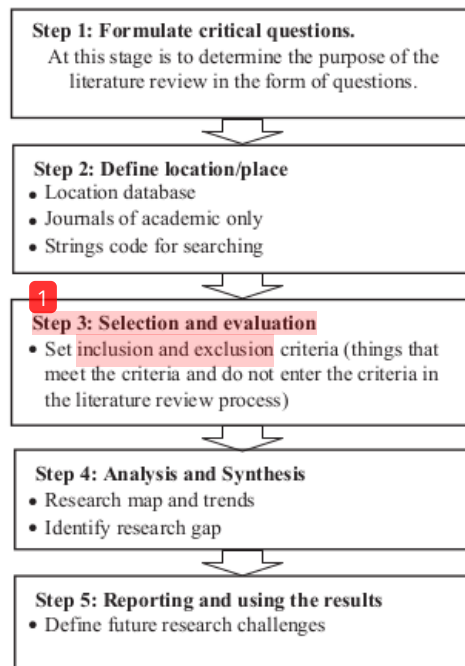
Based on exploratory study to understand the construct of service quality, service quality (SERVQUAL) has been described as the difference between customers’ normative expectations for the service and their perceptions of the service performance (Parasuraman *et al.*, 1985). Result of further empirical study, a 22-item scale was developed to assess service quality across five dimensions: reliability, responsiveness, assurance, empathy and tangibles (Parasuraman *et al.*, 1988). SERVQUAL measures service quality by subtracting customers’ expectations from their perception scores on each of the 22 criteria. But the original SERVQUAL instrument has been revised and refined, its basic content, structure and length have remained intact (Parasuraman *et al.*, 2002). There are not many literature studies on airport service quality, including discussing research on the development of airport service quality. This literature review is crucial to discuss specifically the main dimensions of airport service quality measurements used by researchers.

#### **Methodology**

The methodology used in the literature review process uses a narrative approach that refers to studies in the medical field using systematic literature review (SLR) and meta-analysis techniques (Tranfield *et al.*, 2003). Management research is different from medical and engineering research; management is a nascent field, so it is still developing its research agenda and focus (Denyer and Tranfield, 2009). Systematic reviews are helpful as a way to find out the development of research on the topic. By bringing together as much research as possible, that is relevant to the research topic regardless of where the article is published or when without looking at the background of the scientific discipline (Thorpe *et al.*, 2005, p. 258). The literature review process is carried out in five stages: Denyer and Tranfield (2009) consist of first formulating questions to answer the objectives, second determining the research location in the journal database, third is determining the selected journals according to inclusion and exclusion criteria, the fourth stage is conducting analysis and synthesis selection and evaluation of the third study, analysis and synthesis and the fifth stage of report on the results of the study that will be used as material for further research (Figure 1).

*Step 1: Structure the formulation of the* questions (identify the critical objective questions of the SLR).

This paper aims to discuss articles during the period 2000–2020 on airport service quality. Variables, dimensions and indicators of airport service quality measurement focus on the discussion of this article so that new constructs dimension of airport service quality relevant



Source(s): Adapted from Denyer Tranfield (2009)

Figure 1.  
SLR roadmap

to current situations and conditions and propose new preposition based on research gap. The purpose of this literature review is:

- (1) How is the development of the literature discussing the measurement of airport service quality since 2000–2020?
- (2) What dimensions have researchers developed in the context of measuring airport service quality?
- (3) What theory can be developed to address the research gap in airport service quality management?

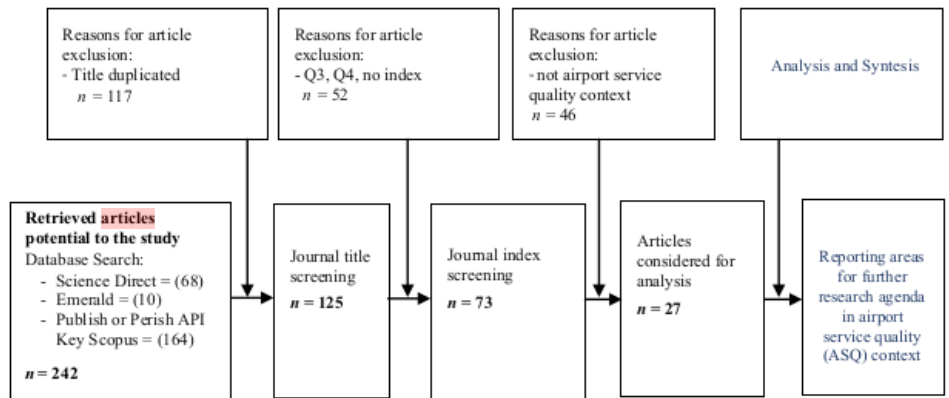
Step 2: Determine the place.

The steps taken at this stage are starting from identifying the database, determining the search engine and selecting the literature search keywords (Denyer and Tranfield, 2009). In this study, literature on airport service quality was taken from publishers “Emerald Insight,” “Science Direct” and used the search engine Harzing’s Publish or Perish combined with the Scopus API Key.

Step 3: Study Selection and Evaluation (Inclusion and Exclusion Filters).

At this stage, for articles that meet the criteria according to the inclusion and exclusion criteria, the articles that meet the criteria are separated for re-sorting (Figure 2). The inclusion and exclusion criteria used in the study can be seen in Table 1. Some articles were found from the specified source after entering the search strings “airport + services + quality,” “airport + services” and “airport + performance” in the keywords and titles. In this study, the

**Figure 2.** Step-by-step articles selection process, analysis and reporting



**Table 1.** Inclusion and exclusion criteria

Inclusion criteria	Exclusion criteria
<ul style="list-style-type: none"> <li>Articles published after 2000–2020</li> <li>Academic journals ranked Q1 and Q2</li> <li>Journals are selected according to the subject of study</li> <li>Only discussing the quality of airport service</li> <li>Abstract and title containing key words “airport + services + quality,” “airport + services,” and “airport + performance”</li> </ul>	<ul style="list-style-type: none"> <li>All articles published before 2000</li> <li>Journals ranked below Q2</li> <li>Abstract does not contain keywords “airport + services + quality,” “airport + services,” and “airport + performance”</li> </ul>

authors did not include the conference proceedings and excluded some identified papers if they did not meet the predetermined criteria.

Based on predetermined search criteria, 242 articles were collected. Of the 242 articles, 117 articles have the same title, so that there are 125 articles left. Of the 125 articles, only journals indexed Q1 and Q2 were selected so that 52 articles were excluded, and the remaining 73 articles. Of the 73 articles, 46 articles were excluded because they were not in the context of airport service quality, so only 27 sample articles were considered for analysis. The last step is to report findings on developing articles that review airport service quality to find research gaps for further research (Figure 2).

*Step 4: Analysis and Synthesis*

The analysis phase aims to describe study conducted by an individual, which is then broken down into certain components and identifies the relationship between these parts (Denyer and Tranfield, 2009). After the analysis stage, a synthesis is then carried out, which aims to link the factors identified in the individual studies. This study focuses on variables, dimensions and indicators of airport service quality to develop new constructs in line with service innovations during the pandemic.

The analysis step begins by identifying the critical dimensions of airport service quality which then maps the development of the dimensions used by researchers from time to time. Data visualization in the form of tables and graphs was carried out to see the development of the use of ASQ measurement dimensions and indicators. Based on the trends found in the literature, which dimensions are most often used by researchers and what dimensions should be built for subsequent research to fit the current situation and conditions. The final goal is to find research gaps as a basis for further research agenda.

### Step 5: Reporting and Using Results

At this stage, the last step in the literature review process is reporting the stages of how the review process was carried out and reporting the results of the study as a whole (Denyer and Tranfield, 2009). The report discusses the development of research in the context of variables, dimensions and indicators of airport service quality which can then be used as a reference in developing a new ASQ construct.

#### Key findings

In the literature review, two main classifications of articles were found, namely conceptual paper and empirical paper, to discuss measuring airport service quality. Based on Table 2, although there are differences in research approaches, the researcher's main objective is to examine the dimensions of airport service quality according to passenger perceptions, which have implications for airport service user satisfaction.

Current research uses expectancy-disconfirmation theory (Oliver, 1980), this theory uses four primary constructs: expectation, perceived performance, belief disconfirmation and satisfaction. This theory explains that the customer's response to service quality is influenced by comparing the actual service and expectations. Based on this theory, customer satisfaction will occur if customers feel the quality of service is more than their expectations. Almost all researchers use the endogenous variable of passenger satisfaction and the exogenous variable of passenger perception of airport service quality. No research has been found that combines expectancy-disconfirmation theory with the service profit chain model (Heskett, 1994) so that future research can also measure the effect of service quality on passenger satisfaction and company profitability.

#### Descriptive analysis

The final sample is made up of 27 articles drawn from 11 different journals. Table 3 summarizes the distribution of articles in each journal, highlighting the journal's disciplinary area as defined by the Scimag journal and Rank (SJR) (SJR, 2020). The Journal of Air Transport Management (JATM) has the most papers (16), accounting for 59% of the sample. This journal focuses on high-quality research articles as well as authoritative commentary on the major economic, management and policy issues confronting the aviation industry. Overall, 85% of publications appear in the top journals (Q1) and 15% in (Q2).

The articles are scattered in several research journals with varying amounts. The most frequently found articles were those published in the Journal of Air Transport Management with a total of sixteen, there were two articles published in the Kasetsart Journal of Social Sciences, two articles in the Journal of Retailing and Consumer Services, and one each article was published in the International Journal of Productivity and Quality Management, Journal of Services Marketing, The Journal of Quality Assurance in Hospitality and Tourism, The Journal of Hospitality and Tourism Research and the International Journal of Transportation Science and Technology (Figure 3).

Research in airport service quality continues to grow from year to year since 2000 until now. The highest number of articles containing airport service quality is in 2020, which is seven articles. This shows that research interest in the context of airport service quality is still wide open. Of the 27 articles that meet the criteria for a systematic literature review published between 2000 and 2020, this shows an increase from previous years (Figure 4).

#### Discussion

Airport Service Quality (ASQ) is one of the topics that interest researchers in developing literature related to airport service quality. The service industry is very dynamic where the

**Table 2.**  
Article recapitulation  
summary

No	Author's/Year	Journal name	Type of study	Objective study	Findings
1	Fodness and Murray (2007)	Journal of Services Marketing	Conceptual Paper	To create, implement, and test an objective method for measuring passenger expectations of airport service quality Based on user perceptions, create a standard level of service (LOS) at airport passenger terminals	Passenger expectations of airport service quality are multidimensional and hierarchical, with three key dimensions: function, interaction and diversion The research focused on structural design issues such as walking distance, time spent traveling within the terminal, information kiosks, sign effectiveness, and the adequacy of waiting room seating
2	Correia and Wirasinghe (2007)	Journal of Air Transport Management	Empirical	To investigate transfer passengers' perceptions of the quality of services provided at the terminal building	Transfer passengers at that airport highly value the courtesy of the security check staff and the quality of the Flight Information Display That the factors influencing departing airplane passengers' choice of ground access mode include not only observable factors but also their level of satisfaction with their mode of choice. This is thought to apply to daily fashion decisions as well
3	de Barros <i>et al.</i> (2007)	Journal of Air Transport Management	Empirical	To demonstrate the incorporation of air passenger perceived service quality into the calibration of an airport ground access mode choice model	The study's findings were significant in terms of the airport's investment in staff training and highlighted areas for improvement. Passengers traveling for business and passengers traveling for pleasure have differing perspectives on the importance of the airport's services and the level of performance at ORTIA. There are also significant differences in the perceptions of passengers who travel frequently vs those who travel infrequently
4	Tam <i>et al.</i> (2010)	Journal of Choice Modeling	Empirical	To investigate passengers' perceptions of airport service quality at South Africa's O.R. Tambo International Airport	The maximum and minimum satisfaction values in the Likert scale around the medium highlight the fact that such levels of SQDs cannot adequately satisfy passengers, and airport managers should improve the levels of their services or at least decrease the passenger's dissatisfaction
5	Lubbe (2011)	Journal of Air Transport Management	Empirical	To test the Taguchi method, the best service quality dimension level can be designed	
6	Shahin (2012)	International Journal of Productivity and Quality Management	Empirical		

(continued)

No	Author/s/Year	Journal name	Type of study	Objective study	Findings
7	<a href="#">Bogicevic et al. (2013)</a>	Tourism Review	Empirical	To determine which aspects of air travel are detractors and which aspects are enhancers of passenger satisfaction	Passengers appreciate staff who are friendly, welcoming, and helpful. They will, however, express their dissatisfaction if they are treated unprofessionally or impolitely by staff. Both situations have a significant impact on passengers' perceptions of overall service, generating both positive and negative reputations for airports. Furthermore, not only does a wide range of retail stores and restaurants increase passenger satisfaction, but it is also linked to increased revenue and profitability The results of simulations analysis of levels of service at airport arrival areas in Brazilian airports highlight the significance of decisions such as conveyor belt allocation, baggage claim area sizing, and the number of inspection cabins available at passport control. The analysis reveals significant variation in these features across the airports studied The quality of passenger service was assessed, and a suitable "Gaps-oriented" strategy for overall airport service improvement was identified The higher a passenger's level of satisfaction with the dimensions "Check-in," "Security," "Ambience," "Basic facilities," and "Prices," the more likely he or she is to assign higher ratings for overall satisfaction with the airport. In contrast, it appears that the greater the passenger's satisfaction with the "Convenience" dimension, the less likely the passenger is to give a higher rating for overall satisfaction
8	<a href="#">Ronzani Borille and Correia (2013)</a>	Journal of Air Transport Management	Empirical	This paper examines the factors that influence the level of service provided by airport operational arrival components	
9	<a href="#">Lupo (2015a)</a>	Journal of Air Transport Management	Empirical	To compare the quality of services alternatives airport in Sicily	
10	<a href="#">Bezerra and Gomes (2015)</a>	Journal of Air Transport Management	Empirical	Identify the dimensions of airport service quality and investigate the impact of these dimensions on overall customer satisfaction using variables related to passenger characteristics	

(continued)

## Airport service quality and measurement

Table 2.

Table 2.

No.	Author/s/Year	Journal name	Type of study	Objective study	Findings
11	Bezerra and Gomes (2016)	Journal of Air Transport Management	Empirical	To adapt a measurement model for the perceived ASQ that builds on typical service measures in the airport industry and test the equivalence of the model across passenger groups	The use of exploratory factor analysis identifies seven dimensions: check-in, safety, comfort, atmosphere, basic facilities, and mobility. The results suggested that a six-factor model based on typical measures within the airport industry might provide a meaningful multi-item instrument for measuring passenger perception of ASQ. The measurement items were properly explained for the respective service quality factors whether the respondent was an international or a domestic departing passenger
12	Pantouvakis and Renzi (2016)	Journal of Air Transport Management	Empirical	to identify the specific service quality components that can lead to increased traveler satisfaction in an international airport environment, and to assess how passenger perceptions of airport facilities, as well as levels of satisfaction, differ across nationalities	Airport service quality is discovered to be composed of three distinct dimensions, namely "Servicescape and Image," "Signage," and "Service," with significant differences in service quality perceptions observed among travelers of different nationalities. Overall, the findings emphasize the importance of determining scale equivalence across nationalities
13	Pandey (2016)	Journal of Air Transport Management	Empirical	To assess the service quality of Airport of Thailand's two busiest airports and identify areas for improvement in light of changing consumer needs	Respectively demonstrating that at both airports, the actual benefit received by passengers for overall service quality is greater than the perceived benefit, indicating that passengers at both airports are satisfied with the service quality
14	Prakash (2016)	Journal of Air Transport Management	Empirical	To prioritize ASQ enablers in ranking Indian airports	This study used an analytical hierarchical process to evaluate ASQ enablers criteria, which revealed that three important criteria for airport selection are maintenance, accessibility and airport facility
15	Lee and Yu (2018)	Journal of Air Transport Management	Empirical	To show that user-generated online content can be used as an alternative data source for assessing airport service quality, effectively complementing and cross-validating traditional service quality measures	These findings suggest that online reviews are a good proxy for airport service quality ratings and an efficient way to cross-validate traditional industry standard survey results

(continued)

No.	Author's/Year	Journal name	Type of study	Objective study	Findings
16	Trischler (2018)	Journal of Air Transport Management	Empirical	To provide an in-depth examination of the ACCC's methodology (Australian Competition and Consumer Commission)	The monitoring strategy is hampered by some limitations that limit its effectiveness, dependability and validity. In fact, given the perception and limitations of the current format, one might well question whether quality of service monitoring is effective and thus necessary. This question is critical when considering the administrative costs associated with the service monitoring process The highest dimension of service quality realization was tangibles, followed by dependability, assurance, empathy, and responsiveness in that order. Passengers' perceptions of the quality of service provided by ground staff varied by gender and age group
17	Srichaneupramong (2018)	Kasetsart Journal of Social Sciences	Empirical	To evaluate the service quality of the ground staff at Don Mueang International Airport (DMK) and compare the ground staff quality service perception of Thai passengers at DMK, and (3) to provide guidelines for DMK airlines ground staff service quality improvement To determine whether or not airport service quality is related to airport and destination selection	The ASQ-intentions-to-reuse-the-airport relationship is significant. Facilities and services cape were the two dimensions that had distinct and significant effects. Conventional processing activities (check-in, security) were unimportant because they are regarded as mandatory components of any airport. One possible explanation for these findings is that passengers expect the airport to provide core elements of the services cape such as facilities and terminal navigation
18	Prentice and Kaidan (2019)	Journal of Retailing and Consumer Services	Empirical	To investigate how sentiment analysis (SA) techniques can uncover new insights that are not provided by more traditional methods	Findings your way around the airport and Ground Transportation have the lowest positive scores. Waiting, Parking, Passport Arrival, Staff, and Passport Control have lower ASQ performance in comparison
19	Domingo <i>et al.</i> (2019)	Journal of Air Transport Management	Empirical	To identify the primary Airport service quality (ASQ) drivers and assess travelers' perceptions of Dubai International Airport (DXB) terminal 3	Create a conceptual model that explains the impact of check-in, assurance and empathy, and availability on traveler satisfaction and impression. According to CFA models, check-in, assurance and empathy, and availability all contribute nearly equally to traveler satisfaction. The model did not identify mobility as a significant contributor to satisfaction or impression
20	Awad <i>et al.</i> (2019)	International Journal of Quality and Reliability Management	Empirical		

(continued)

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No.	Author's/Year	Journal name	Type of study	Objective study	Findings
21	Seetannah (2020)		Empirical	To investigate the relationship between tourists' satisfaction with the quality of airport services at a destination and their intent to return	The quality of airport services does matter in fostering positive tourist behaviors, because the happier the latter are with airport services, the more likely they are to return. It is therefore recommended that the necessary actions be taken to maintain and upgrade the airport services of destinations. The emphasis should be on ensuring tour operators' satisfaction with airport core services such as the adequacy of waiting rooms, baggage claim facilities, and check-in counters
22	Antwi <i>et al.</i> (2020)	Journal of Air Transport Management	Empirical	To evaluate the applicability of the Airport Indicators of Passenger Experience (AIPEX) model to Shanghai Pudong International Airport (PVG); and to test a theoretical model that investigates the direct and indirect relationships between airport service quality, passenger affective image, and satisfaction, as well as the moderating mechanism of passenger type (travel purpose) in these associations	The airport terminal processing domain's underlying effect on passenger satisfaction was due, in part, to passenger effective image. However, the passenger effective image did not explain the non-processing domain passenger satisfaction relationship. This suggests that the processing domain may play a role in the formation of the passenger's affective image and, as a result, the level of satisfaction. The underlying effects of passenger effective image on airport processing domain passenger satisfaction relations are significantly influenced by passenger level characteristics (i.e., travel purpose)
23	Chonsalasin <i>et al.</i> (2020)	International Journal of Transportation Science and Technology	Empirical	To develop a model for measuring airport quality by identifying passengers' expectations through confirmatory factor analysis	The resulting model includes seven service quality dimensions: security, check-in, wayfinding, airport environment, access, arrival services, and airport facilities. This set of dimensions adds to previous research and can assist airport regulators in better understanding the actual needs of airport users and planning airport development accordingly
24	Thampan <i>et al.</i> (2020)	Journal of Air Transport Management	Empirical	To conduct a review of existing approaches for assessing functional efficiency in airport passenger terminal buildings (PTB)	Objective KPIs can be measured directly by the surveyor such as the process and wait times, walking distance etc. KPIs such as courtesy of staff, comfort, cleanliness etc.

(continued)

No.	Author's/Year	Journal name	Type of study	Objective study	Findings
25	Bezarra and Gomes (2020)	Journal of Retailing and Consumer Services	Empirical	To investigate the effects of typical antecedents of passenger satisfaction with an airport; to investigate the effects of satisfaction on passenger complaint attitude and loyalty towards an airport; and to investigate the effects of switching costs for changing airports on passenger loyalty	First, it appears that passenger expectations have no influence on their perception of service value or level of satisfaction. Second, ASQ had a significant direct effect on perceived value and passenger satisfaction. Third, while passenger satisfaction had a significant and reasonably strong effect on passenger loyalty, switching costs had a much stronger effect. Four of the eight airport service quality dimensions were discovered to be predictors of overall klia2 passenger satisfaction. When compared to the other airport service quality dimensions, the airport environment is the best predictor for explaining the variance in overall satisfaction. Airport facilities, finding your way, and security were also proven to be statistically significant and contributed to predicting the variance of overall satisfaction. This model's access, arrival services, check-in, and passport were discovered to be insignificant. According to the findings, there are disparities in perceptions between airport service providers and air travelers. Air travelers prioritize interaction and outcome (convenience) quality attributes, whereas service providers prioritize interaction and physical environment (services cape) quality attributes. The quality of airport services is found to be significantly related to airport reuse and destination revisits. To close the satisfaction gap, an appropriate service-training program is required
26	Isa et al. (2020)	Journal of Air Transport Management	Empirical	To investigate the best predictor of overall satisfaction based on the ASQ survey airport service quality dimensions	
27	Hong et al. (2020)	Journal of Air Transport Management	Empirical	To investigate appropriate attributes such as physical environment, outcome, and interactional quality that influence airport users' satisfaction levels	

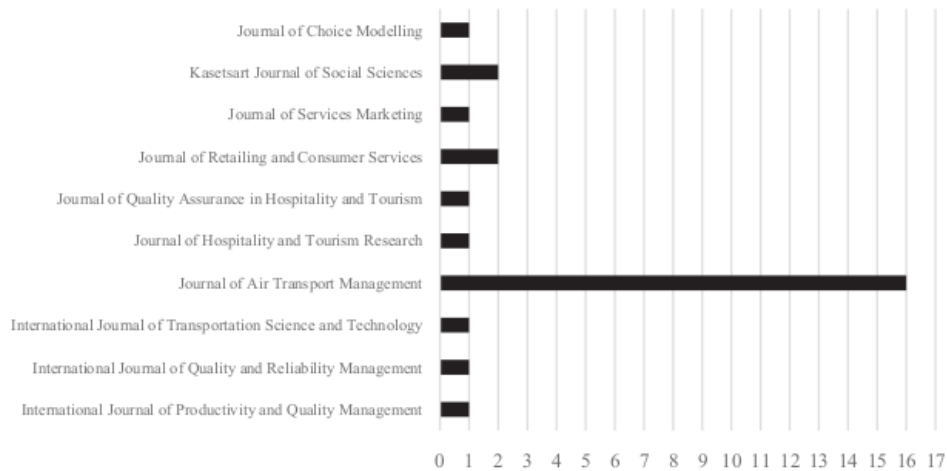
## Airport service quality and measurement

Table 2.

## IJQRM

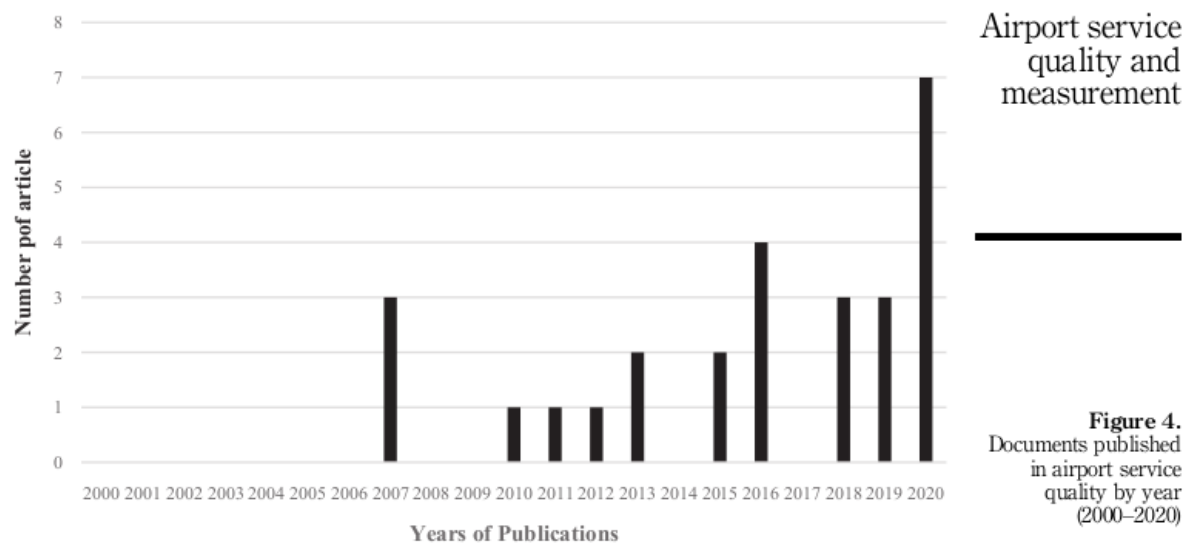
Journal	SJR (2020)	IF (SJR)	References
Journal of Air Transport Management	1.22	Q1	4 Antwi <i>et al.</i> (2020), de Barros <i>et al.</i> (2007), Bezerra and Gomes (2018), Correia and Wirasinghe (2004), Lee and Yu (2018), Lupo (2015a), Domingo <i>et al.</i> (2019), Negri <i>et al.</i> (2019), Pantouvakis and Renzi (2016), Thampan <i>et al.</i> (2020), Trischler (2018) Shahin (2012)
International Journal of Productivity and Quality Management	0.33	Q2	
International Journal of Quality and Reliability Management	0.54	Q1	Awad <i>et al.</i> (2019)
International Journal of Transportation Science and Technology	1.13	Q1	Chonsalasin <i>et al.</i> (2020)
Journal of Choice Modeling	1.33	Q1	Tam <i>et al.</i> (2010)
Journal of Hospitality and Tourism Research	1.63	Q1	Seetanah (2020)
Journal of Quality Assurance in Hospitality and Tourism	0.62	Q2	Garg (2020)
Journal of Retailing and Consumer Services	1.57	Q1	Hong <i>et al.</i> (2020), Lau and Ngo (2004), Prentice and Kadan (2019)
Journal of Services Marketing	1.23	Q1	Fodness and Murray (2007)
Kasetsart Journal of Social Sciences	0.34	Q2	Sricharoenpramong (2018)
Tourism Review	1	Q1	Bogicevic <i>et al.</i> (2013)

**Table 3.**  
Distribution of article



**Figure 3.**  
Journal distribution according to journal name

business environment is rapidly changing, for that airport managers must respond quickly to these changes so that customer perceptions of airport service quality can be maintained and even improved in order to maintain the company's competitive advantage. In the context of airport services, passengers are customers who must be involved in the airport quality assessment process. Assessment of service quality perceptions is an antecedent of customer satisfaction with service performance, measuring service quality using customer-based variables can help companies respond to customer needs better (Awad *et al.*, 2019; Park, 2018).



**Figure 4.** Documents published in airport service quality by year (2000–2020)

*Airport service quality dimension.* Research on service quality at airports has been done quite a lot, so that it contributes to the development of management science, especially regarding service quality management (Bezerra and Gomes, 2016; Fodness and Murray, 2007; Jang and Zhang, 2016). From the industry perspective, the measurement of service quality is also carried out by an international organization, namely Airports Council International (ACI) (Airport Council International (ACI), 2020). Research on airport service quality is divided into several aspects, some of which focus on the physical environment of the airport as a tangible attribute (Bitner, 1992; Choi and Park, 2015; Fodness and Murray, 2007; Jang and Zhang, 2016; Ronzani Borille and Correia, 2013). Other researchers have expanded their field of study by adding psychological attributes such as passenger cognitive aspects (Kang et al., 2011; Lemer, 1992) and affective attributes or feelings of passengers as intangible attributes (Pantouvakis and Renzi, 2016).

The literature review results show that the dimensions that are currently developing to measure airport service quality are based on the process approach while passengers are at the airport. Research conducted by Yeh and Kuo (2003), Fodness and Murray (2007) and Lubbe (2011) attempted to build a measurement of airport service quality based on dimensions using the SERVQUAL measures approach (Parasuraman et al., 1988). Still, the airport industry does not practice these dimensions. This shows that there is a gap between the dimensions of measuring airport service quality built by researchers and the dimensions of measuring airport service quality practiced by the industry. The difference in service quality measurement attributes between the industry and researchers illustrates that the measurement concept for airport services is different from other services, such as banks, restaurants, hotels, and hospitals that use the dimensions of reliability, responsiveness, empathy, assurance, convenience and tangible (Parasuraman et al., 1988).

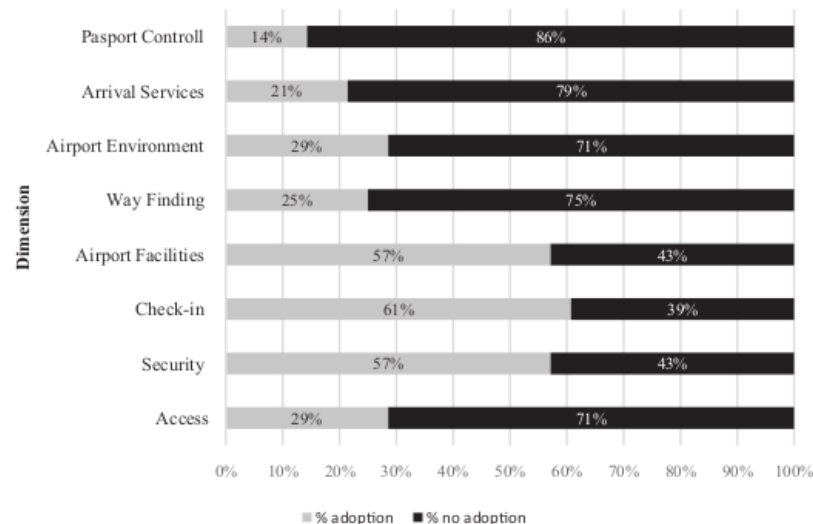
The airport is a public facility that involves many service actors, starting from airlines, airport operators, immigration officers and other service providers in the airport terminal area. Currently, research is developing that measures the quality of airport services with a sustainable service process approach starting from access to the airport (*access*), the check-in process at the airline counter (*check-in*), passport control by immigration officers (*passport control*) for international departures, security inspection process (*security*), find your way

(way finding), airport facilities, airport environment and arrival services (ACI, 2019). Researchers use different dimensions in the process of measuring airport service quality according to their respective perspectives. However, some dimensions are used by the same researcher, and some even add other dimensions outside the perspective of the ASQ dimension issued by Airport Council International (ACI).

Based on the 27 articles selected as the sample, there are eight dimensions that have developed as research instruments. Of the eight dimensions used by researchers, the three most widely used are check-in, security and airport facilities. The check-in dimension 65% used 39% not used by the researcher. For the dimensions of security and airport facilities used by researchers 57%, the remaining 43% researchers did not use this dimension (Figure 5). This shows that the dimensions of airport service quality measurement used by researchers and industry are different. Another thing to consider is that measuring service quality at airports is different from measuring service quality in other service sectors such as banks, restaurants, hotels and hospitals. The airport is a multi-agent public facility, so that many parties are involved in the process of delivering services to airport service users. So that future research needs to combine the dimensions of measurement between academics as researchers and the industrial world.

*New construct ASQ dimension.* Based on (Appendix 1), some dimensions need to be developed to measure the quality of airport services that can answer today's business challenges. The dimension that can be developed is how the security function and safety function are improved in the biological context. If these two dimensions are developed in the broader context, they will contribute to practitioners managing airports in the current era. In addition, the dimensions of the physical environment also need to be considered to be improved so that it can give a better impression to the passengers while at the airport. An airport atmosphere that resembles a natural environment will positively impression passengers. Emotional response to the environment can be explained by three dimensions, namely the first pleasure, arousal and dominance (Wright and Russell, 2012).

*Theoretical gap and preposition.* Airport service users, in this case passengers departing or arriving, expect a positive airport experience. The quality of airport services is critical for passengers to have a positive impression of the airport while they are there. As service



**Figure 5.**  
Key dimension in airport service quality

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quality improves, so do customer perceptions of value, satisfaction and trust, increasing airport service users' loyalty. Increasing customer satisfaction and loyalty is linked to higher profits (Yee *et al.*, 2010, Heskett *et al.*, 1997). Many studies have been conducted to date on measuring customer perceptions of airport service quality, but the majority of them have only focused on airport physical facilities, which have implications for airport passenger satisfaction (Appendix). The theory that is relevant to research on customer satisfaction is the Expectation and Disconfirmation theory (Oliver, 1980). Until now, no research has been conducted to describe the relationship between internal aspects of a company, in this case employee, and external aspects (customers), which have an impact on increasing revenue and profits. Based on this empirical phenomenon, there is still a theoretical gap that needs to be filled in terms of measuring airport service quality, which has an impact on increasing company revenues and profits. The service-profit chain model, developed by Heskett (1994), can fill the gap by describing the relationship between employee loyalty, customer satisfaction and profitability. The model was created to highlight the relationship between employee and customer constructs and demonstrates that when employees are satisfied, customer satisfaction increases. The relationship between employee loyalty and service quality can be explained using social exchange theory. In social exchange theory, the norm of reciprocity states that an action by one party results in a response by another. A positive reciprocity orientation is characterized by a proclivity to return positive treatment for positive treatment (Eisenberger *et al.*, 2004; UhlBien, 2003). Future research needs to integrate the expectation and disconfirmation theory (Oliver, 1980) and the service profit chain model (Heskett, 1994) to obtain comprehensive results regarding the measurement of service quality on passenger satisfaction which has implications for profitability. The Expectation and Disconfirmation theory and S-PC model can be used to develop new propositions for measuring airport service quality by taking into account employees as service providers, customer satisfaction and profitability, as shown below:

*Proposition.* Passenger's perceptions of airport service quality are influenced not only by the physical aspects of the airport but also by employee loyalty, which affects service quality, passenger satisfaction and passenger loyalty as airport service users, with implications for company profitability.

#### *Conclusion and future research direction*

This systematic review of the service quality literature at airports attempts to try to provide an overview of the development of service quality research at airports over the last two decades. After synthesizing the selected articles and then critically understanding them to find out their differences, there are two significant findings from this study. First, we can clearly show that the dimensions of measuring airport service quality that is currently developing are based on a complementary process approach while passengers are at the airport. Some researchers try to build airport service quality measurement dimensions with the SERVQUAL measures approach, but the airport industry practices eight different measurement dimensions. The difference in measurement dimensions shows that there are still theoretical and empirical gaps that need to be harmonized so that the dimensions of measuring airport service quality can be solid like the dimensions of measuring the quality of other services such as banks, restaurants, hotels and hospitals. The dimensions that can be developed in the future are increasing the security and safety functions in the biological context to become biosafety and biosecurity. If this dimension is set in a broader context, it will contribute to airport management practitioners during the COVID-19 pandemic. In addition, the dimensions of the physical environment also need to be considered to be improved so that it can give a better impression to passengers while at the airport. An airport atmosphere that resembles a natural environment will provide a positive impression for

passengers. Emotional responses to the environment can be explained by three dimensions: pleasure, passion and dominance. Second, the current research on airport service quality has only come to measuring the physical aspects of the airport on passenger satisfaction and its impact on the image of the airport. There are essential variables that need to be tested, namely the relationship between employee loyalty, service quality, passenger satisfaction, airport image and company profitability.

The future research plan that we can propose is; first, the dimensions of measuring airport service quality from the perspective of researchers and industry need to be explored in depth so that the dimensions of measuring airport service quality are solid like the dimensions of measurement for service quality in other service sectors. Second, future research should consider employee loyalty as a service input on service quality, passenger satisfaction, airport image and business/financial performance of the company. The integration of expectancy-disconfirmation theory and the S-PC model is one of the proposed research developments in the future.

Finally, despite the rigor, the outcomes are constrained by the research criteria used. Nonetheless, the findings of this study may be valuable to researchers and practitioners interested in the topic, especially in terms of providing an overview of the current state of the art and implications for future research and airport service quality measurement. Researchers and practitioners looking for a complete airport service quality measurement approach may find the proposed helpful framework.

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No	Author's	Dimension	Definition
1	Bogicevic <i>et al.</i> (2013), Pandey (2016), Prakash (2016), Lee and Yu (2018), Domingo <i>et al.</i> (2019), Chonsalasin <i>et al.</i> (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Access	The journey of passengers to and from the airport is referred to as airport access. The convenience of passengers in accessing these airport passes, both departing passengers and returning passengers from traveling. Components that are part of access are the choice of alternative modes of transportation such as electric trains, private vehicles, taxis, public transportation, the availability of moving sidewalks that assist passengers in carrying their luggage
2	de Barros <i>et al.</i> (2007), Bogicevic <i>et al.</i> (2013), Lisboa (2015b), Bezerra (2015), Pandey (2016), Bezerra and Gomes (2016), Lee and Yu (2018), Trischler and Lohmann (2018), Prentice and Kadan (2019), Seetanah (2020), Antwi <i>et al.</i> (2020), Chonsalasin <i>et al.</i> (2020), Thampan <i>et al.</i> (2020), Bezerra and Gomes (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Security	Security is defined as an airport security system consisting of the attitude of security officers, waiting times associated with security checks and the process of safety screening (and the resulting sense of security and confidence of passengers)
3	Correia and Wirasinghe (2007), Bogicevic <i>et al.</i> (2013), Bezerra (2015), Pandey (2016), Prakash (2016), Bezerra and Gomes (2016), Lee and Yu (2018), Lohmann and Trischler (2017), Awad <i>et al.</i> (2019), Prentice and Kadan (2019), Antwi <i>et al.</i> (2020), Chonsalasin <i>et al.</i> (2020), Thampan <i>et al.</i> (2020), Bezerra and Gomes (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Check-in	Check-in includes indicators related to overall service efficiency, such as passenger wait time in check-in lines and passport checks, operational efficiency, and service employee attitudes
4	de Barros <i>et al.</i> (2007), Bogicevic <i>et al.</i> (2013), Bezerra (2015), Pandey (2016), Prakash (2016), Bezerra and Gomes (2016), Lee and Yu (2018), Domingo <i>et al.</i> (2019), Prentice and Kadan (2019), Seetanah (2020), Antwi <i>et al.</i> (2020), Chonsalasin <i>et al.</i> (2020), Thampan <i>et al.</i> (2020), Bezerra and Gomes (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Airport Facilities	Facilities are everything related to the physical airport to accommodate all what is needed by passengers. The airport facilities in question include the availability of Internet/WiFi networks, passenger waiting rooms, availability of banks and automatic teller machines, currency exchange, restaurants, and places to shop as desired by passengers
5	Pandey (2016), Lee and Yu (2018), Domingo <i>et al.</i> (2019), Antwi <i>et al.</i> (2020), Chonsalasin <i>et al.</i> (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Way Finding	Wayfinding is an aspect related to the airport signage system which includes a general indication of the location of the airport, information related to the flight process, road maps or guidance for passengers in navigating while at the terminal, and the estimated walking distance between places on foot between places in the terminal
6	Pandey (2016), Prakash (2016), Lee and Yu (2018), Domingo <i>et al.</i> (2019), Antwi <i>et al.</i> (2020), Chonsalasin <i>et al.</i> (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Airport Environment	The airport environment consists of landscape architecture, modernization of passenger terminals, comfortable conditions of waiting rooms, availability of toilets, cleanliness of passenger terminal buildings, parking mechanisms and toilets

**Table A1.**  
Key dimension Dan  
definition of airport  
service quality

(continued)

No	Author's	Dimension	Definition
7	Pandey (2016), Lee and Yu (2018), Domingo <sup>4</sup> <i>et al.</i> (2019), Chonsalasin <i>et al.</i> (2020), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Arrival services	Airport customs and arrival services refer to airport handling related to arrival passengers, transit passengers and departing passengers. This arrival service includes passport and Personal Identity Card checks, customs checks, and speed in the baggage delivery process
8	Lee and Yu (2018), Domingo <i>et al.</i> (2019), Isa <i>et al.</i> (2020), Hong <i>et al.</i> (2020)	Passport Control	Passport control aims to ensure that every passenger has a travel permit from the immigration office in force in that country

Airport service  
quality and  
measurement

**Table A1.**

**Corresponding author**

Agus Usman can be contacted at: [agus20004@mail.unpad.ac.id](mailto:agus20004@mail.unpad.ac.id)

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

PAGE 20

PAGE 21