

Sensory/health-related and convenience/process quality of airline meals and traveler loyalty

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Little evidence is available on how airline meals and their dimensions affect customers' loyalty generation procedure and behaviors towards airline products. This research is designed to elucidate airline customer loyalty generation procedure by uncovering the specific role of airline meals and their dimensions, attitude, satisfaction, and love. Using a quantitative method, empirical findings from the structural analysis successfully offer a good understanding of airline food quality and its role, identify the vital triggers of customer loyalty, and uncover the silent mediating role of airline love in affecting loyalty. Taking one step further beyond the theorizations in the existing studies of airline customers' post-purchase behaviors, the present study builds a strong conceptual framework relating airline food quality, attitude, satisfaction, airline love, and customer loyalty. © 2020 by the author.

Airline meal

Convenience and process food quality

Customer loyalty

Satisfaction

Sensory and health-related food quality

aircraft

conceptual framework

food availability

food quality

human behavior

structural analysis

travel behavior