



Effect of Service Quality on Customer Loyalty in Selected African Airlines

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Abstract

The purpose of this paper was to determine effect of service quality and customer loyalty in selected African airlines. The study was informed by Expectation Disconfirmation theory, Theory of Reasoned Action and Discrepancy Theory. Explanatory survey research design was employed in the study. The study targeted 256,254 customers drawn from 9 Airlines in Africa which included Kenya Airways, Ethiopia Airlines, Egypt Air, Rwandair, South African Airways, Mozambique Airlines, Air Zimbabwe, Air Tanzania and Air Namibia. Stratified and simple random sampling techniques were used to select a sample of 750 customers. This study used questionnaires to collect data relevant to the study. Hypotheses were tested by using Multiple Regression Analysis Model. The study findings showed that tangibility ($\beta=0.140$ $p<0.0\%$), reliability ($\beta=0.204$, $p<0.0\%$), responsiveness ($\beta=0.122$, $p<0.05$), assurance, ($\beta=0.093$, $p<0.05$) and empathy had significant and positive effect on customer loyalty in airlines industry. This infers that in airline industry service quality is prerequisite for customer loyalty. It is therefore paramount for the airline to ensure there are tangible and reliable services. Moreover, managers need to enact polices which encouraged responsiveness, assurance and empathy in airlines.

Keywords: Tangibility, Reliability, Assurance, Responsiveness, Empathy