

# Results

## Descriptive Statistics

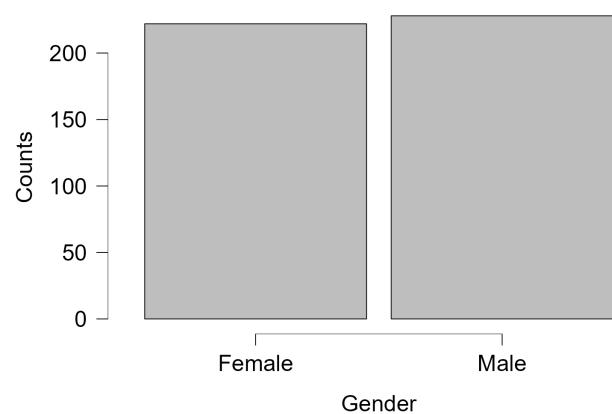
Descriptive Statistics

	Gender	Age	Customer Type	Type of Travel	Class	Flight Distance	Departure Delay	Arrival Delay	Departure and Arrival Time Convenience	Ease of O
Valid	450	450	450	450	450	450	450	446		450
Missing	0	0	0	0	0	0	0	4		0
Mean		38.869				1172.000	12.944	14.509		3.047
Std. Deviation		15.426				953.732	33.070	37.207		1.522
Skewness		0.043				1.106	6.424	6.127		-0.304
Std. Error of Skewness		0.115				0.115	0.115	0.116		0.115
Kurtosis		-0.603				0.477	64.827	57.185		-1.122
Std. Error of Kurtosis		0.230				0.230	0.230	0.231		0.230
Shapiro-Wilk		0.988				0.879	0.425	0.424		0.900
P-value of Shapiro-Wilk		0.001				< .001	< .001	< .001		< .001
Minimum		7.000				67.000	0.000	0.000		0.000
Maximum		80.000				4243.000	435.000	470.000		5.000
Sum		17491.000				527400.000	5825.000	6471.000		1371.000

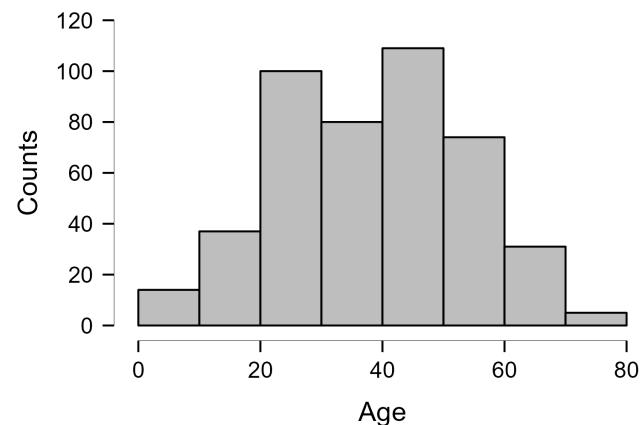
Note. Not all values are available for *Nominal Text* variables

## Distribution Plots

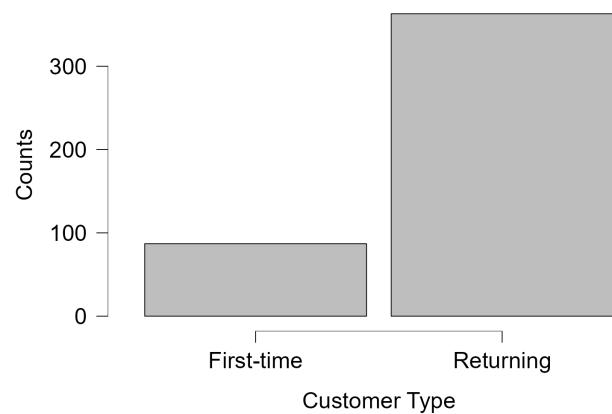
Gender



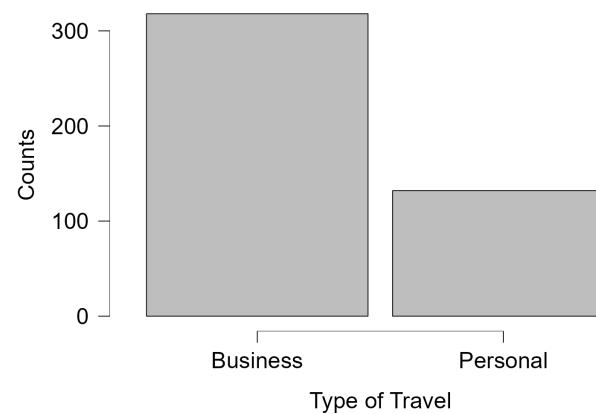
Age



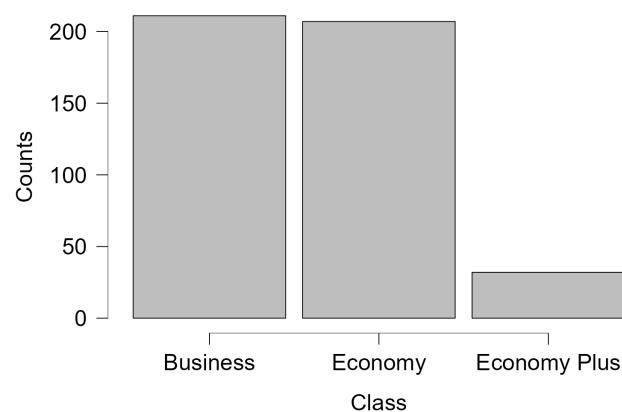
Customer Type



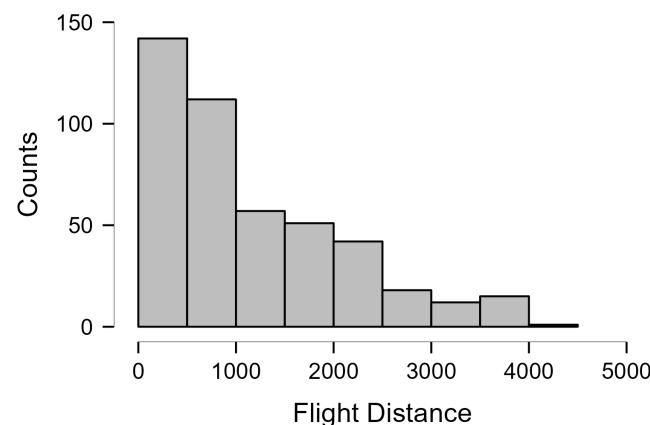
Type of Travel

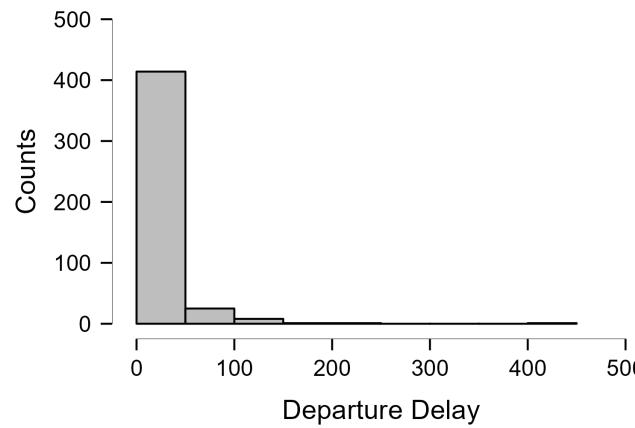
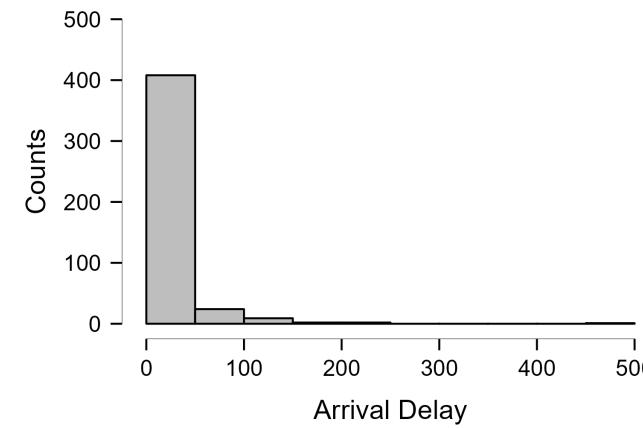
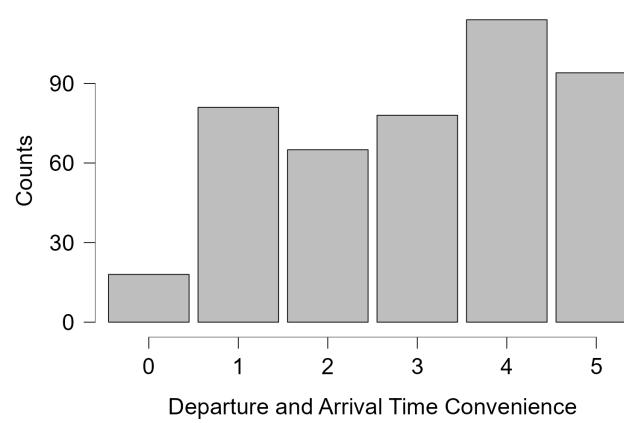
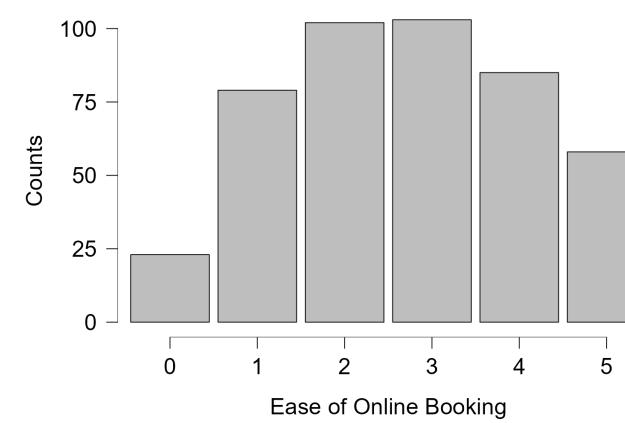
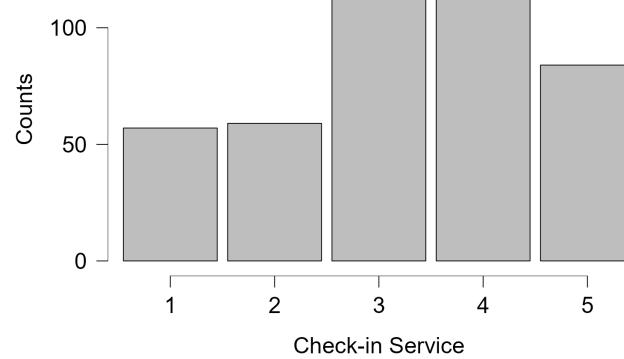
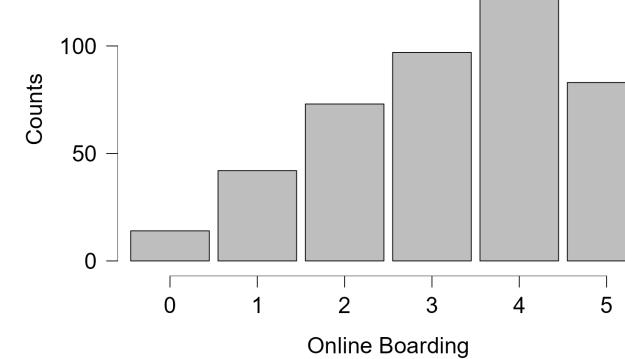
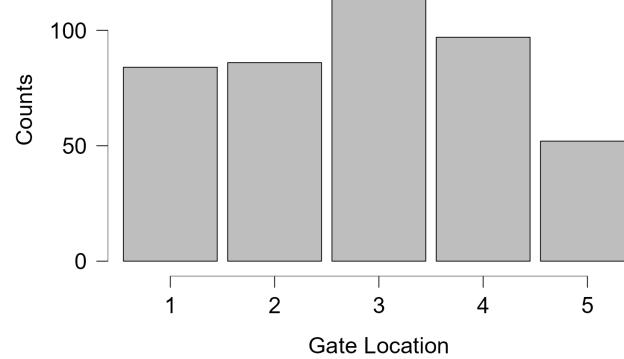
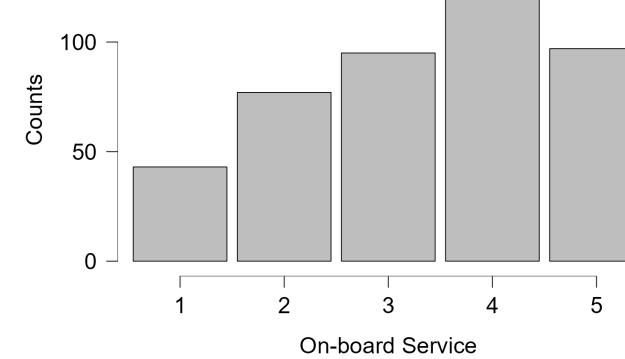


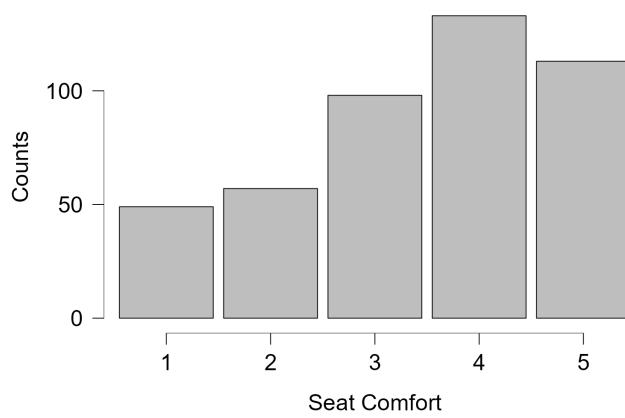
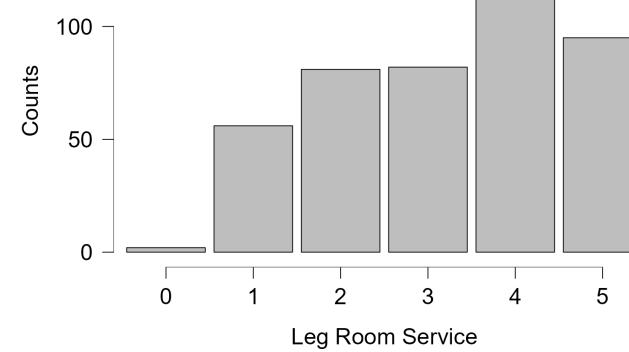
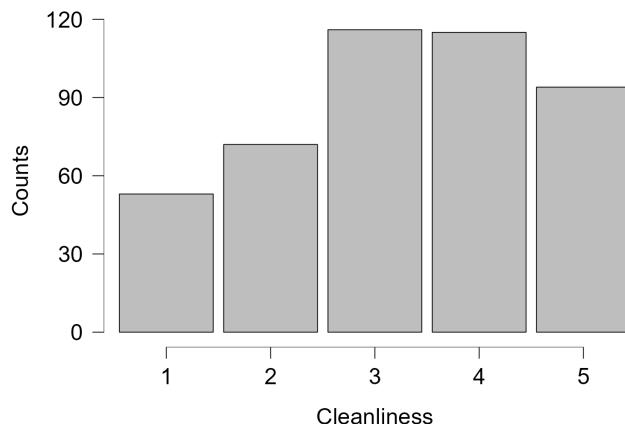
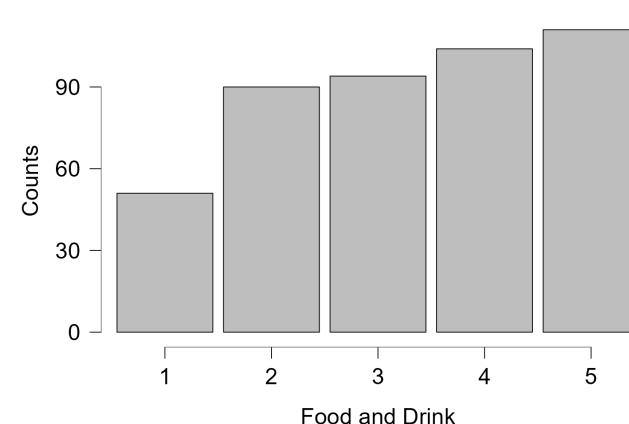
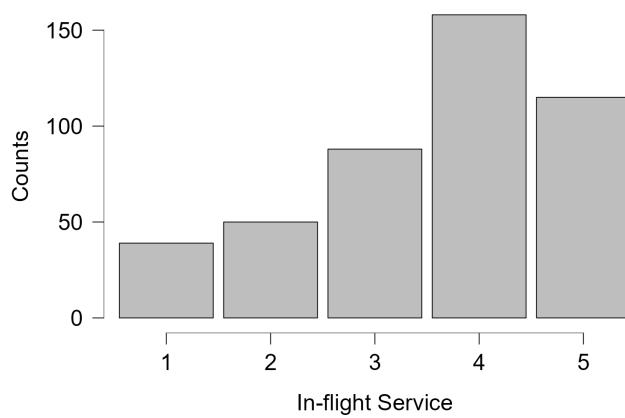
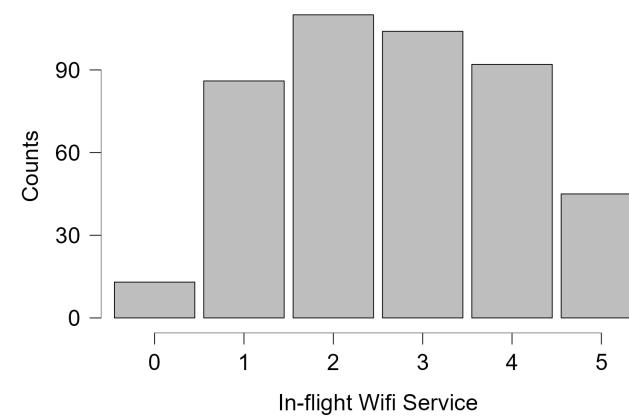
Class

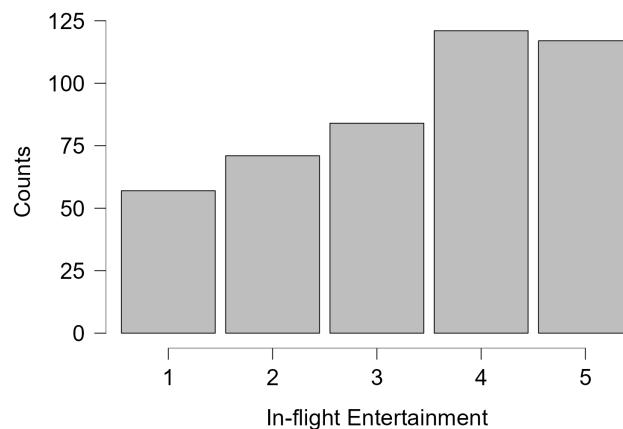
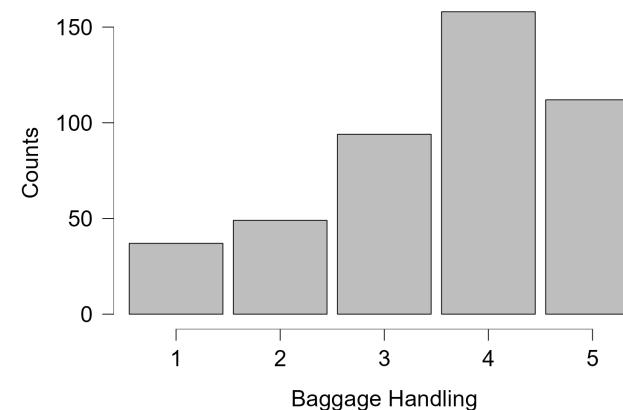
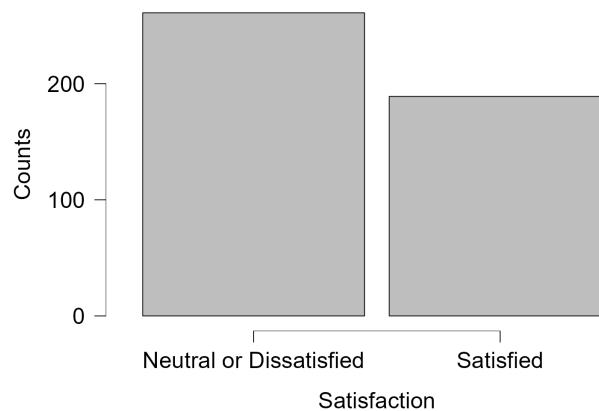


Flight Distance



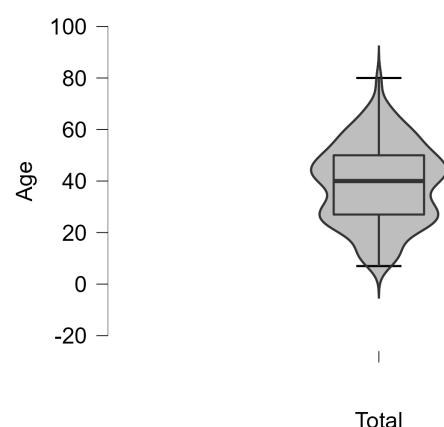
**Departure Delay****Arrival Delay****Departure and Arrival Time Convenience****Ease of Online Booking****Check-in Service****Online Boarding****Gate Location****On-board Service**

**Seat Comfort****Leg Room Service****Cleanliness****Food and Drink****In-flight Service****In-flight Wifi Service**

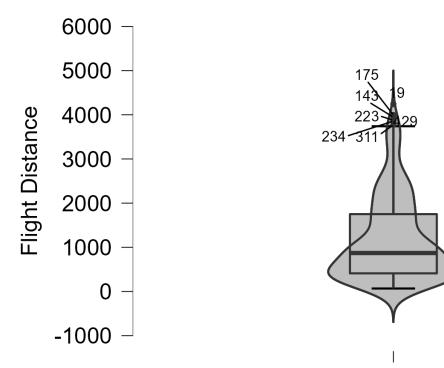
**In-flight Entertainment****Baggage Handling****Satisfaction**

## Boxplots

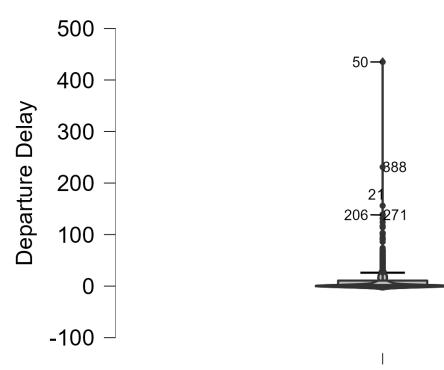
Age



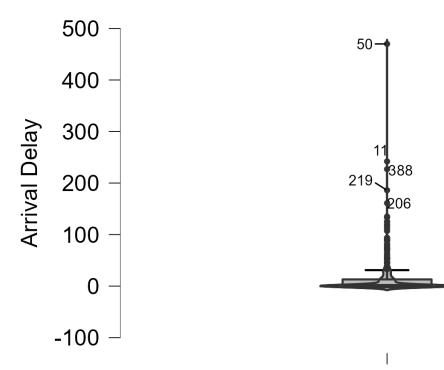
Flight Distance



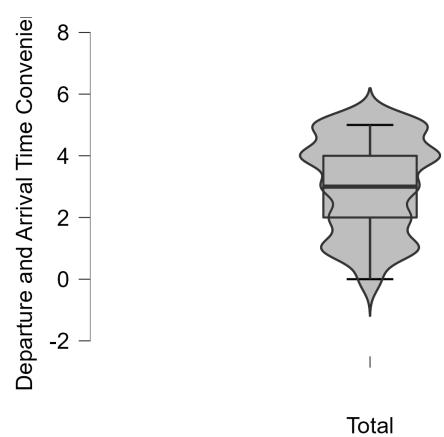
Departure Delay



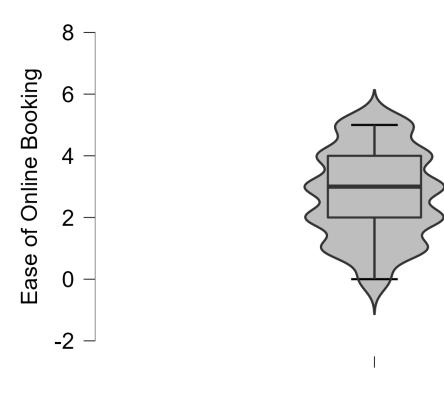
Arrival Delay

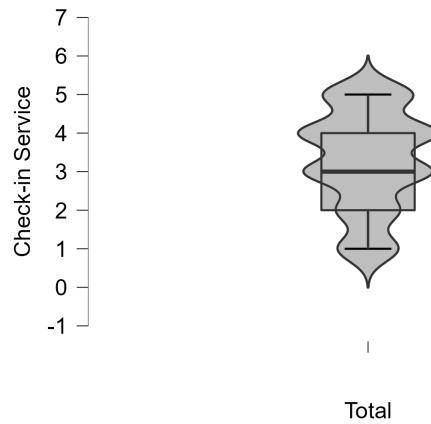
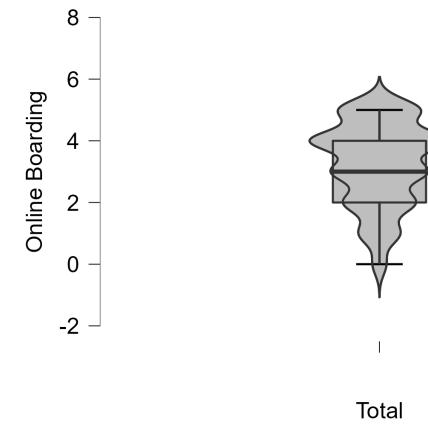
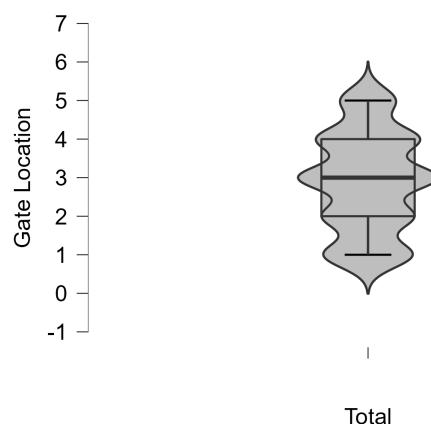
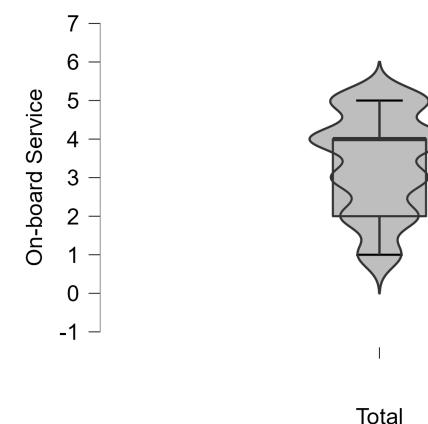
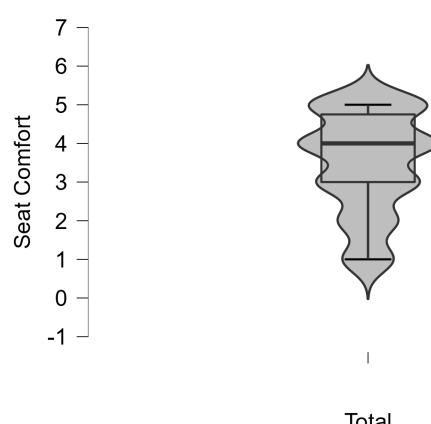
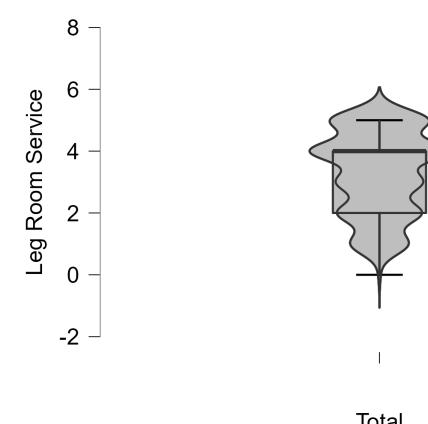
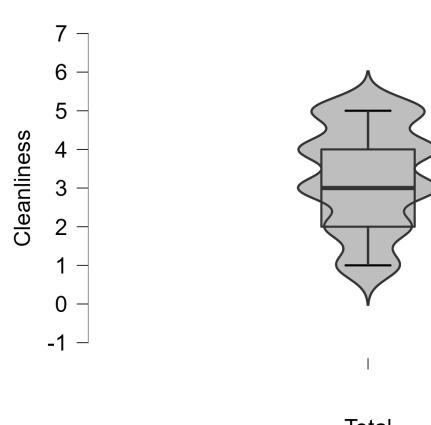
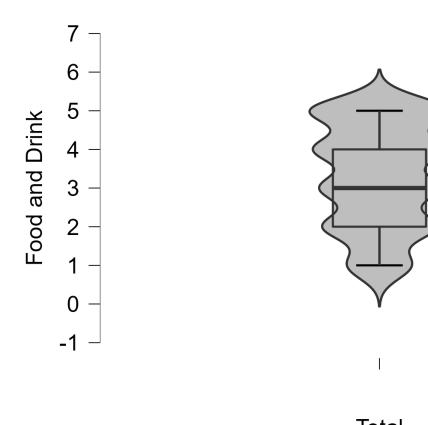


Departure and Arrival Time Convenience

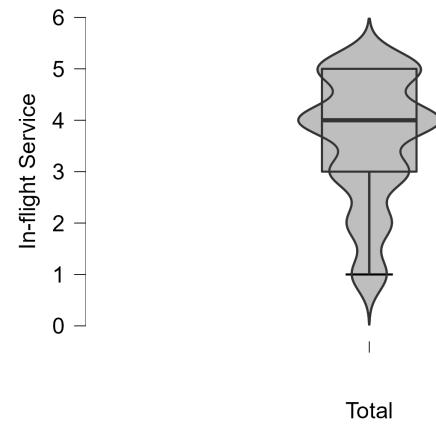


Ease of Online Booking

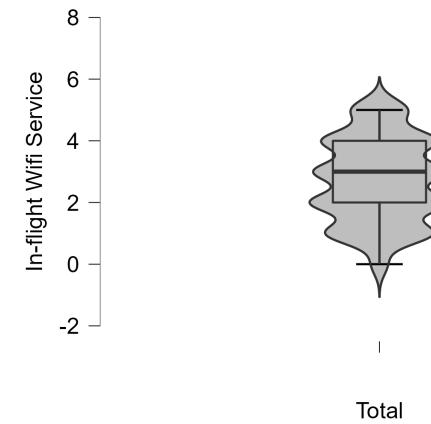


**Check-in Service****Online Boarding****Gate Location****On-board Service****Seat Comfort****Leg Room Service****Cleanliness****Food and Drink**

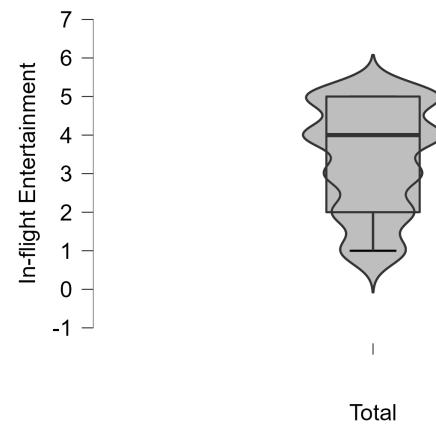
**In-flight Service**



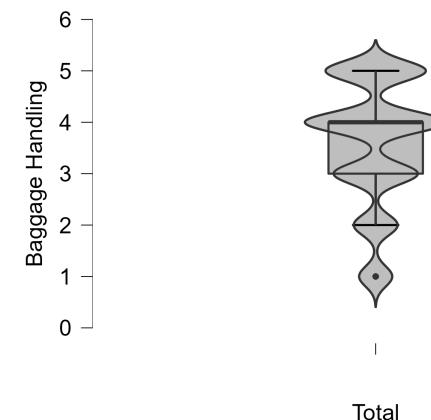
**In-flight Wifi Service**



**In-flight Entertainment**

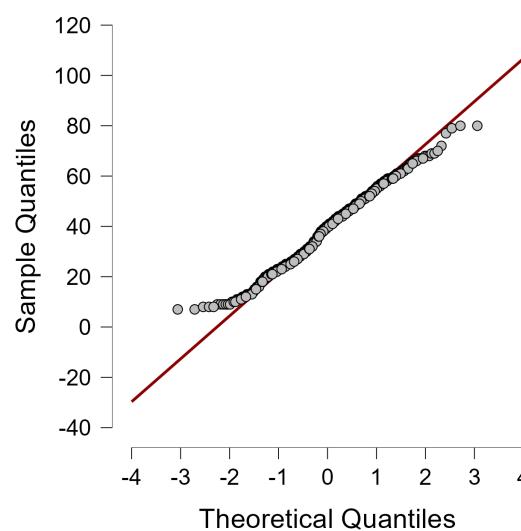


**Baggage Handling**

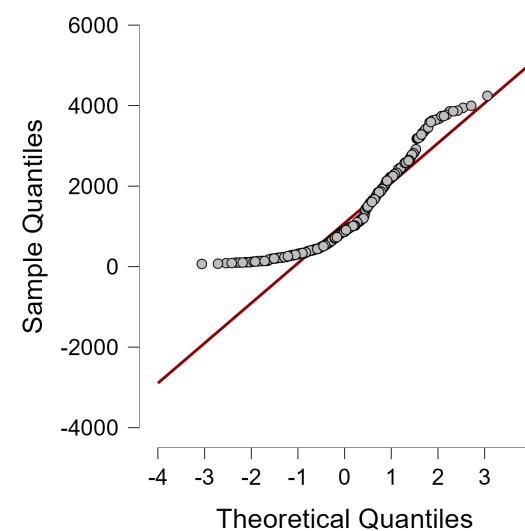


## Q-Q Plots

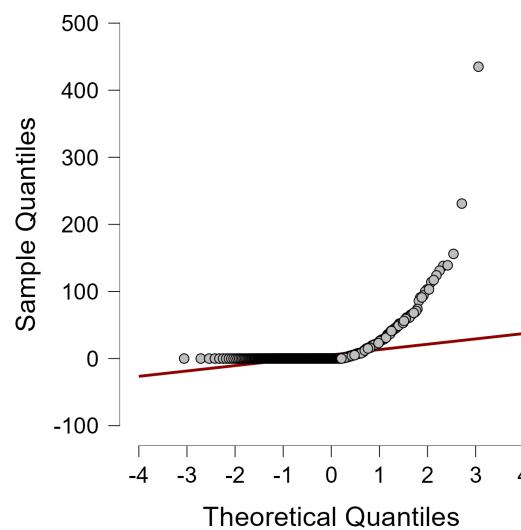
Age



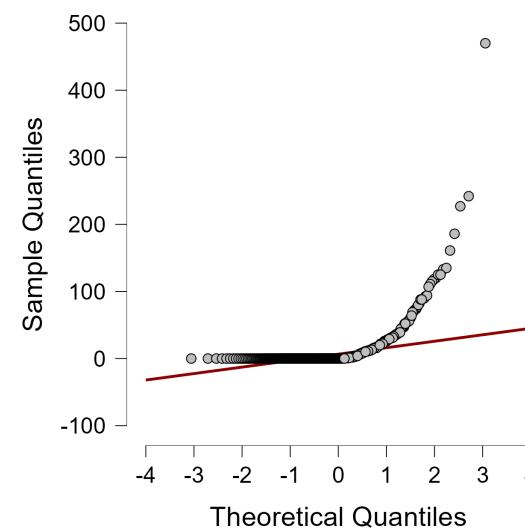
Flight Distance



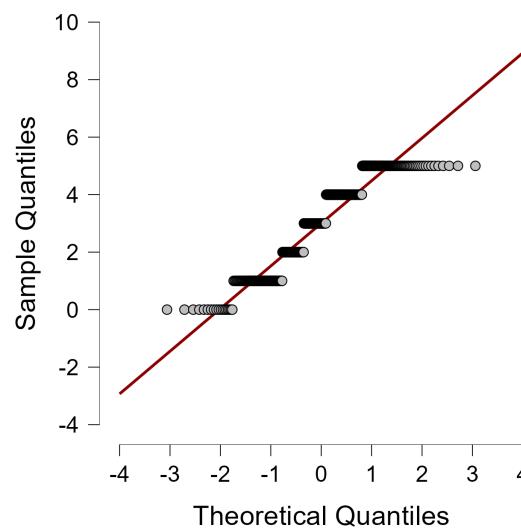
Departure Delay



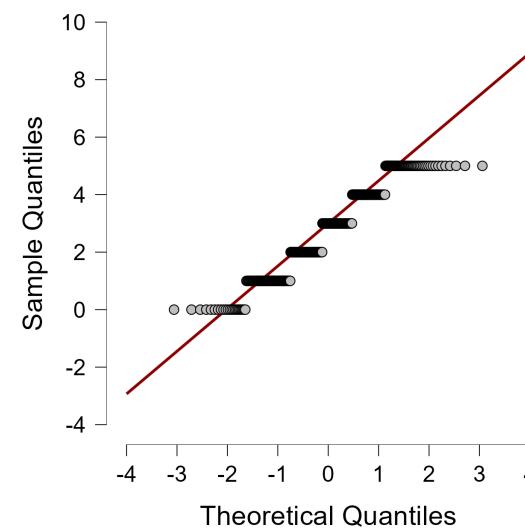
Arrival Delay



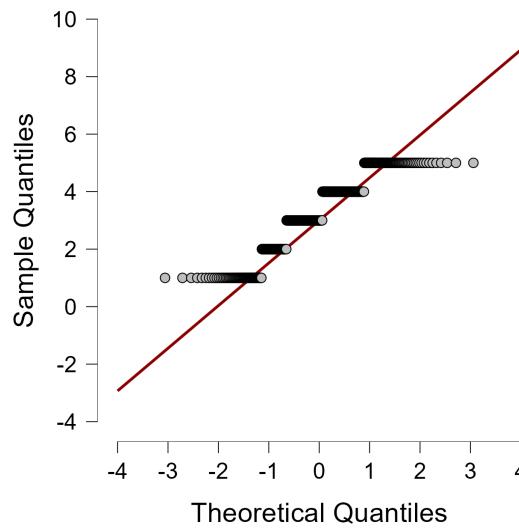
Departure and Arrival Time Convenience



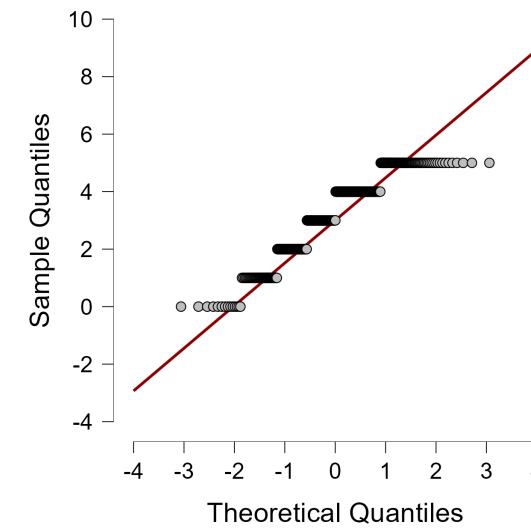
Ease of Online Booking



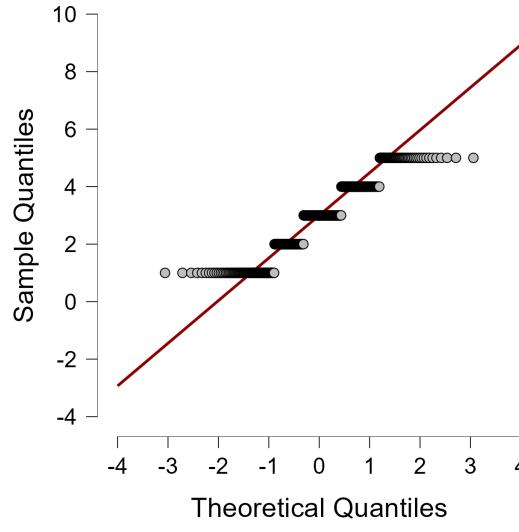
Check-in Service



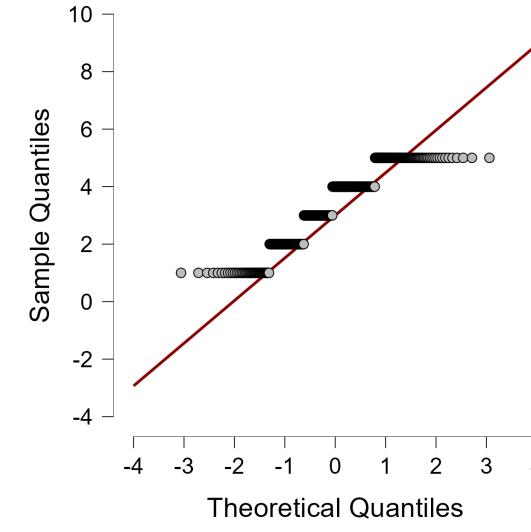
Online Boarding



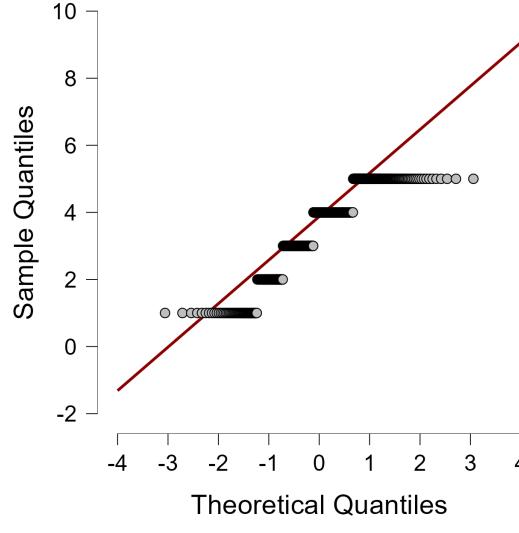
Gate Location



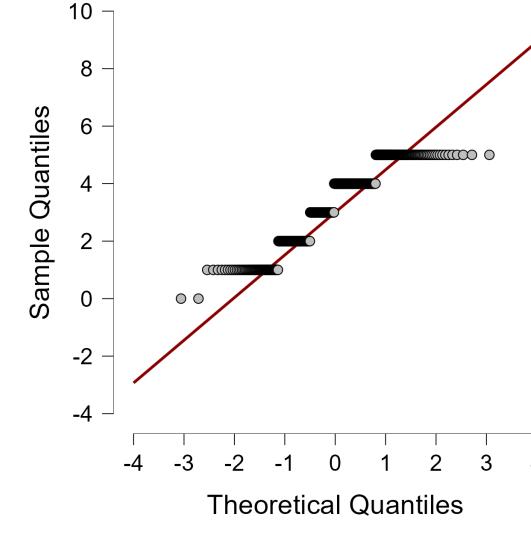
On-board Service



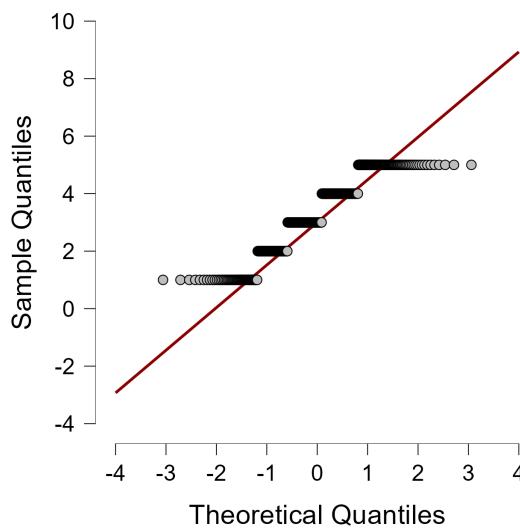
Seat Comfort



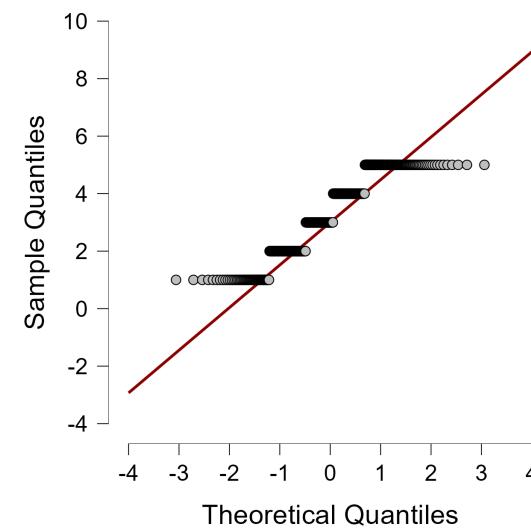
Leg Room Service



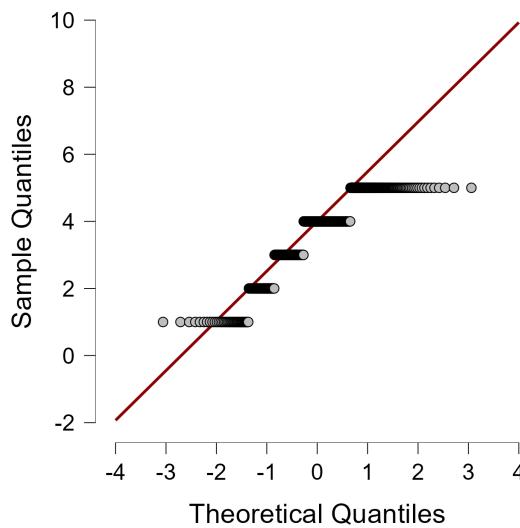
Cleanliness



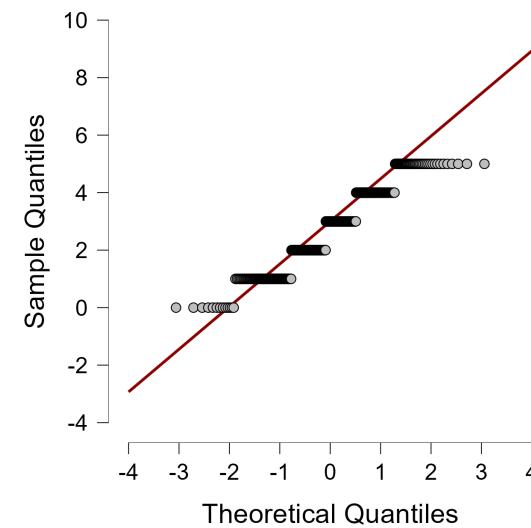
Food and Drink



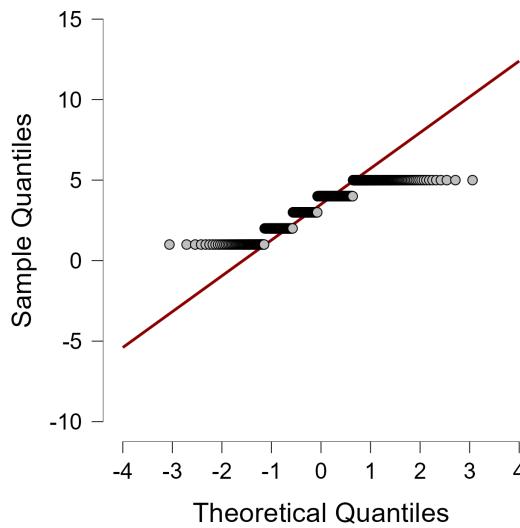
In-flight Service



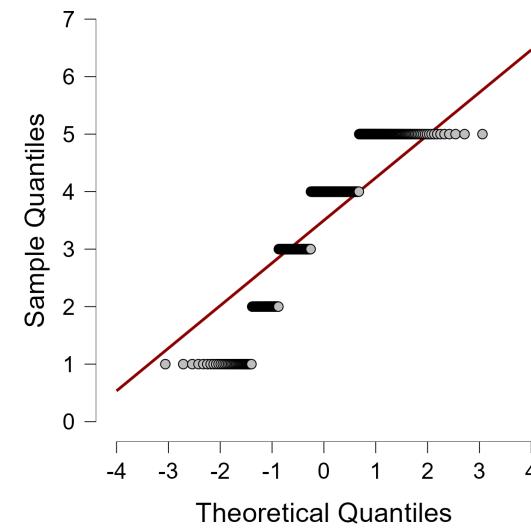
In-flight Wifi Service



In-flight Entertainment



Baggage Handling



## Unidimensional Reliability

### Frequentist Scale Reliability Statistics

Estimate	Cronbach's $\alpha$	Average interitem correlation
Point estimate	0.743	0.173
95% CI lower bound	0.705	0.147
95% CI upper bound	0.777	0.200

Note. The following item correlated negatively with the scale: Gate Location.

### Frequentist Individual Item Reliability Statistics

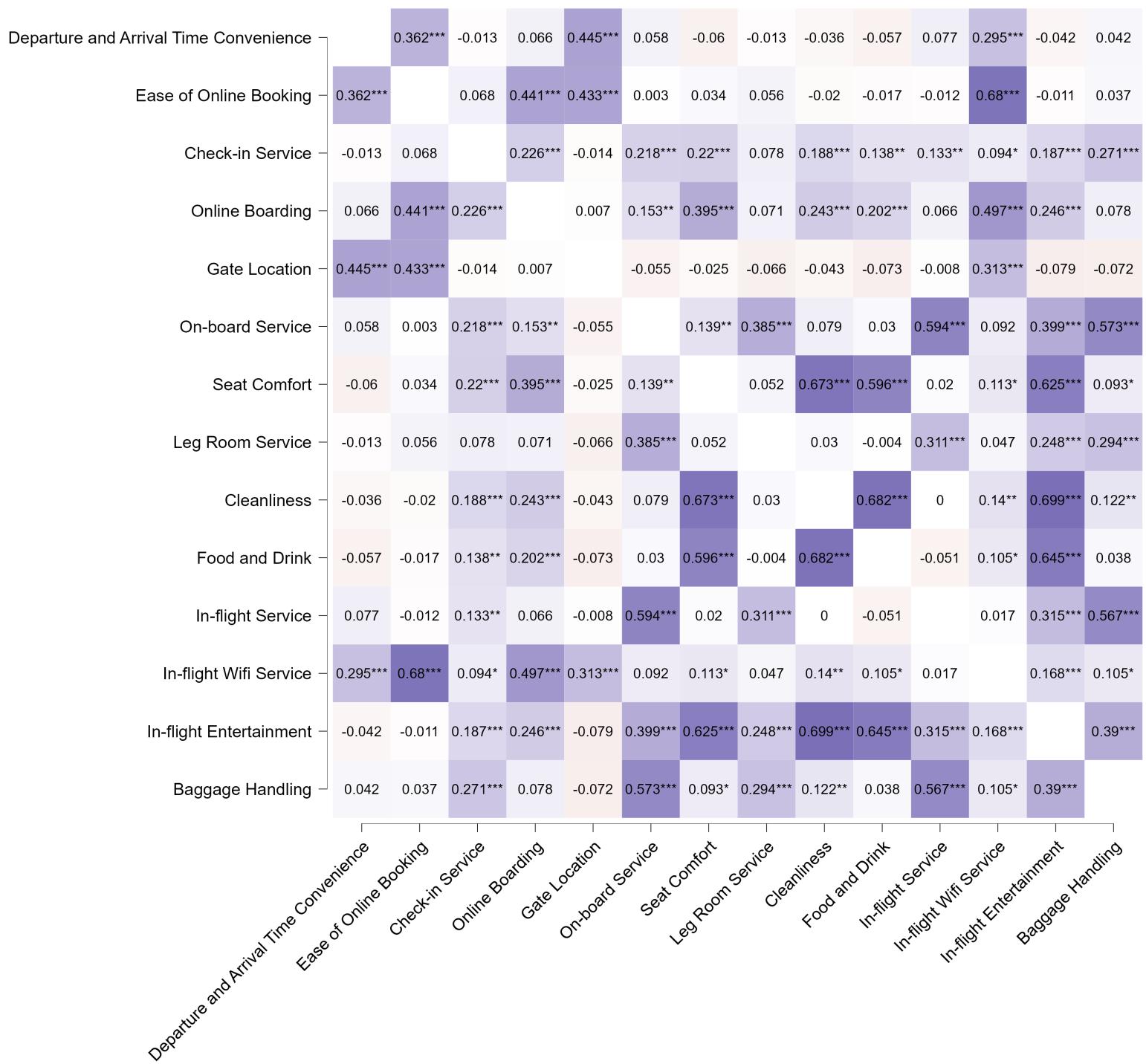
Item	If item dropped		mean	sd
	Cronbach's $\alpha$	Item-rest correlation		
Departure and Arrival Time Convenience	0.750	0.176	3.047	1.522
Ease of Online Booking	0.731	0.335	2.716	1.420
Check-in Service	0.736	0.275	3.278	1.265
Online Boarding	0.719	0.436	3.240	1.347
Gate Location	0.750	0.135	2.882	1.267
On-board Service	0.722	0.414	3.376	1.259
Seat Comfort	0.717	0.461	3.453	1.289
Leg Room Service	0.742	0.223	3.278	1.337
Cleanliness	0.719	0.441	3.278	1.284
Food and Drink	0.729	0.351	3.298	1.337
In-flight Service	0.733	0.309	3.578	1.225
In-flight Wifi Service	0.719	0.441	2.691	1.335
In-flight Entertainment	0.699	0.610	3.378	1.355
Baggage Handling	0.725	0.394	3.576	1.207

## Correlation

		Pearson's r	p
Departure and Arrival Time Convenience	- Ease of Online Booking	0.362***	< .001
Departure and Arrival Time Convenience	- Check-in Service	-0.013	0.791
Departure and Arrival Time Convenience	- Online Boarding	0.066	0.161
Departure and Arrival Time Convenience	- Gate Location	0.445***	< .001
Departure and Arrival Time Convenience	- On-board Service	0.058	0.217
Departure and Arrival Time Convenience	- Seat Comfort	-0.060	0.207
Departure and Arrival Time Convenience	- Leg Room Service	-0.013	0.784
Departure and Arrival Time Convenience	- Cleanliness	-0.036	0.443
Departure and Arrival Time Convenience	- Food and Drink	-0.057	0.226
Departure and Arrival Time Convenience	- In-flight Service	0.077	0.101
Departure and Arrival Time Convenience	- In-flight Wifi Service	0.295***	< .001
Departure and Arrival Time Convenience	- In-flight Entertainment	-0.042	0.373
Departure and Arrival Time Convenience	- Baggage Handling	0.042	0.370
Ease of Online Booking	- Check-in Service	0.068	0.152
Ease of Online Booking	- Online Boarding	0.441***	< .001
Ease of Online Booking	- Gate Location	0.433***	< .001
Ease of Online Booking	- On-board Service	0.003	0.956
Ease of Online Booking	- Seat Comfort	0.034	0.470
Ease of Online Booking	- Leg Room Service	0.056	0.238
Ease of Online Booking	- Cleanliness	-0.020	0.671
Ease of Online Booking	- Food and Drink	-0.017	0.712
Ease of Online Booking	- In-flight Service	-0.012	0.806
Ease of Online Booking	- In-flight Wifi Service	0.680***	< .001
Ease of Online Booking	- In-flight Entertainment	-0.011	0.813
Ease of Online Booking	- Baggage Handling	0.037	0.430
Check-in Service	- Online Boarding	0.226***	< .001
Check-in Service	- Gate Location	-0.014	0.763
Check-in Service	- On-board Service	0.218***	< .001
Check-in Service	- Seat Comfort	0.220***	< .001
Check-in Service	- Leg Room Service	0.078	0.098
Check-in Service	- Cleanliness	0.188***	< .001
Check-in Service	- Food and Drink	0.138**	0.003
Check-in Service	- In-flight Service	0.133**	0.005
Check-in Service	- In-flight Wifi Service	0.094*	0.045
Check-in Service	- In-flight Entertainment	0.187***	< .001
Check-in Service	- Baggage Handling	0.271***	< .001
Online Boarding	- Gate Location	0.007	0.874
Online Boarding	- On-board Service	0.153**	0.001
Online Boarding	- Seat Comfort	0.395***	< .001
Online Boarding	- Leg Room Service	0.071	0.135
Online Boarding	- Cleanliness	0.243***	< .001
Online Boarding	- Food and Drink	0.202***	< .001
Online Boarding	- In-flight Service	0.066	0.165
Online Boarding	- In-flight Wifi Service	0.497***	< .001
Online Boarding	- In-flight Entertainment	0.246***	< .001
Online Boarding	- Baggage Handling	0.078	0.099
Gate Location	- On-board Service	-0.055	0.248
Gate Location	- Seat Comfort	-0.025	0.604
Gate Location	- Leg Room Service	-0.066	0.161
Gate Location	- Cleanliness	-0.043	0.365
Gate Location	- Food and Drink	-0.073	0.124
Gate Location	- In-flight Service	-0.008	0.870
Gate Location	- In-flight Wifi Service	0.313***	< .001
Gate Location	- In-flight Entertainment	-0.079	0.094
Gate Location	- Baggage Handling	-0.072	0.127
On-board Service	- Seat Comfort	0.139**	0.003
On-board Service	- Leg Room Service	0.385***	< .001
On-board Service	- Cleanliness	0.079	0.096
On-board Service	- Food and Drink	0.030	0.525
On-board Service	- In-flight Service	0.594***	< .001
On-board Service	- In-flight Wifi Service	0.092	0.052
On-board Service	- In-flight Entertainment	0.399***	< .001
On-board Service	- Baggage Handling	0.573***	< .001
Seat Comfort	- Leg Room Service	0.052	0.270
Seat Comfort	- Cleanliness	0.673***	< .001
Seat Comfort	- Food and Drink	0.596***	< .001
Seat Comfort	- In-flight Service	0.020	0.673
Seat Comfort	- In-flight Wifi Service	0.113*	0.017
Seat Comfort	- In-flight Entertainment	0.625***	< .001
Seat Comfort	- Baggage Handling	0.093*	0.050
Leg Room Service	- Cleanliness	0.030	0.523
Leg Room Service	- Food and Drink	-0.004	0.932
Leg Room Service	- In-flight Service	0.311***	< .001
Leg Room Service	- In-flight Wifi Service	0.047	0.320
Leg Room Service	- In-flight Entertainment	0.248***	< .001
Leg Room Service	- Baggage Handling	0.294***	< .001
Cleanliness	- Food and Drink	0.682***	< .001
Cleanliness	- In-flight Service	-3.147e-4	0.995
Cleanliness	- In-flight Wifi Service	0.140**	0.003
Cleanliness	- In-flight Entertainment	0.699***	< .001
Cleanliness	- Baggage Handling	0.122**	0.009
Food and Drink	- In-flight Service	-0.051	0.281
Food and Drink	- In-flight Wifi Service	0.105*	0.025
Food and Drink	- In-flight Entertainment	0.645***	< .001
Food and Drink	- Baggage Handling	0.038	0.415
In-flight Service	- In-flight Wifi Service	0.017	0.723
In-flight Service	- In-flight Entertainment	0.315***	< .001
In-flight Service	- Baggage Handling	0.567***	< .001
In-flight Wifi Service	- In-flight Entertainment	0.168***	< .001
In-flight Wifi Service	- Baggage Handling	0.105*	0.026
In-flight Entertainment	- Baggage Handling	0.390***	< .001

\* p &lt; .05, \*\* p &lt; .01, \*\*\* p &lt; .001

### Pearson's r heatmap



# Exploratory Factor Analysis

Kaiser-Meyer-Olkin test

	MSA
Overall MSA	0.768
Departure and Arrival Time Convenience	0.755
Ease of Online Booking	0.684
Check-in Service	0.789
Online Boarding	0.695
Gate Location	0.642
On-board Service	0.792
Seat Comfort	0.813
Leg Room Service	0.820
Cleanliness	0.819
Food and Drink	0.834
In-flight Service	0.762
In-flight Wifi Service	0.704
In-flight Entertainment	0.785
Baggage Handling	0.785

Bartlett's test

X <sup>2</sup>	df	p
2549.225	91.000	< .001

Chi-squared Test

	Value	df	p
Model	226.978	52	< .001

Factor Loadings

	Factor 1	Factor 2	Factor 3	Uniqueness
Cleanliness	0.859			0.260
Food and Drink	0.805			0.350
In-flight Entertainment	0.796	0.430		0.181
Seat Comfort	0.767			0.405
On-board Service		0.787		0.374
In-flight Service		0.763		0.416
Baggage Handling		0.731		0.456
Leg Room Service		0.447		0.798
Ease of Online Booking		0.896		0.197
In-flight Wifi Service		0.764		0.383
Online Boarding		0.489		0.654
Gate Location		0.465		0.775
Departure and Arrival Time Convenience		0.410		0.822
Check-in Service		0.908		

Note. Applied rotation method is varimax.

Factor Loadings (Structure Matrix)

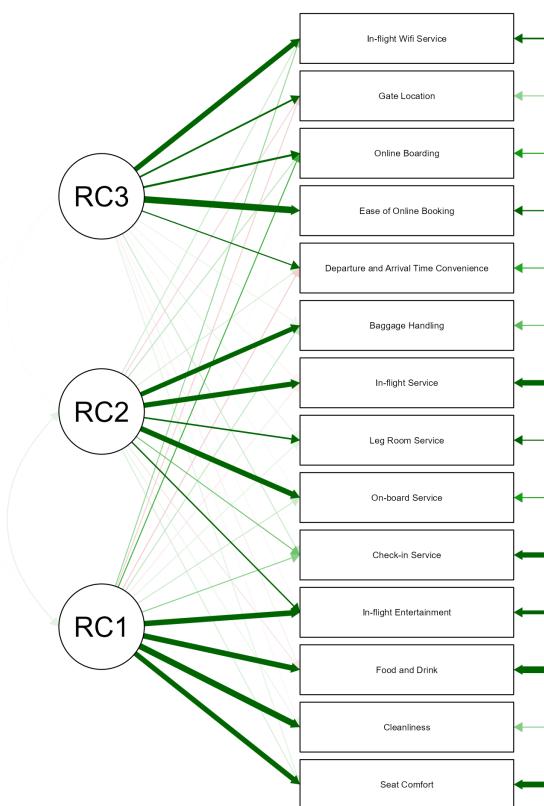
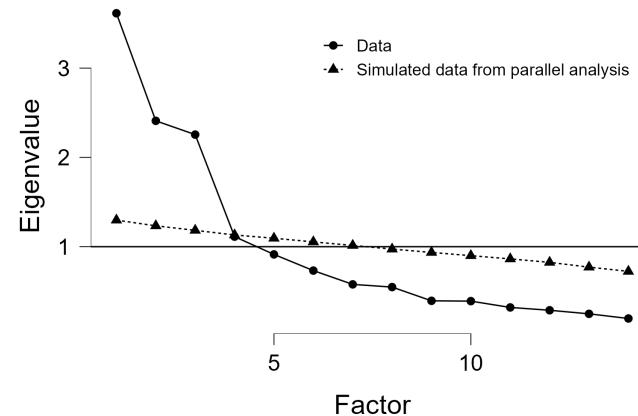
	Factor 1	Factor 2	Factor 3
Departure and Arrival Time Convenience		0.410	
Ease of Online Booking		0.896	
Check-in Service			
Online Boarding		0.489	
Gate Location		0.465	
On-board Service	0.787		
Seat Comfort	0.767		
Leg Room Service		0.447	
Cleanliness	0.859		
Food and Drink	0.805		
In-flight Service		0.763	
In-flight Wifi Service		0.764	
In-flight Entertainment	0.796	0.430	
Baggage Handling		0.731	

Note. Applied rotation method is varimax.

	Unrotated solution			Rotated solution		
	SumSq. Loadings	Proportion var.	Cumulative	SumSq. Loadings	Proportion var.	Cumulative
Factor 1	3.244	0.232	0.232	2.796	0.200	0.200
Factor 2	1.965	0.140	0.372	2.203	0.157	0.357
Factor 3	1.826	0.130	0.503	2.023	0.144	0.502

Additional fit indices

RMSEA	RMSEA 90% confidence	TLI	BIC
0.086	0.075 - 0.098	0.875	-90.702

**Path Diagram****Scree plot**

# Principal Component Analysis

Chi-squared Test

	Value	df	p
Model	404.594	52	< .001

Component Loadings

	RC1	RC2	RC3	Uniqueness
Cleanliness	0.896			0.229
Food and Drink	0.874			0.280
Seat Comfort	0.858			0.279
In-flight Entertainment	0.766			0.204
On-board Service		0.842		0.290
In-flight Service		0.841		0.329
Baggage Handling		0.809		0.343
Leg Room Service		0.586		0.668
Ease of Online Booking		0.876		0.242
In-flight Wifi Service		0.808		0.310
Gate Location		0.652		0.561
Departure and Arrival Time Convenience		0.614		0.606
Online Boarding		0.507		0.551
Check-in Service				0.830

Note. Applied rotation method is promax.

Component Characteristics

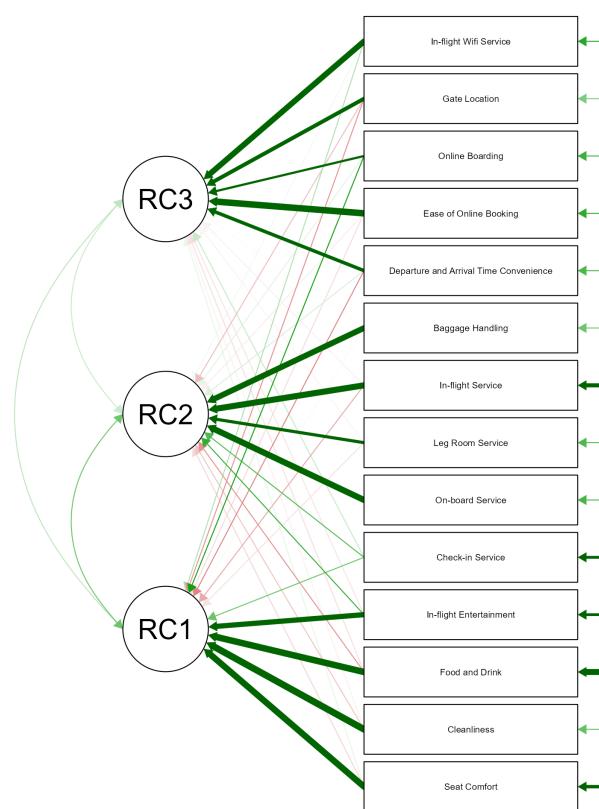
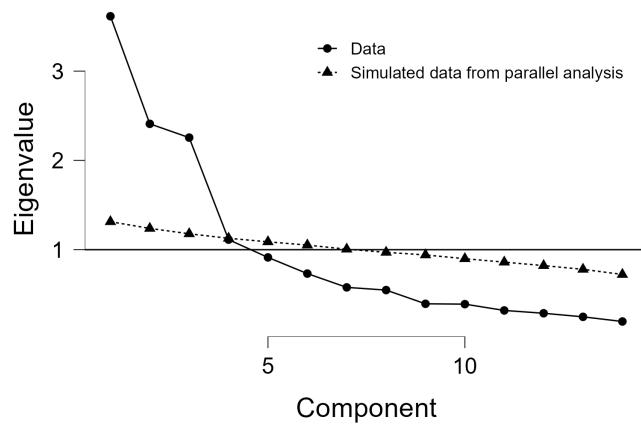
	Unrotated solution			Rotated solution		
	Eigenvalue	Proportion var.	Cumulative	SumSq. Loadings	Proportion var.	Cumulative
Component 1	3.614	0.258	0.258	3.167	0.226	0.226
Component 2	2.410	0.172	0.430	2.628	0.188	0.414
Component 3	2.255	0.161	0.591	2.485	0.177	0.591

Component Correlations

	Component 1	Component 2	Component 3
Component 1	1.000	0.229	0.100
Component 2	0.229	1.000	0.080
Component 3	0.100	0.080	1.000

Scree plot

Path Diagram



## Independent Samples T-Test (Gender)

### Independent Samples T-Test

	t	df	p	Mean Difference	SE Difference	Cohen's d
Flight Distance	0.358	448	0.720 <sup>a</sup>	32.264	90.014	0.034
Departure Delay	-1.343	448	0.180	-4.184	3.115	-0.127
Arrival Delay	-1.376	444	0.170	-4.844	3.520	-0.130
Departure and Arrival Time Convenience	0.040	448	0.968 <sup>a</sup>	0.006	0.144	0.004
Ease of Online Booking	0.275	448	0.783 <sup>a</sup>	0.037	0.134	0.026
Check-in Service	1.518	448	0.130	0.181	0.119	0.143
Online Boarding	3.163	448	0.002	0.398	0.126	0.298
Gate Location	0.978	448	0.328	0.117	0.119	0.092
On-board Service	-0.477	448	0.634	-0.057	0.119	-0.045
Seat Comfort	1.418	448	0.157	0.172	0.121	0.134
Leg Room Service	-1.531	448	0.127	-0.193	0.126	-0.144
Cleanliness	1.347	448	0.179	0.163	0.121	0.127
Food and Drink	1.192	448	0.234	0.150	0.126	0.112
In-flight Service	-0.636	448	0.525	-0.073	0.116	-0.060
In-flight Wifi Service	0.959	448	0.338 <sup>a</sup>	0.121	0.126	0.090
In-flight Entertainment	-0.199	448	0.842	-0.025	0.128	-0.019
Baggage Handling	-2.497	448	0.013 <sup>a</sup>	-0.282	0.113	-0.235

Note. Student's t-test.

<sup>a</sup> Levene's test is significant ( $p < .05$ ), suggesting a violation of the equal variance assumption

## Assumption Checks

Test of Normality (Shapiro-Wilk)

		W	p
Flight Distance	Female	0.878	< .001
	Male	0.873	< .001
Departure Delay	Female	0.516	< .001
	Male	0.400	< .001
Arrival Delay	Female	0.460	< .001
	Male	0.414	< .001
Departure and Arrival Time Convenience	Female	0.886	< .001
	Male	0.911	< .001
Ease of Online Booking	Female	0.925	< .001
	Male	0.935	< .001
Check-in Service	Female	0.893	< .001
	Male	0.900	< .001
Online Boarding	Female	0.877	< .001
	Male	0.925	< .001
Gate Location	Female	0.906	< .001
	Male	0.907	< .001
On-board Service	Female	0.894	< .001
	Male	0.894	< .001
Seat Comfort	Female	0.871	< .001
	Male	0.888	< .001
Leg Room Service	Female	0.904	< .001
	Male	0.883	< .001
Cleanliness	Female	0.898	< .001
	Male	0.900	< .001
Food and Drink	Female	0.883	< .001
	Male	0.897	< .001
In-flight Service	Female	0.875	< .001
	Male	0.865	< .001
In-flight Wifi Service	Female	0.917	< .001
	Male	0.932	< .001
In-flight Entertainment	Female	0.879	< .001
	Male	0.877	< .001
Baggage Handling	Female	0.882	< .001
	Male	0.866	< .001

Note. Significant results suggest a deviation from normality.

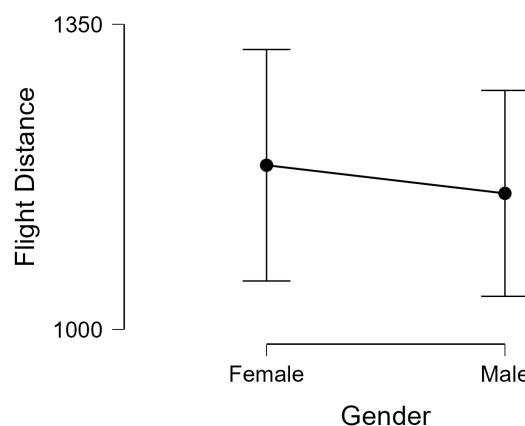
Test of Equality of Variances (Levene's)

	F	df	p
Flight Distance	4.058	1	0.045
Departure Delay	3.792	1	0.052
Arrival Delay	3.519	1	0.061
Departure and Arrival Time Convenience	4.104	1	0.043
Ease of Online Booking	4.269	1	0.039
Check-in Service	0.172	1	0.679
Online Boarding	0.004	1	0.949
Gate Location	0.522	1	0.471
On-board Service	0.069	1	0.793
Seat Comfort	2.103	1	0.148
Leg Room Service	0.002	1	0.962
Cleanliness	1.468	1	0.226
Food and Drink	0.336	1	0.562
In-flight Service	0.161	1	0.689
In-flight Wifi Service	4.189	1	0.041
In-flight Entertainment	0.394	1	0.531
Baggage Handling	6.392	1	0.012

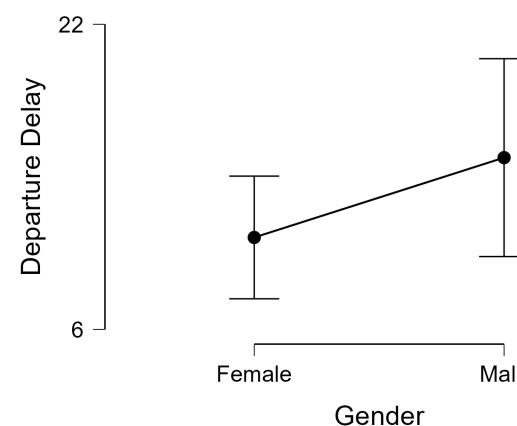


## Descriptives Plots

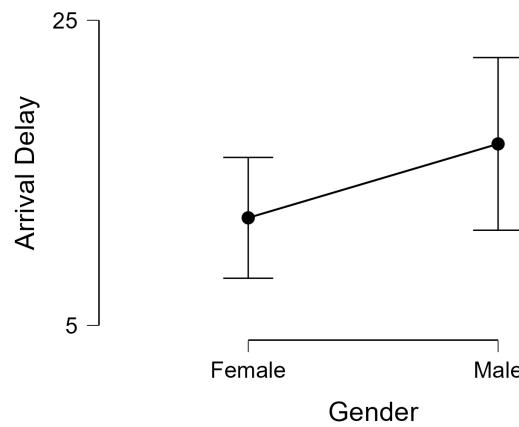
Flight Distance



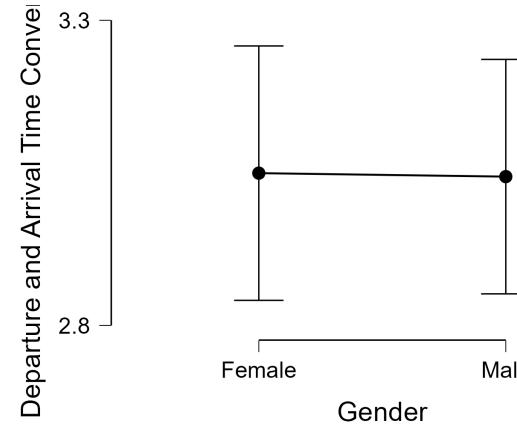
Departure Delay



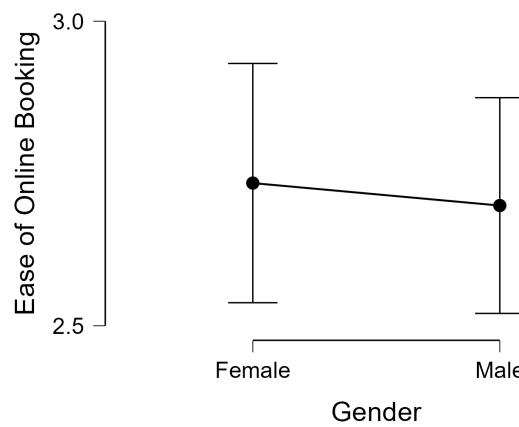
Arrival Delay



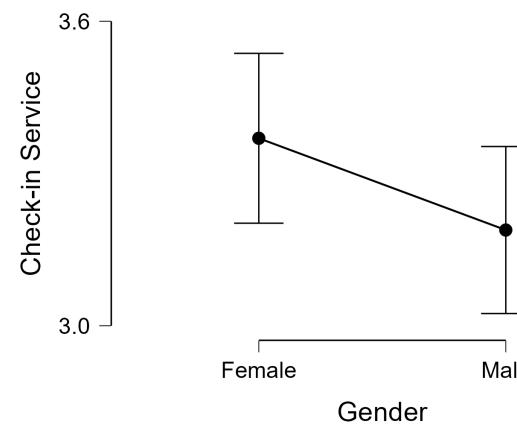
Departure and Arrival Time Convenience



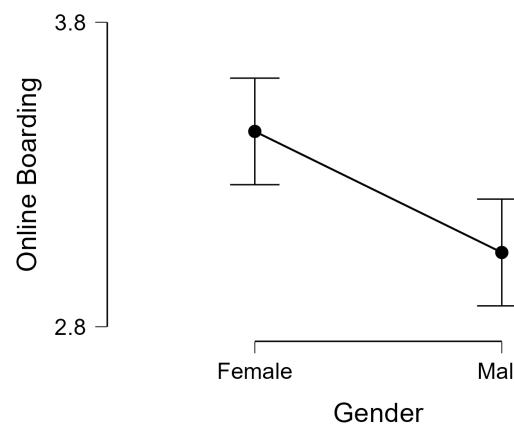
Ease of Online Booking



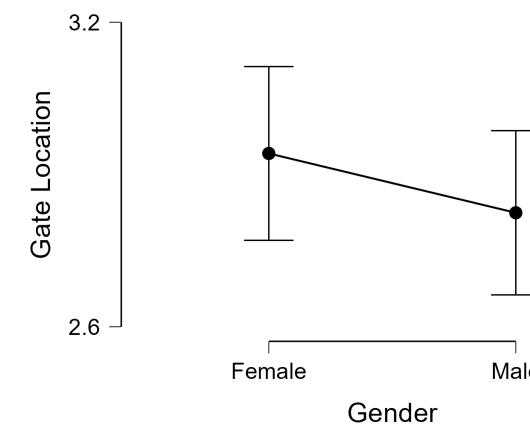
Check-in Service



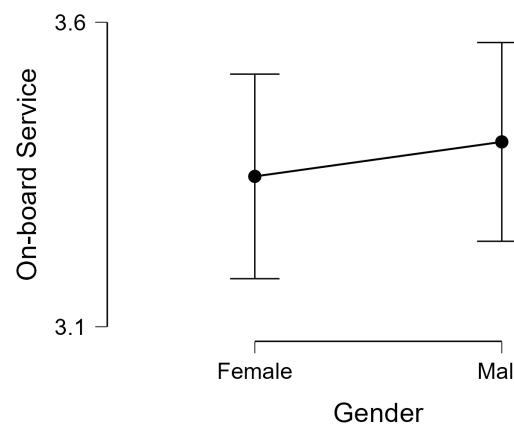
Online Boarding



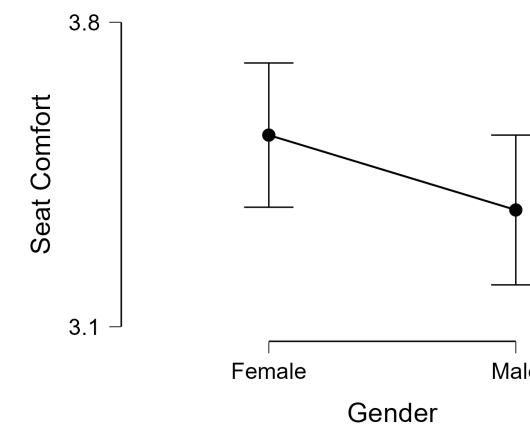
Gate Location



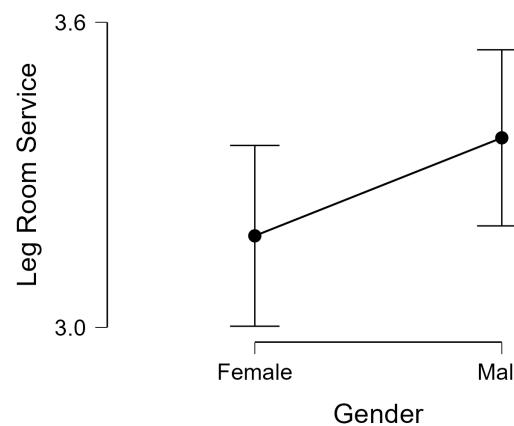
On-board Service



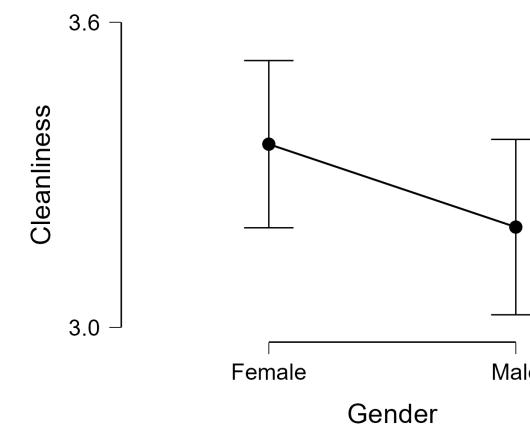
Seat Comfort



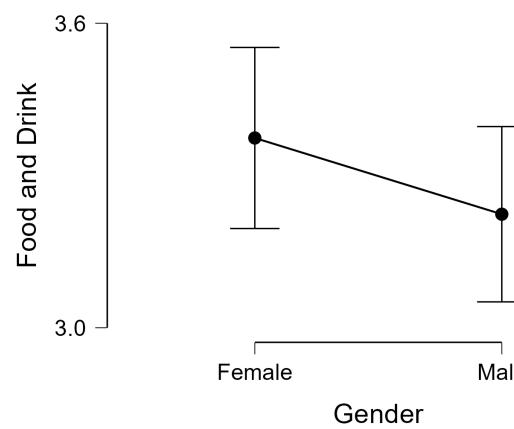
Leg Room Service



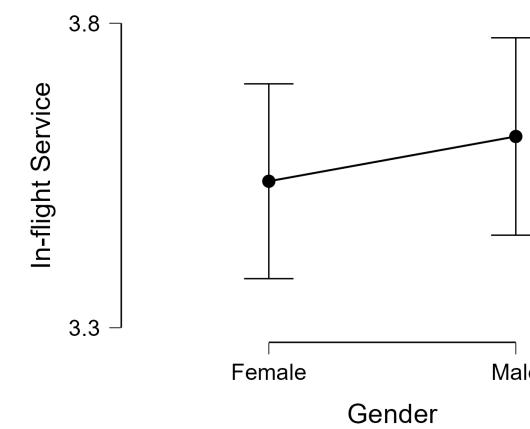
Cleanliness

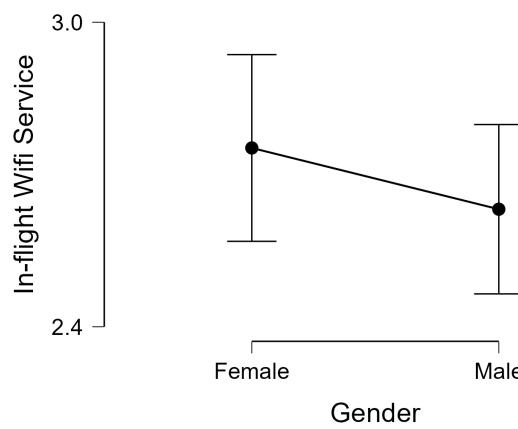
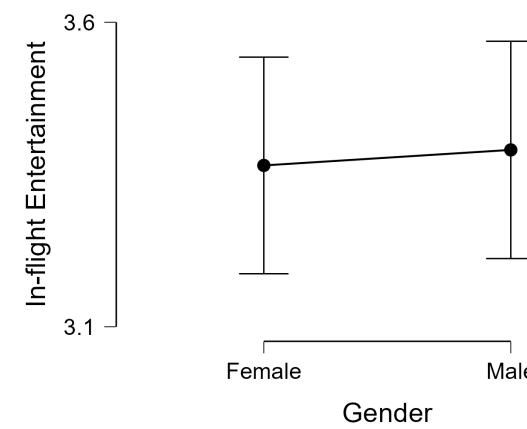
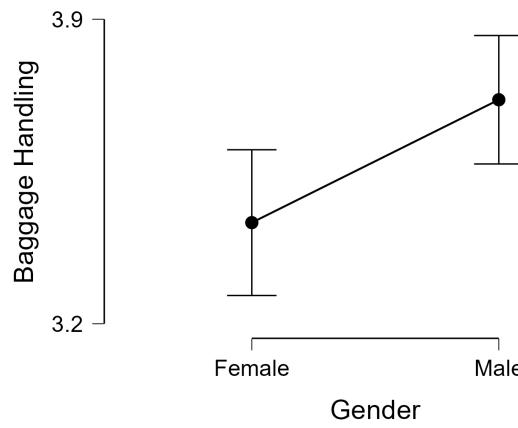


Food and Drink



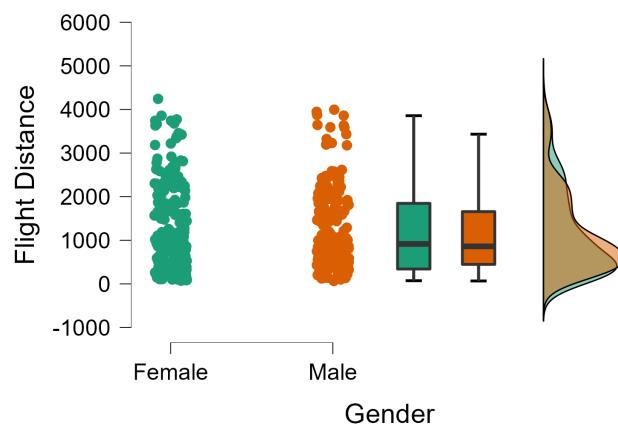
In-flight Service



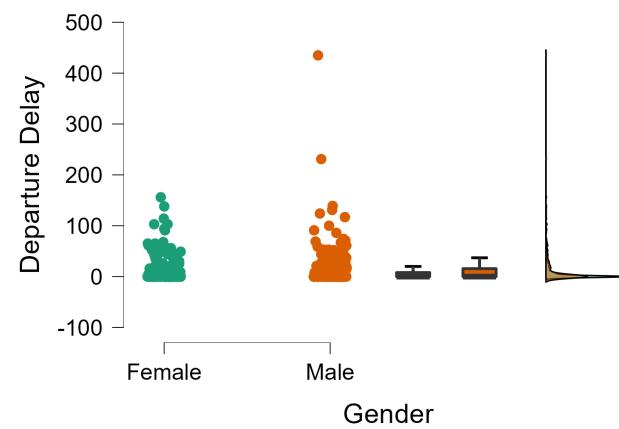
**In-flight Wifi Service****In-flight Entertainment****Baggage Handling**

# Raincloud Plots

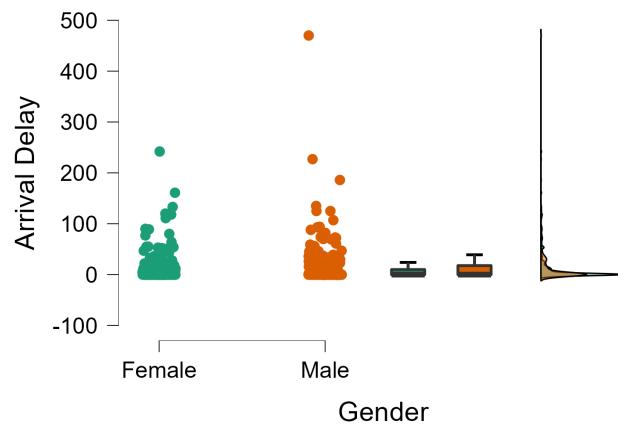
Flight Distance



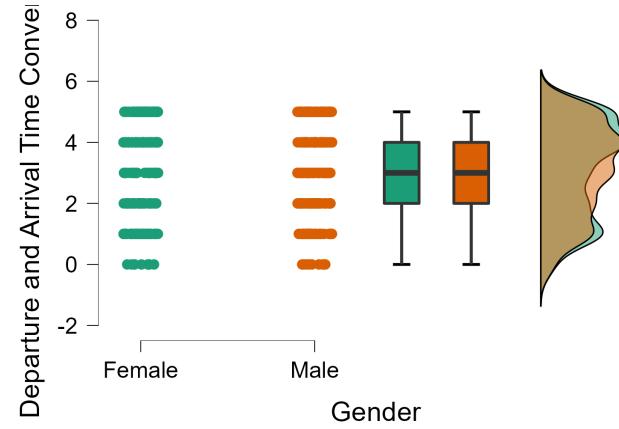
Departure Delay



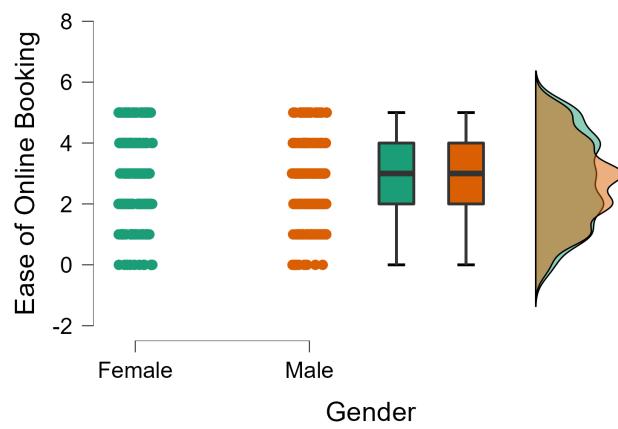
Arrival Delay



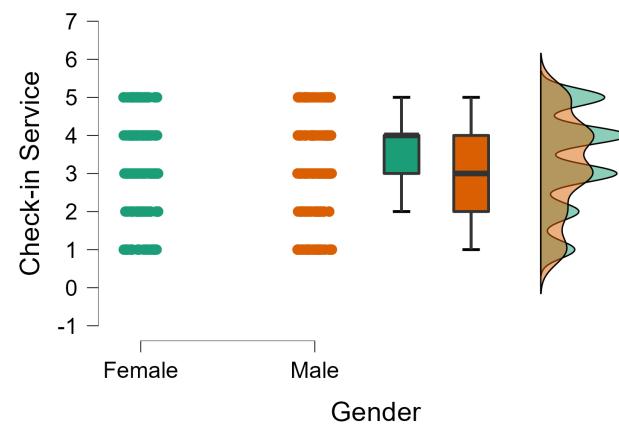
Departure and Arrival Time Convenience



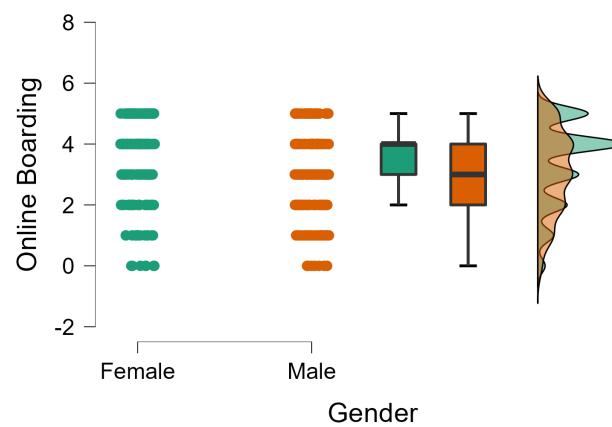
Ease of Online Booking



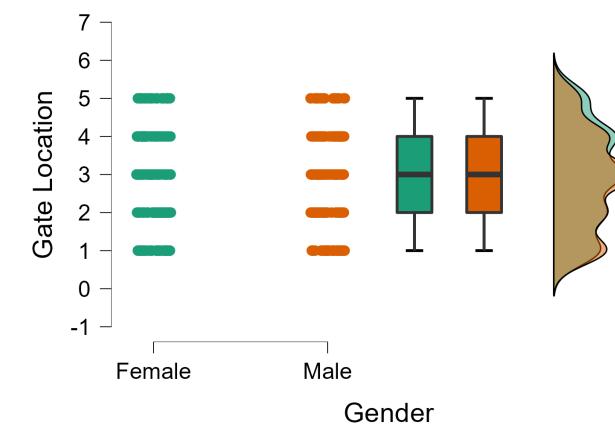
Check-in Service



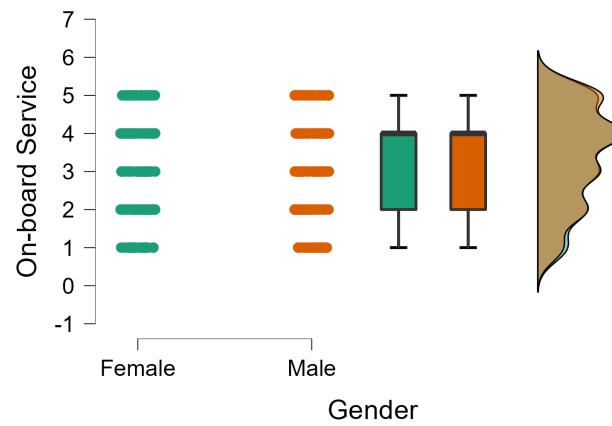
Online Boarding



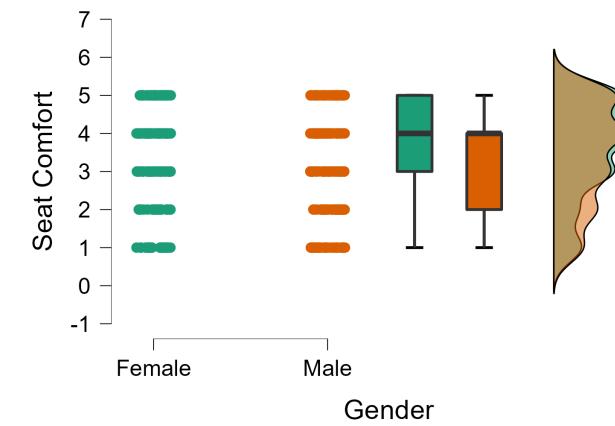
Gate Location



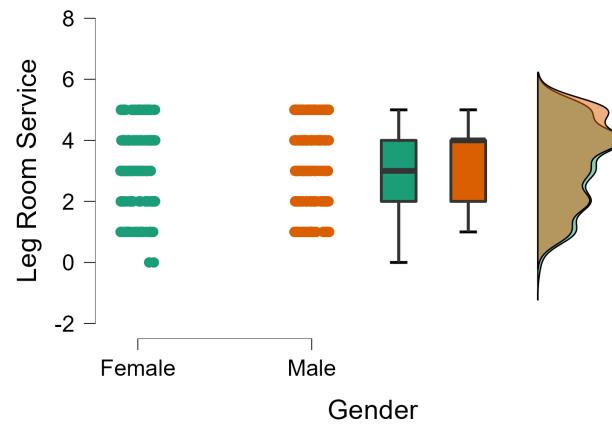
On-board Service



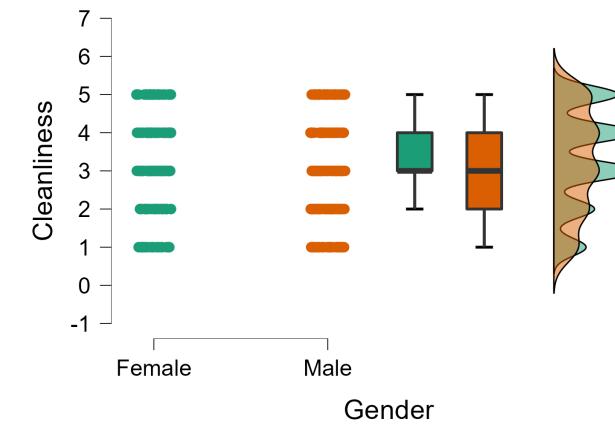
Seat Comfort



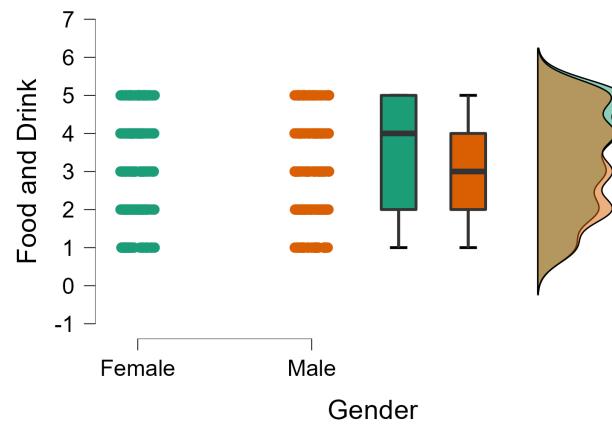
Leg Room Service



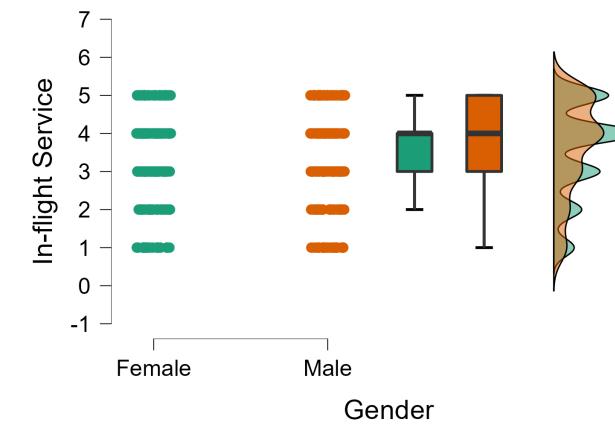
Cleanliness

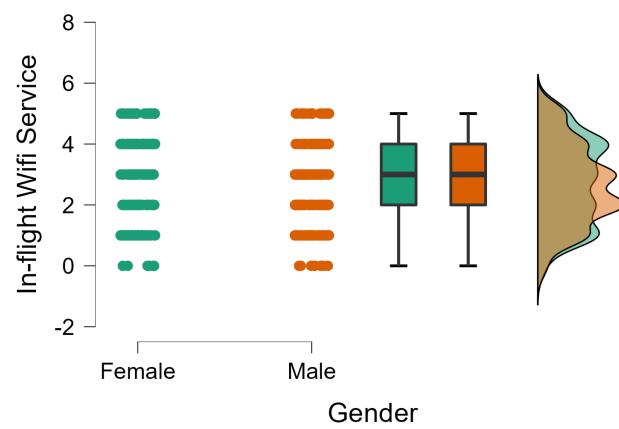
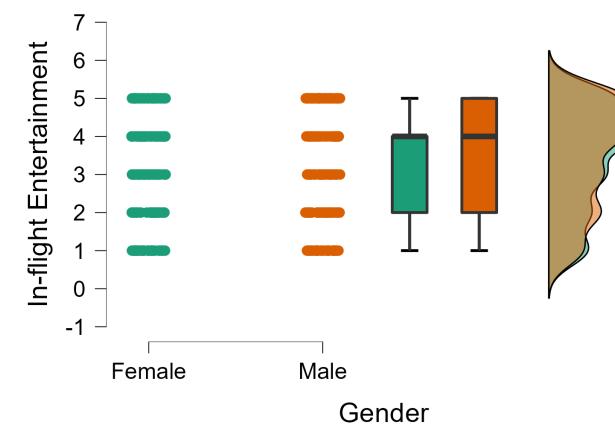
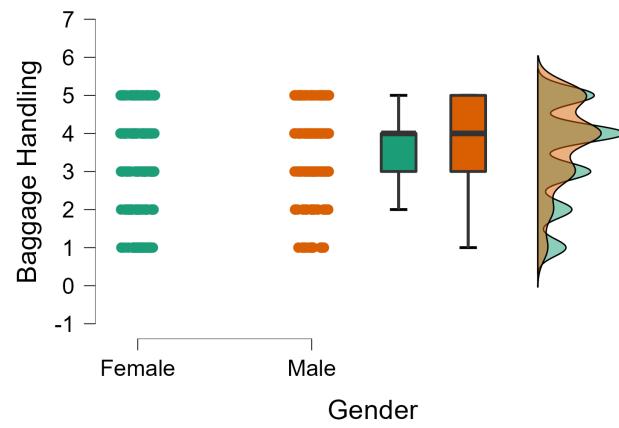


Food and Drink



In-flight Service



**In-flight Wifi Service****In-flight Entertainment****Baggage Handling**

## Independent Samples T-Test (Travel Type)

### Independent Samples T-Test

	t	df	p	Mean Difference	SE Difference	Cohen's d
Flight Distance	5.474	448	< .001 <sup>a</sup>	523.885	95.710	0.567
Departure Delay	1.400	448	0.162 <sup>a</sup>	4.788	3.420	0.145
Arrival Delay	1.042	444	0.298	4.041	3.876	0.109
Departure and Arrival Time Convenience	-6.068	448	< .001 <sup>a</sup>	-0.920	0.152	-0.628
Ease of Online Booking	2.378	448	0.018 <sup>a</sup>	0.348	0.146	0.246
Check-in Service	0.382	448	0.703	0.050	0.131	0.040
Online Boarding	4.285	448	< .001	0.586	0.137	0.444
Gate Location	1.510	448	0.132 <sup>a</sup>	0.198	0.131	0.156
On-board Service	0.458	448	0.647	0.060	0.130	0.047
Seat Comfort	1.354	448	0.176	0.181	0.133	0.140
Leg Room Service	2.467	448	0.014 <sup>a</sup>	0.339	0.138	0.255
Cleanliness	-0.269	448	0.788	-0.036	0.133	-0.028
Food and Drink	1.031	448	0.303	0.143	0.138	0.107
In-flight Service	-1.246	448	0.213	-0.158	0.127	-0.129
In-flight Wifi Service	1.650	448	0.100 <sup>a</sup>	0.228	0.138	0.171
In-flight Entertainment	1.598	448	0.111	0.224	0.140	0.165
Baggage Handling	-0.431	448	0.667 <sup>a</sup>	-0.054	0.125	-0.045

Note. Student's t-test.

<sup>a</sup> Levene's test is significant ( $p < .05$ ), suggesting a violation of the equal variance assumption

## Assumption Checks

Test of Normality (Shapiro-Wilk)

		W	p
Flight Distance	Business	0.907	< .001
	Personal	0.805	< .001
Departure Delay	Business	0.422	< .001
	Personal	0.530	< .001
Arrival Delay	Business	0.416	< .001
	Personal	0.506	< .001
Departure and Arrival Time Convenience	Business	0.917	< .001
	Personal	0.817	< .001
Ease of Online Booking	Business	0.922	< .001
	Personal	0.939	< .001
Check-in Service	Business	0.897	< .001
	Personal	0.894	< .001
Online Boarding	Business	0.892	< .001
	Personal	0.931	< .001
Gate Location	Business	0.902	< .001
	Personal	0.911	< .001
On-board Service	Business	0.897	< .001
	Personal	0.876	< .001
Seat Comfort	Business	0.878	< .001
	Personal	0.889	< .001
Leg Room Service	Business	0.875	< .001
	Personal	0.923	< .001
Cleanliness	Business	0.898	< .001
	Personal	0.903	< .001
Food and Drink	Business	0.888	< .001
	Personal	0.896	< .001
In-flight Service	Business	0.877	< .001
	Personal	0.853	< .001
In-flight Wifi Service	Business	0.923	< .001
	Personal	0.923	< .001
In-flight Entertainment	Business	0.871	< .001
	Personal	0.896	< .001
Baggage Handling	Business	0.869	< .001
	Personal	0.884	< .001

Note. Significant results suggest a deviation from normality.

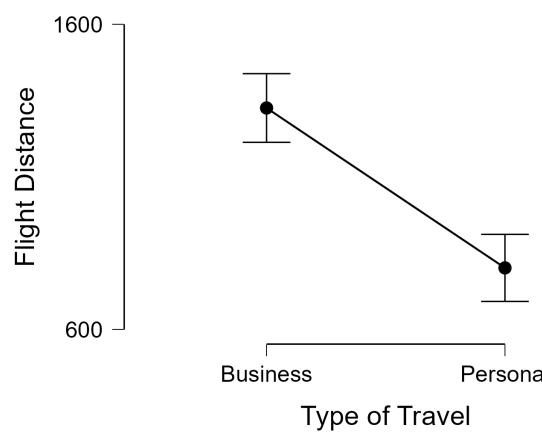
Test of Equality of Variances (Levene's)

	F	df	p
Flight Distance	58.497	1	< .001
Departure Delay	6.222	1	0.013
Arrival Delay	3.239	1	0.073
Departure and Arrival Time Convenience	11.590	1	< .001
Ease of Online Booking	4.057	1	0.045
Check-in Service	1.449	1	0.229
Online Boarding	1.263	1	0.262
Gate Location	4.198	1	0.041
On-board Service	0.322	1	0.570
Seat Comfort	1.500	1	0.221
Leg Room Service	4.693	1	0.031
Cleanliness	1.118	1	0.291
Food and Drink	0.067	1	0.797
In-flight Service	2.555	1	0.111
In-flight Wifi Service	13.584	1	< .001
In-flight Entertainment	0.158	1	0.691
Baggage Handling	6.243	1	0.013

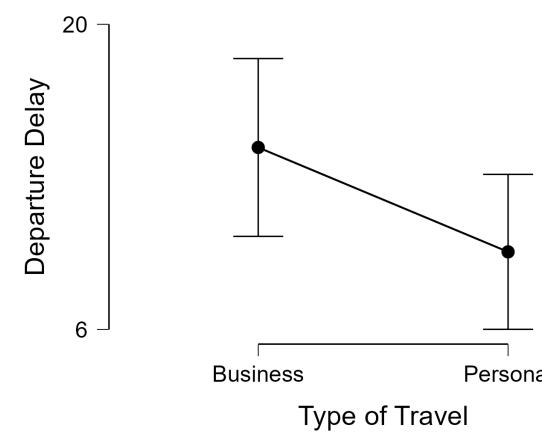


## Descriptives Plots

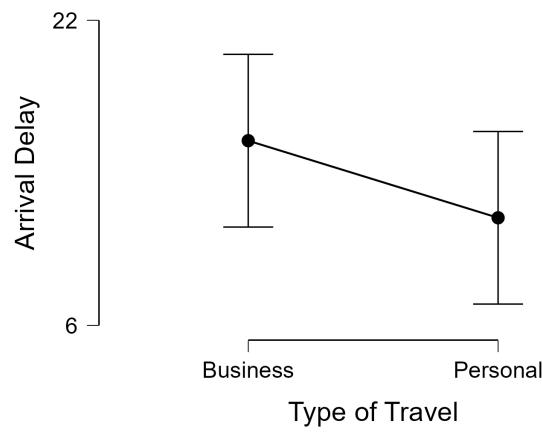
Flight Distance



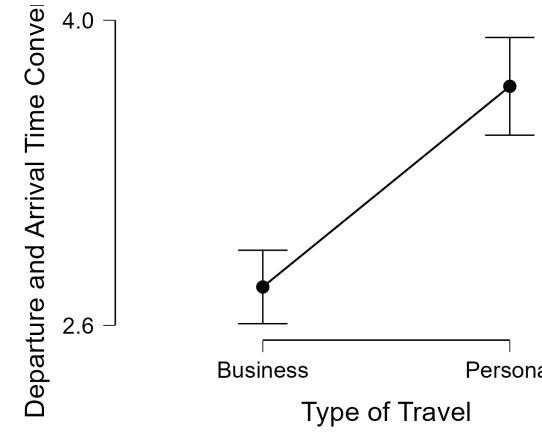
Departure Delay



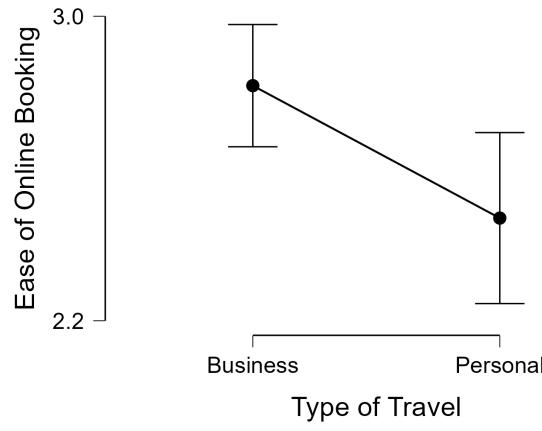
Arrival Delay



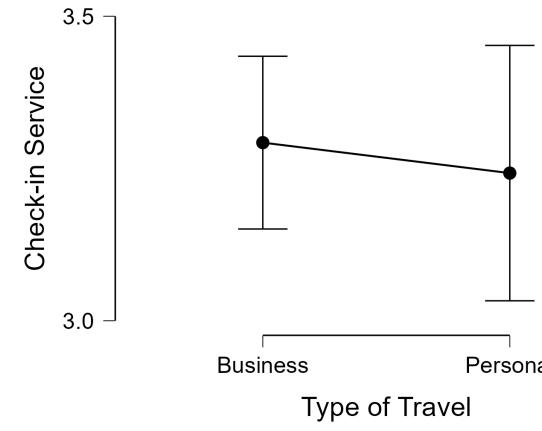
Departure and Arrival Time Convenience



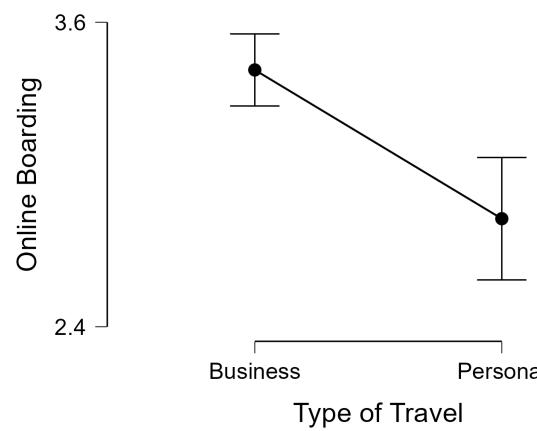
Ease of Online Booking



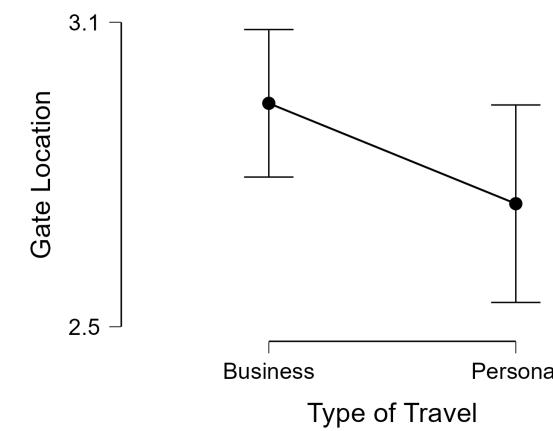
Check-in Service



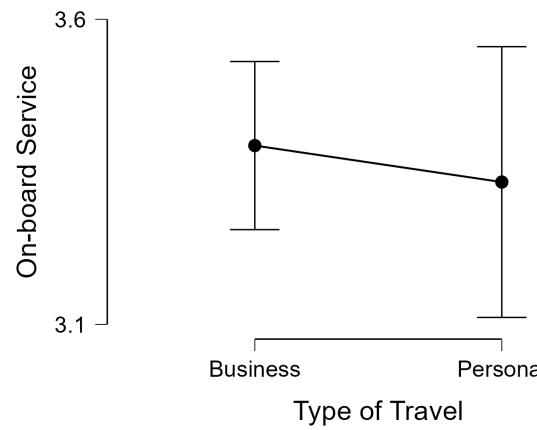
Online Boarding



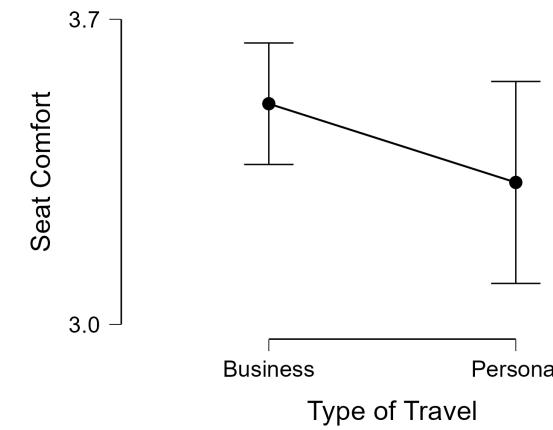
Gate Location



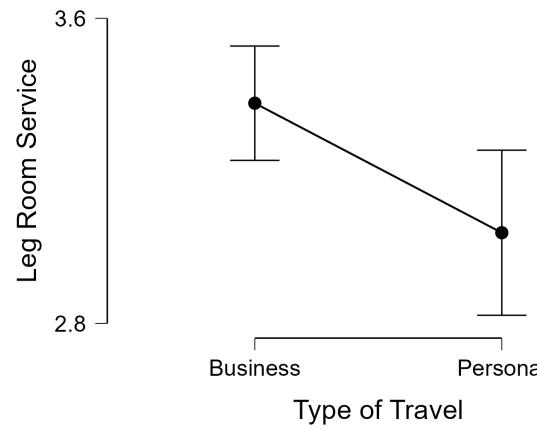
On-board Service



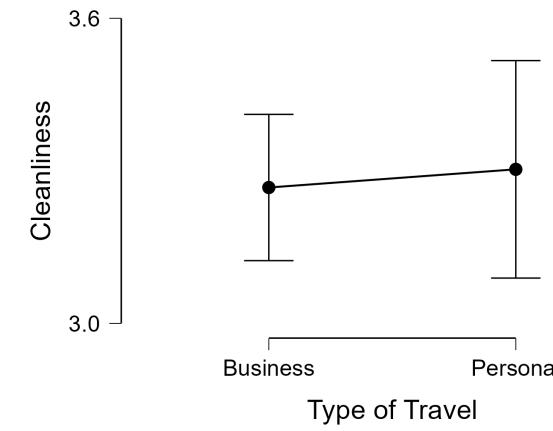
Seat Comfort



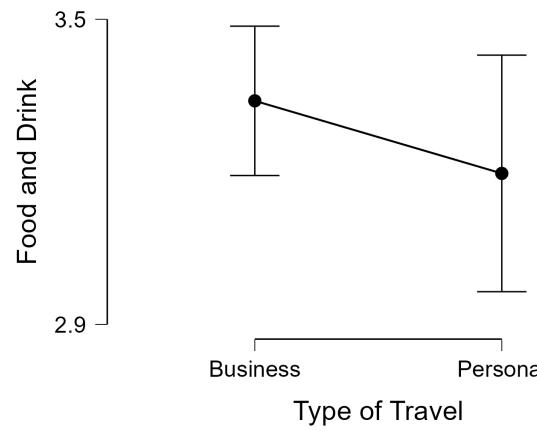
Leg Room Service



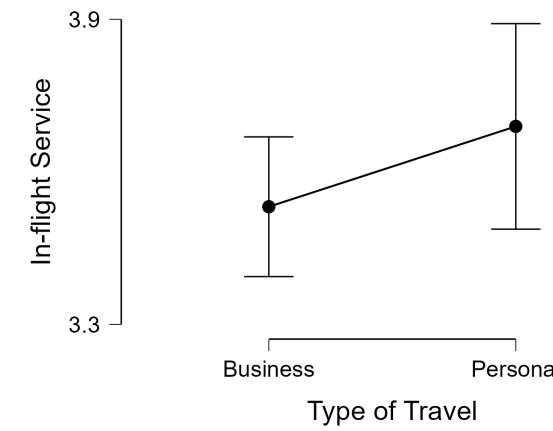
Cleanliness

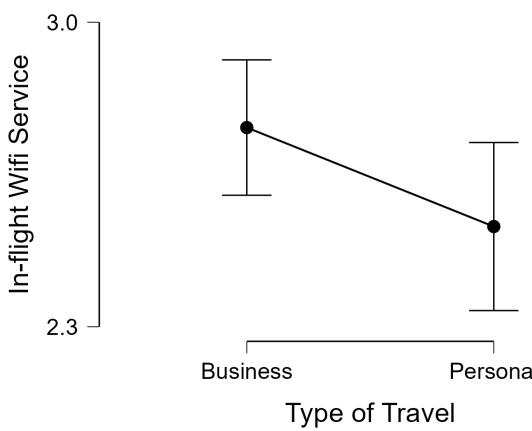
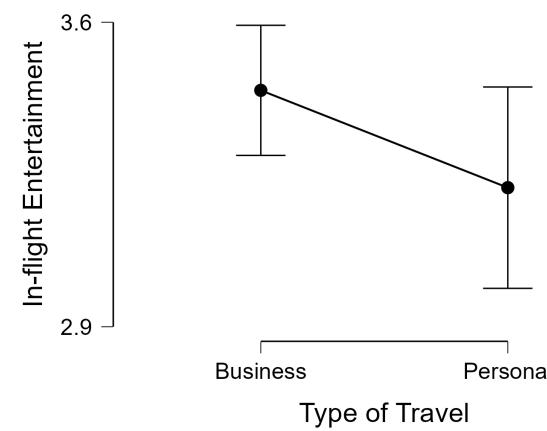
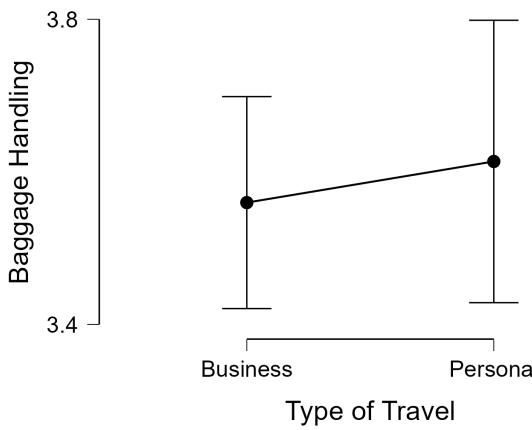


Food and Drink



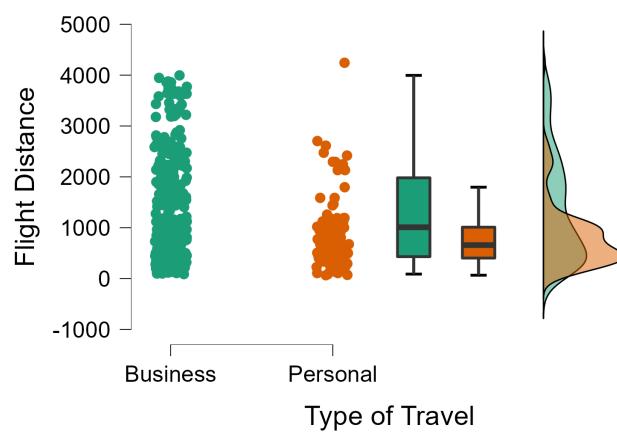
In-flight Service



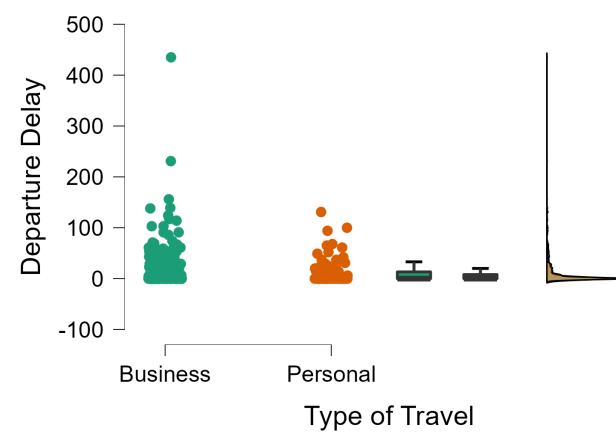
**In-flight Wifi Service****In-flight Entertainment****Baggage Handling**

# Raincloud Plots

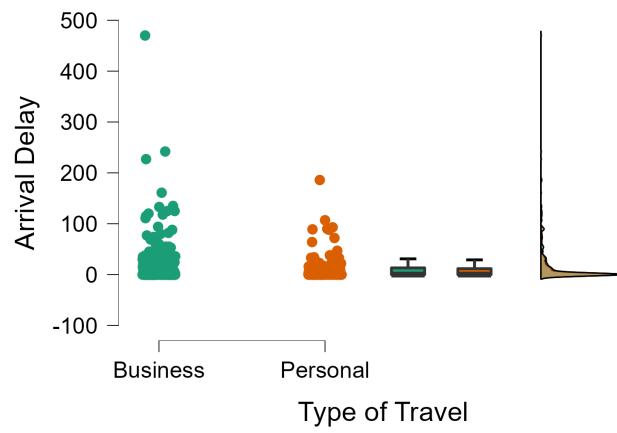
Flight Distance



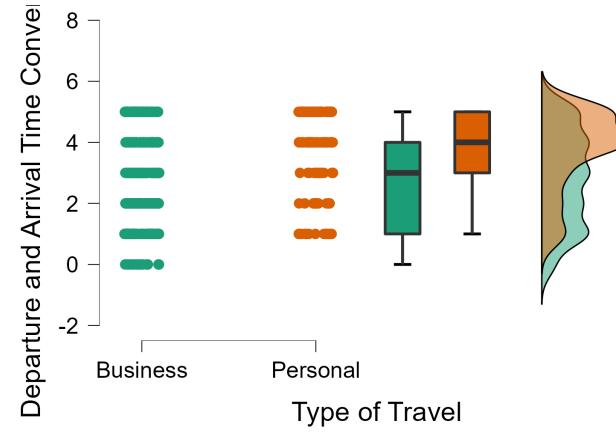
Departure Delay



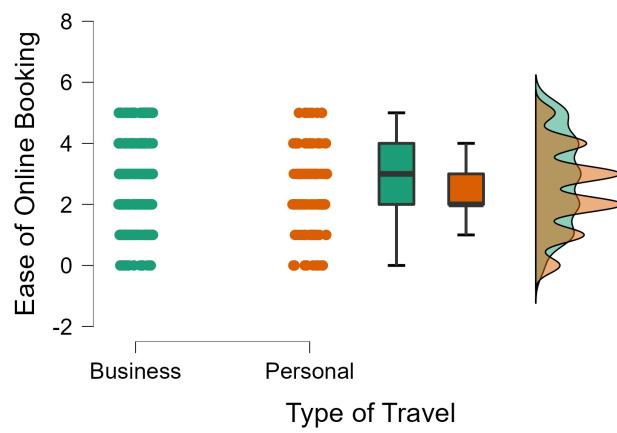
Arrival Delay



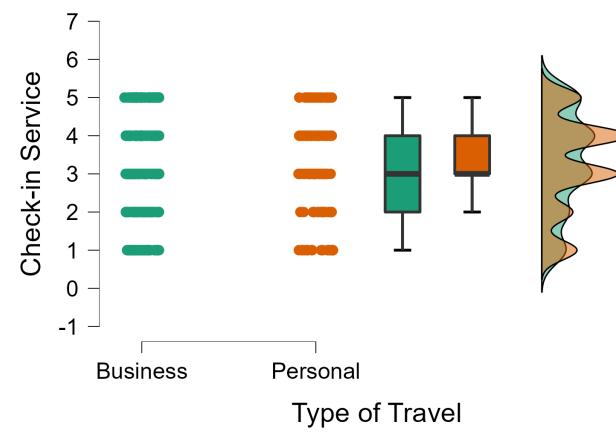
Departure and Arrival Time Convenience



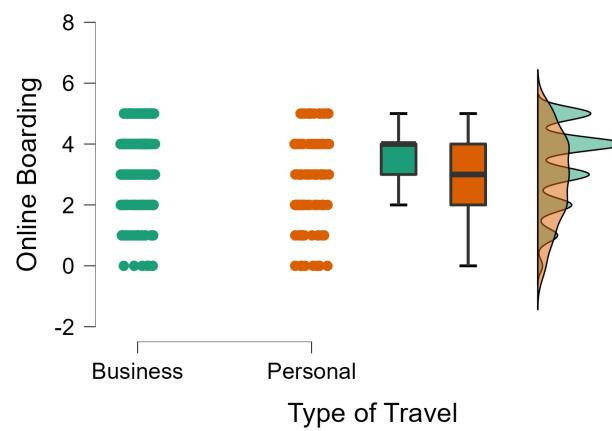
Ease of Online Booking



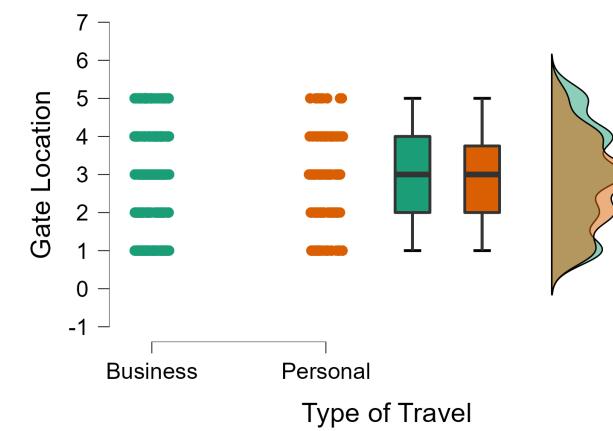
Check-in Service



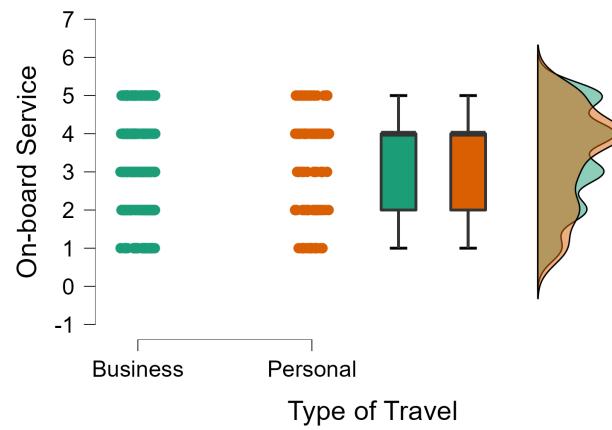
Online Boarding



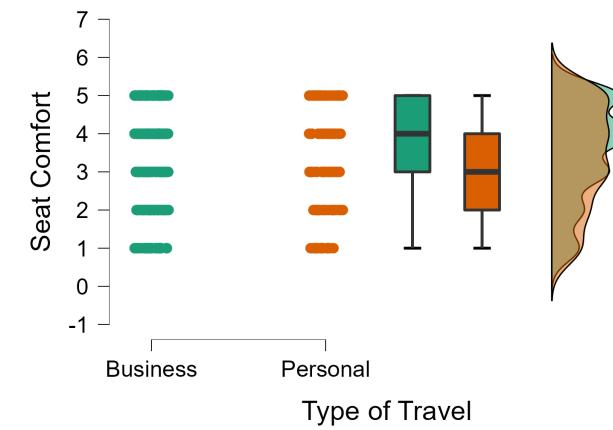
Gate Location



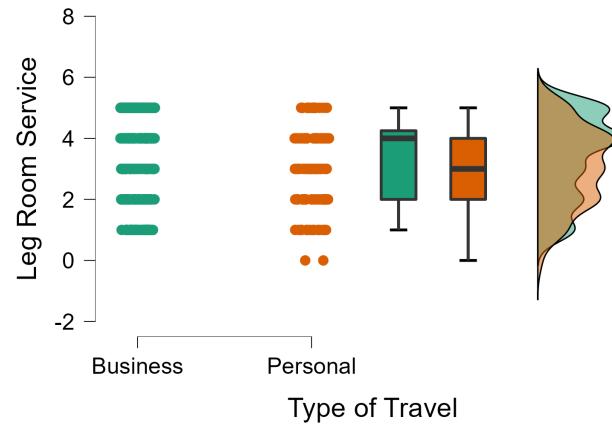
On-board Service



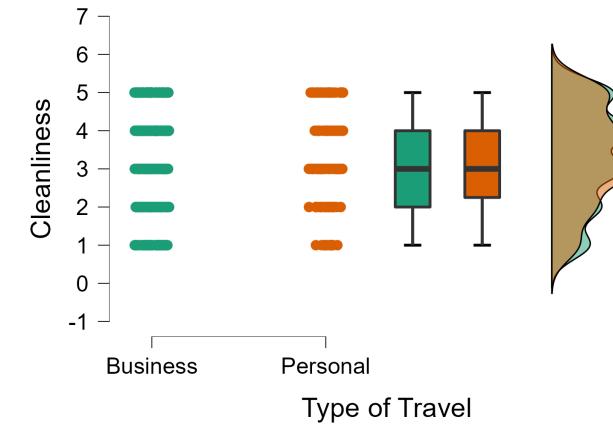
Seat Comfort



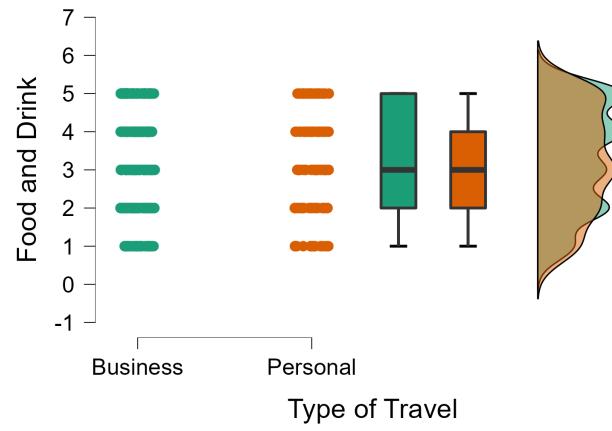
Leg Room Service



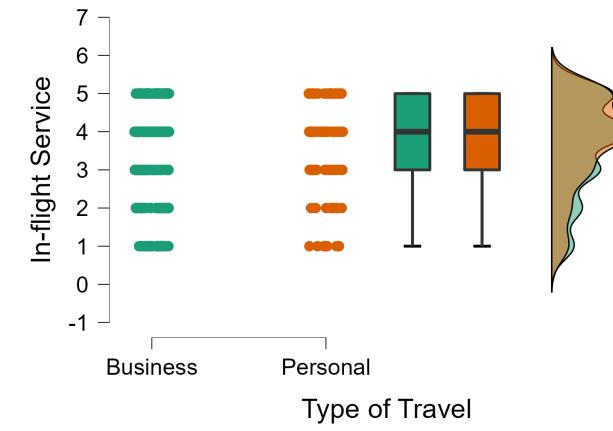
Cleanliness



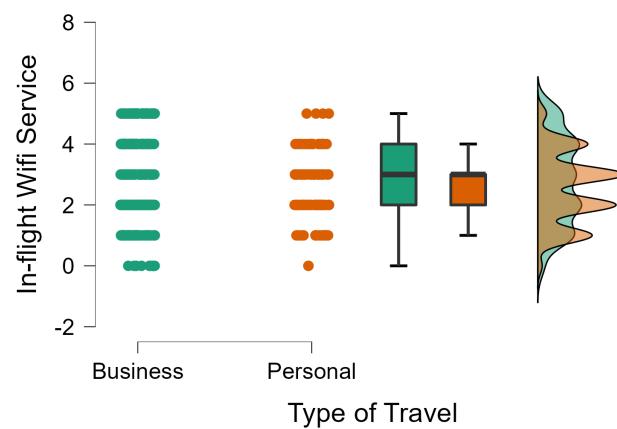
Food and Drink



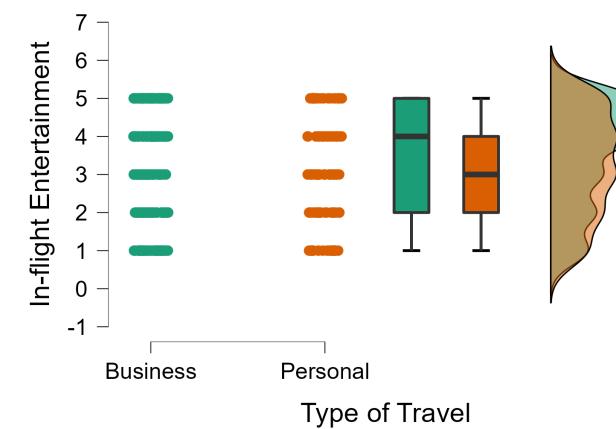
In-flight Service



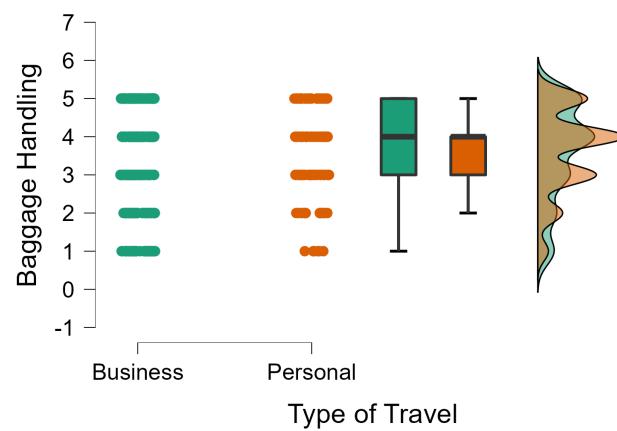
In-flight Wifi Service



In-flight Entertainment



Baggage Handling



## Independent Samples T-Test (Customer Type)

### Independent Samples T-Test

	t	df	p	Mean Difference	SE Difference	Cohen's d
Flight Distance	-5.291	448	< .001 <sup>a</sup>	-585.053	110.571	-0.632
Departure Delay	0.147	448	0.883	0.582	3.952	0.018
Arrival Delay	0.233	444	0.816	1.041	4.470	0.028
Departure and Arrival Time Convenience	-4.574	448	< .001 <sup>a</sup>	-0.813	0.178	-0.546
Ease of Online Booking	-0.189	448	0.850	-0.032	0.170	-0.023
Check-in Service	-0.770	448	0.441	-0.116	0.151	-0.092
Online Boarding	-3.674	448	< .001	-0.583	0.159	-0.439
Gate Location	0.400	448	0.690 <sup>a</sup>	0.061	0.151	0.048
On-board Service	-1.871	448	0.062	-0.280	0.150	-0.223
Seat Comfort	-2.747	448	0.006 <sup>a</sup>	-0.419	0.153	-0.328
Leg Room Service	-1.087	448	0.278	-0.173	0.160	-0.130
Cleanliness	-0.945	448	0.345 <sup>a</sup>	-0.145	0.153	-0.113
Food and Drink	-1.602	448	0.110	-0.255	0.159	-0.191
In-flight Service	-0.805	448	0.421	-0.118	0.146	-0.096
In-flight Wifi Service	0.078	448	0.938	0.012	0.160	0.009
In-flight Entertainment	-2.111	448	0.035	-0.340	0.161	-0.252
Baggage Handling	-1.096	448	0.274	-0.158	0.144	-0.131

Note. Student's t-test.

<sup>a</sup> Levene's test is significant ( $p < .05$ ), suggesting a violation of the equal variance assumption

## Assumption Checks

### Test of Normality (Shapiro-Wilk)

		W	p
Flight Distance	First-time	0.920	< .001
	Returning	0.899	< .001
Departure Delay	First-time	0.463	< .001
	Returning	0.413	< .001
Arrival Delay	First-time	0.425	< .001
	Returning	0.419	< .001
Departure and Arrival Time Convenience	First-time	0.905	< .001
	Returning	0.882	< .001
Ease of Online Booking	First-time	0.936	< .001
	Returning	0.929	< .001
Check-in Service	First-time	0.889	< .001
	Returning	0.899	< .001
Online Boarding	First-time	0.934	< .001
	Returning	0.897	< .001
Gate Location	First-time	0.896	< .001
	Returning	0.904	< .001
On-board Service	First-time	0.912	< .001
	Returning	0.888	< .001
Seat Comfort	First-time	0.871	< .001
	Returning	0.880	< .001
Leg Room Service	First-time	0.889	< .001
	Returning	0.895	< .001
Cleanliness	First-time	0.862	< .001
	Returning	0.905	< .001
Food and Drink	First-time	0.870	< .001
	Returning	0.893	< .001
In-flight Service	First-time	0.877	< .001
	Returning	0.869	< .001
In-flight Wifi Service	First-time	0.938	< .001
	Returning	0.924	< .001
In-flight Entertainment	First-time	0.867	< .001
	Returning	0.880	< .001
Baggage Handling	First-time	0.882	< .001
	Returning	0.872	< .001

Note. Significant results suggest a deviation from normality.

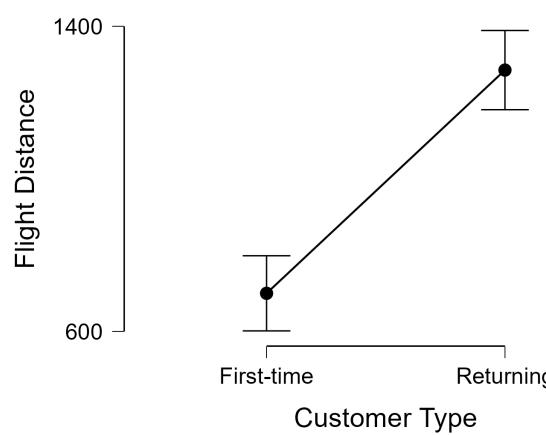
### Test of Equality of Variances (Levene's)

	F	df	p
Flight Distance	61.145	1	< .001
Departure Delay	0.224	1	0.636
Arrival Delay	0.657	1	0.418
Departure and Arrival Time Convenience	5.911	1	0.015
Ease of Online Booking	0.485	1	0.486
Check-in Service	2.738	1	0.099
Online Boarding	0.296	1	0.587
Gate Location	8.850	1	0.003
On-board Service	1.211	1	0.272
Seat Comfort	6.252	1	0.013
Leg Room Service	0.026	1	0.871
Cleanliness	11.655	1	< .001
Food and Drink	3.748	1	0.053
In-flight Service	0.021	1	0.885
In-flight Wifi Service	0.590	1	0.443
In-flight Entertainment	3.813	1	0.051
Baggage Handling	1.385	1	0.240

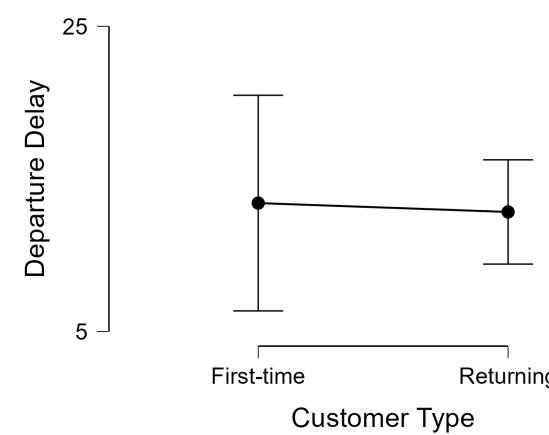


## Descriptives Plots

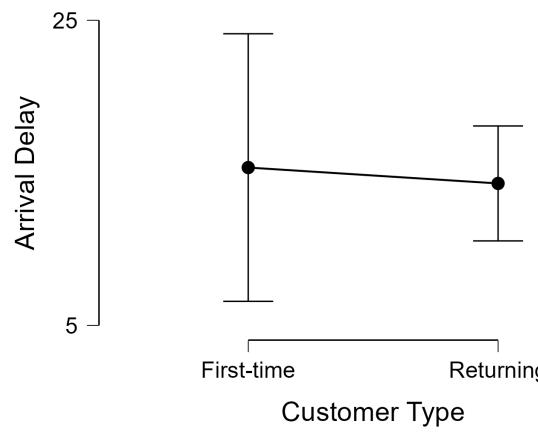
Flight Distance



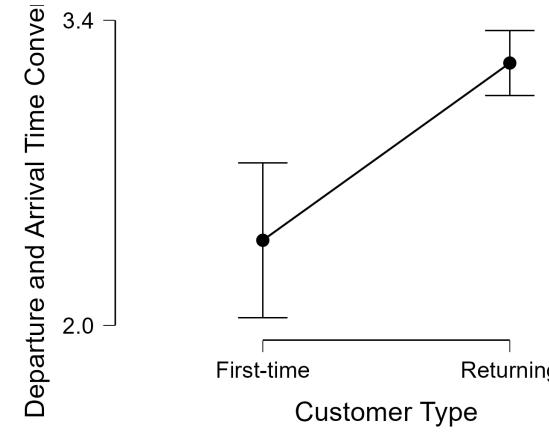
Departure Delay



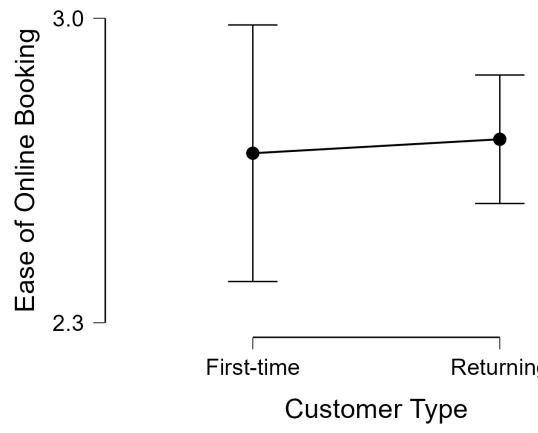
Arrival Delay



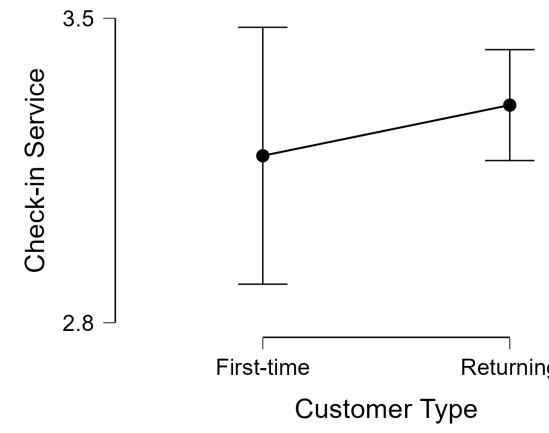
Departure and Arrival Time Convenience



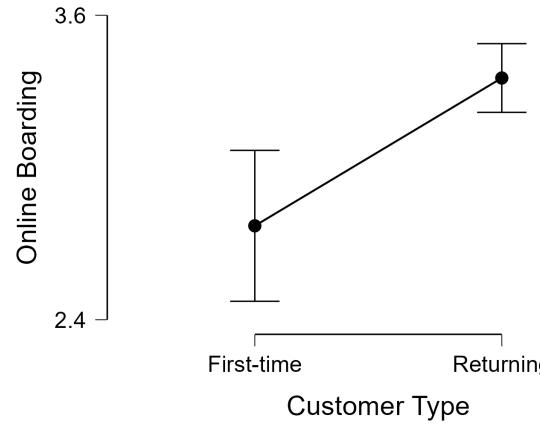
Ease of Online Booking



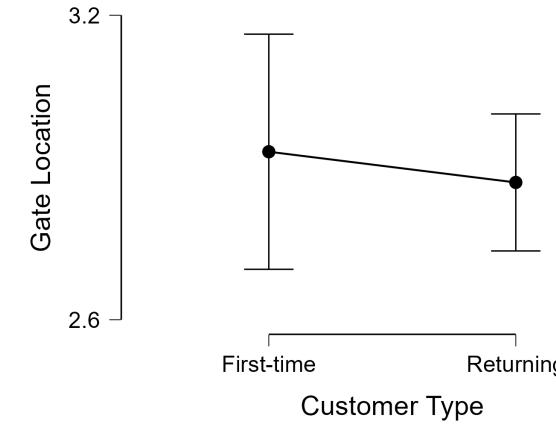
Check-in Service



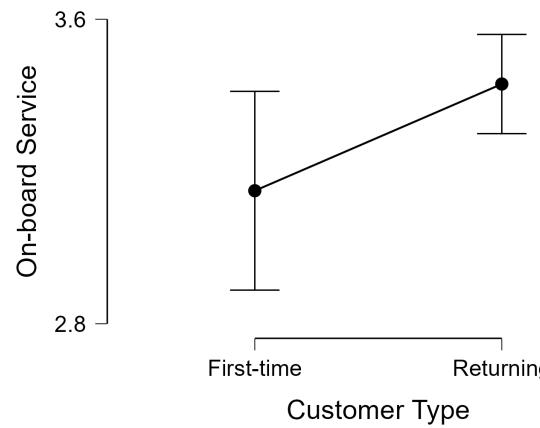
Online Boarding



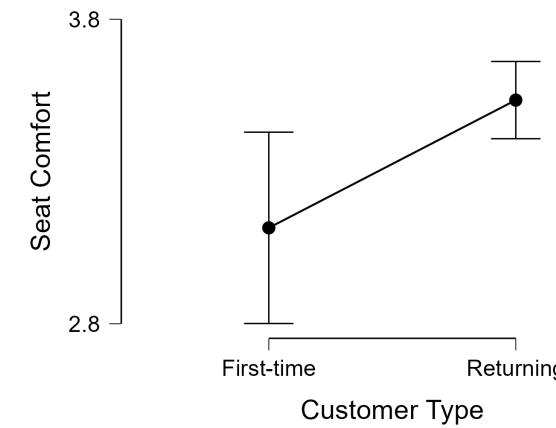
Gate Location



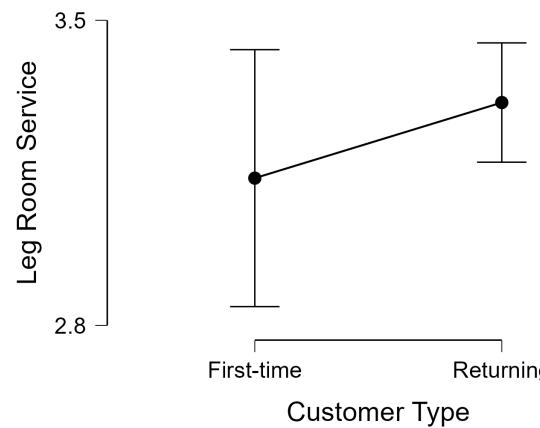
On-board Service



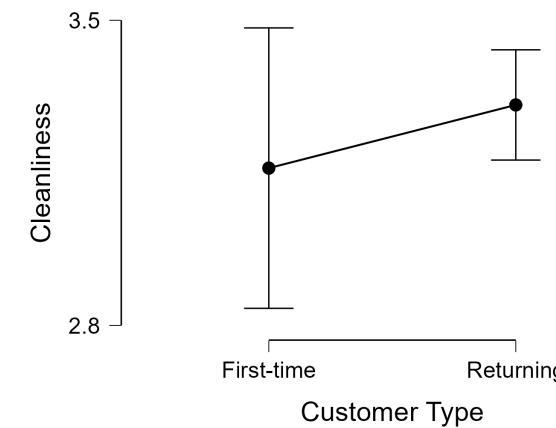
Seat Comfort



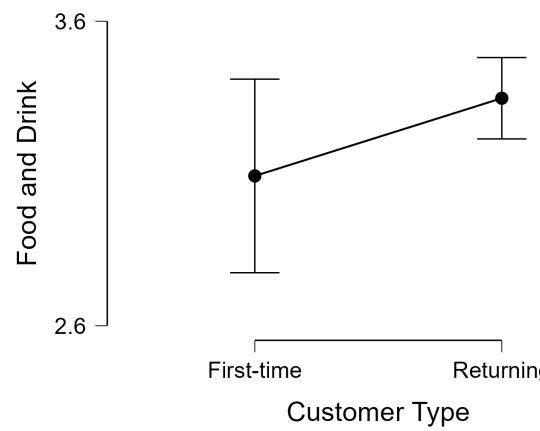
Leg Room Service



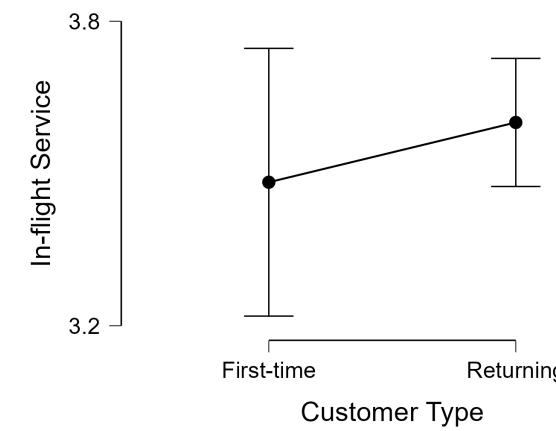
Cleanliness

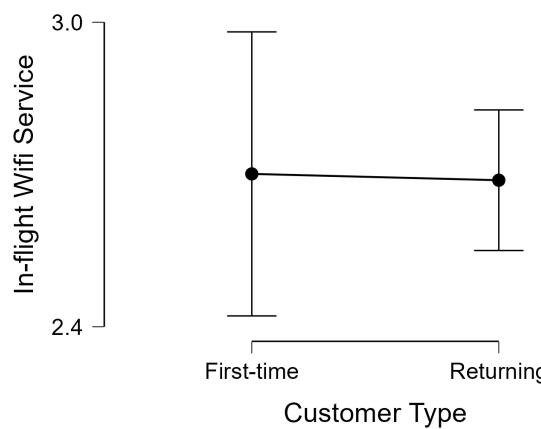
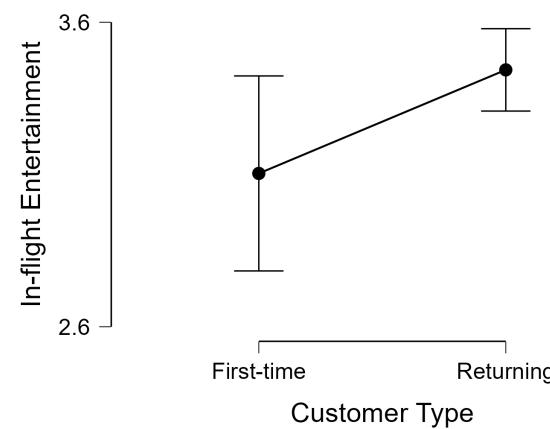
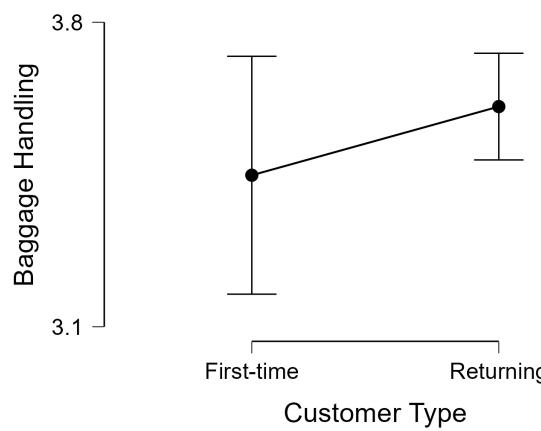


Food and Drink



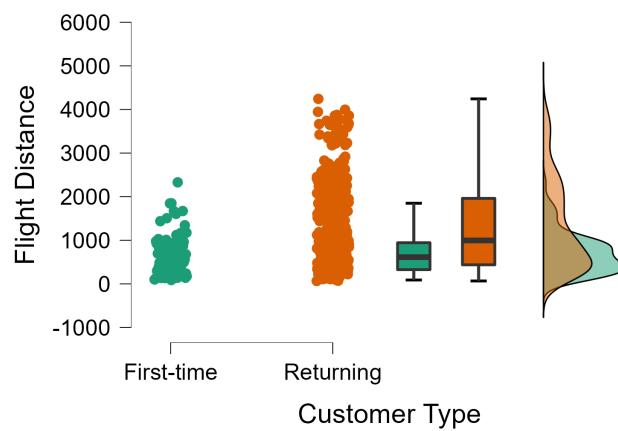
In-flight Service



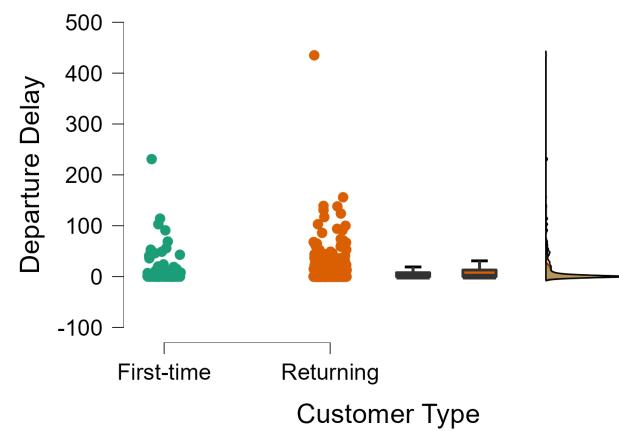
**In-flight Wifi Service****In-flight Entertainment****Baggage Handling**

# Raincloud Plots

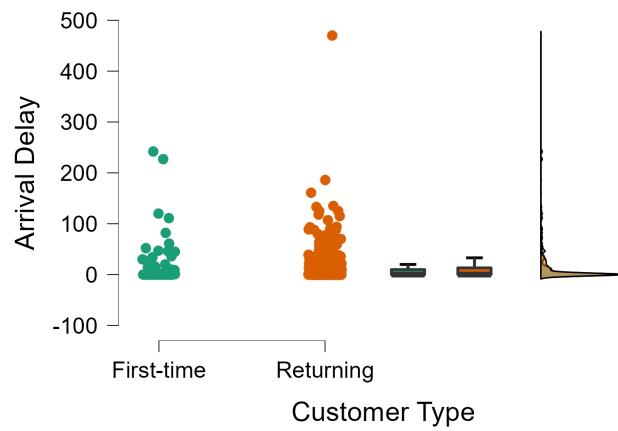
Flight Distance



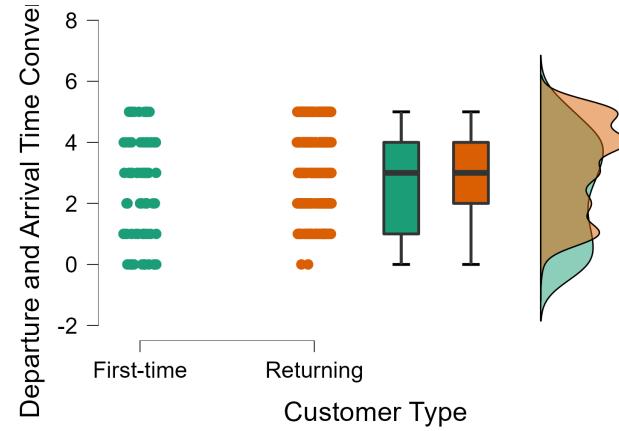
Departure Delay



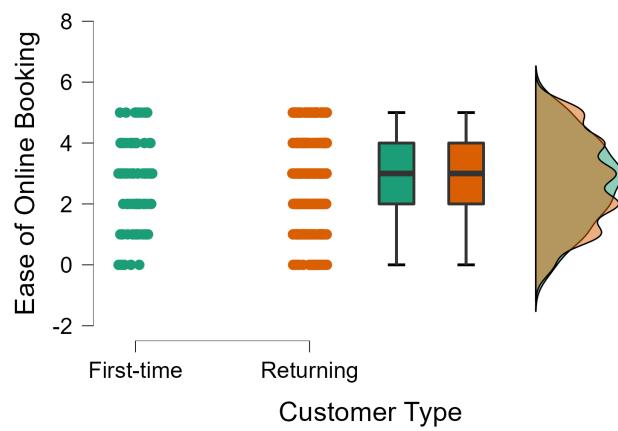
Arrival Delay



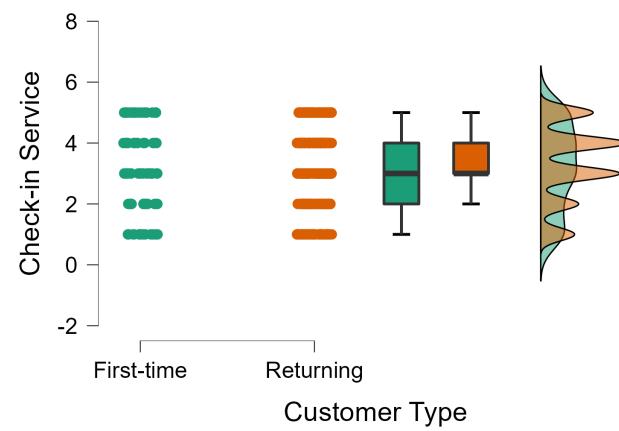
Departure and Arrival Time Convenience



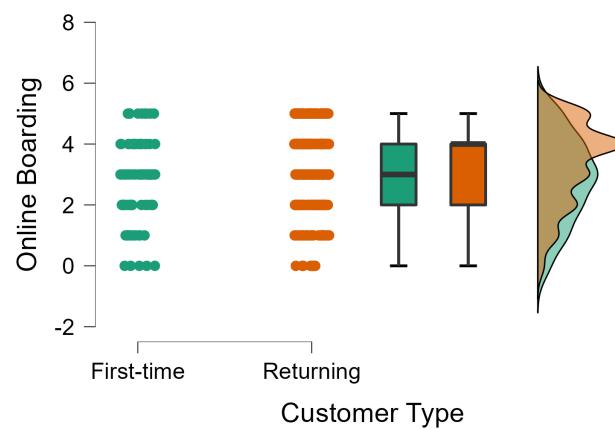
Ease of Online Booking



Check-in Service



Online Boarding



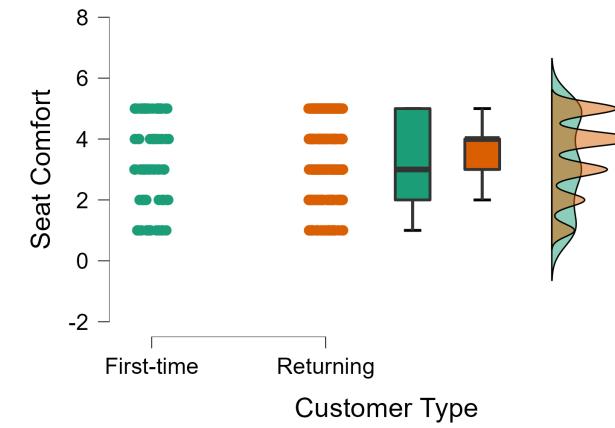
Gate Location



On-board Service



Seat Comfort



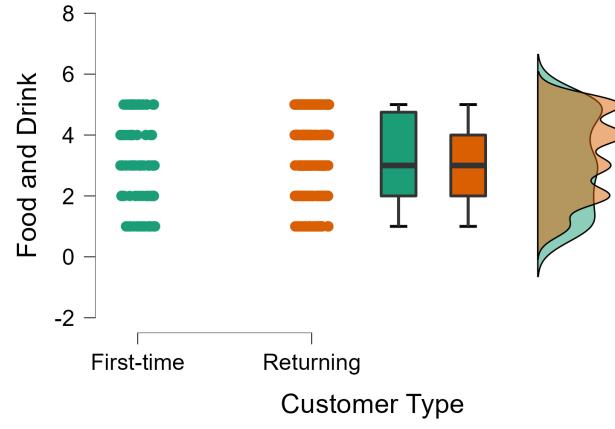
Leg Room Service



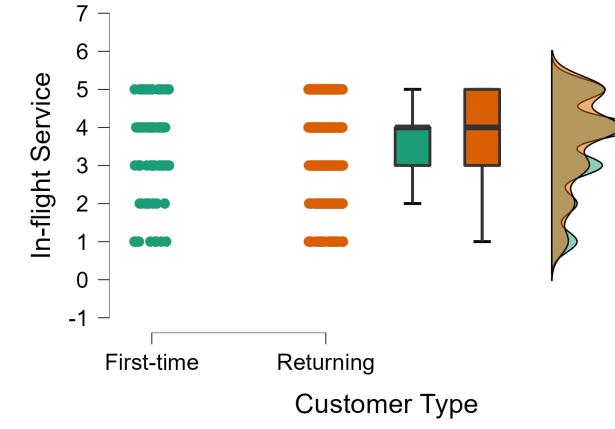
Cleanliness

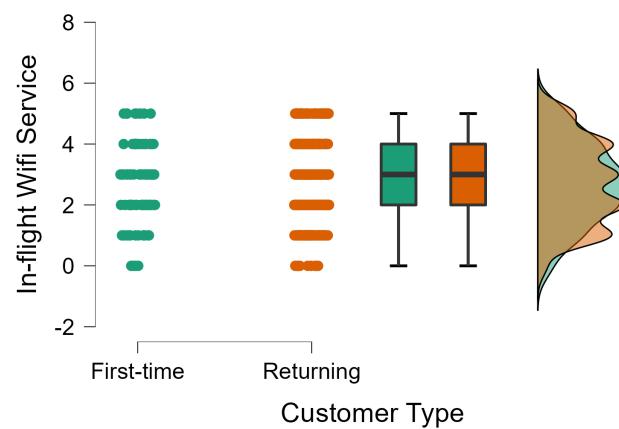
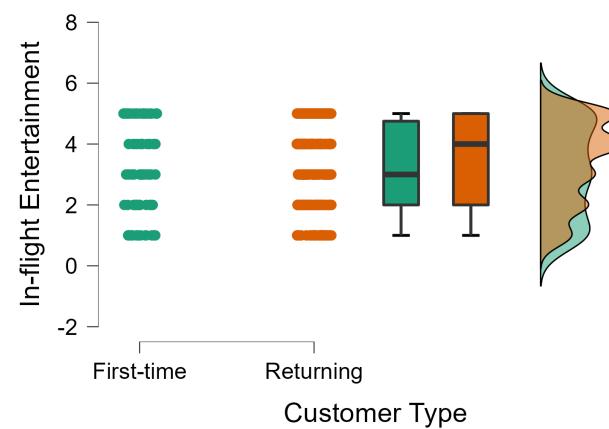
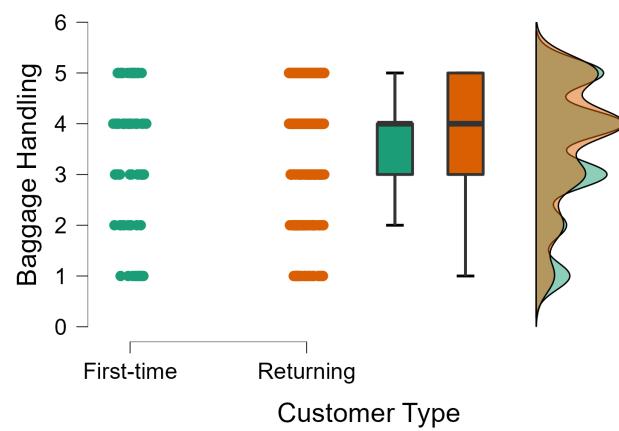


Food and Drink



In-flight Service



**In-flight Wifi Service****In-flight Entertainment****Baggage Handling**

# Logistic Regression

## Model Summary - Satisfaction

Model	Deviance	AIC	BIC	df	$\chi^2$	p	McFadden R <sup>2</sup>	Nagelkerke R <sup>2</sup>	Tjur R <sup>2</sup>	Cox & Snell R <sup>2</sup>
H <sub>0</sub>	612.263	614.263	618.372	449						
H <sub>1</sub>	393.579	423.579	485.218	435	218.684	< .001	0.357	0.518	0.432	0.385

## Coefficients

	Estimate	Standard Error	Odds Ratio	z	Wald Test		
					Wald Statistic	df	p
(Intercept)	-8.670	0.998	1.716e-4	-8.683	75.400	1	< .001
Departure and Arrival Time Convenience	-0.198	0.098	0.820	-2.022	4.090	1	0.043
Ease of Online Booking	-0.342	0.150	0.711	-2.280	5.199	1	0.023
Check-in Service	0.136	0.107	1.145	1.271	1.614	1	0.204
Online Boarding	1.032	0.143	2.807	7.199	51.833	1	< .001
Gate Location	0.334	0.128	1.397	2.602	6.768	1	0.009
On-board Service	0.271	0.140	1.311	1.931	3.730	1	0.053
Seat Comfort	-0.036	0.141	0.964	-0.258	0.067	1	0.796
Leg Room Service	0.518	0.110	1.678	4.692	22.011	1	< .001
Cleanliness	-0.079	0.151	0.924	-0.522	0.272	1	0.602
Food and Drink	0.062	0.152	1.064	0.411	0.169	1	0.681
In-flight Service	-0.049	0.136	0.952	-0.359	0.129	1	0.719
In-flight Wifi Service	0.303	0.155	1.354	1.955	3.822	1	0.051
In-flight Entertainment	0.206	0.178	1.229	1.160	1.345	1	0.246
Baggage Handling	0.313	0.137	1.367	2.285	5.220	1	0.022

Note. Satisfaction level 'Satisfied' coded as class 1.

## Multicollinearity Diagnostics

	Tolerance	VIF
Departure and Arrival Time Convenience	0.707	1.415
Ease of Online Booking	0.379	2.637
Check-in Service	0.922	1.084
Online Boarding	0.618	1.618
Gate Location	0.605	1.653
On-board Service	0.596	1.678
Seat Comfort	0.505	1.978
Leg Room Service	0.835	1.197
Cleanliness	0.421	2.373
Food and Drink	0.423	2.364
In-flight Service	0.619	1.615
In-flight Wifi Service	0.413	2.423
In-flight Entertainment	0.324	3.090
Baggage Handling	0.632	1.581

## Factor Descriptives

Factor	N
.	.
.	.

## Performance Diagnostics

### Confusion matrix

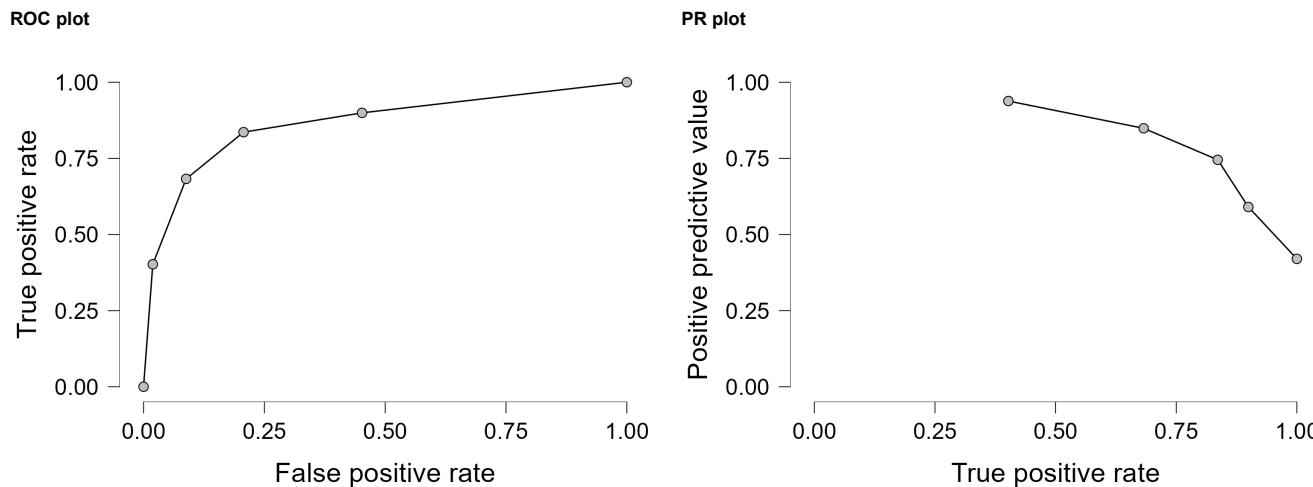
Observed	Predicted		% Correct
	Neutral or Dissatisfied	Satisfied	
Neutral or Dissatisfied	230	31	88.123
Satisfied	44	145	76.720
Overall % Correct			83.333

Note. The cut-off value is set to 0.5

### Performance metrics

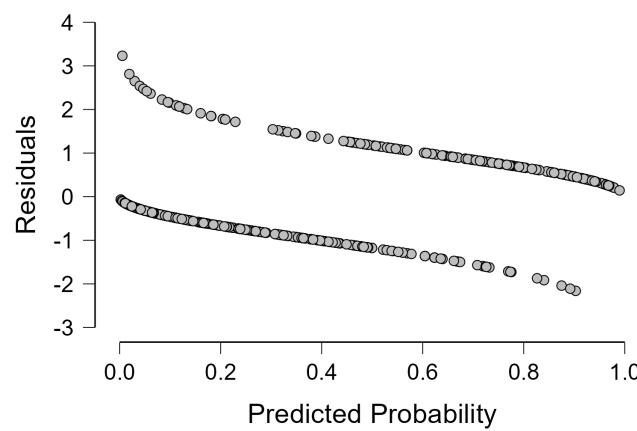
	Value
Accuracy	0.833
AUC	0.876
Sensitivity	0.767
Specificity	0.881
Precision	0.824
F-measure	0.795
Brier score	0.135
H-measure	0.526

### Performance plots



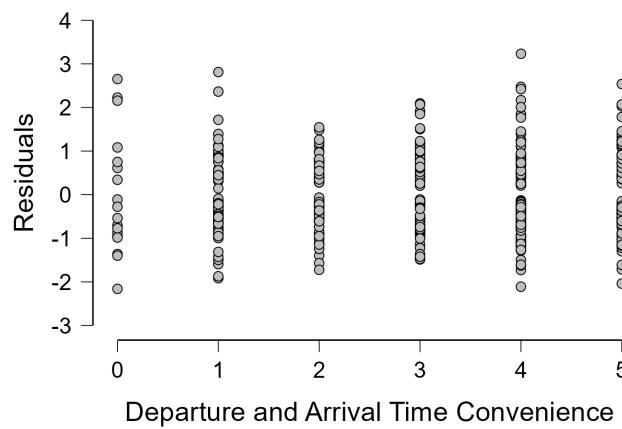
## Residual plots

### Predicted - residuals plot

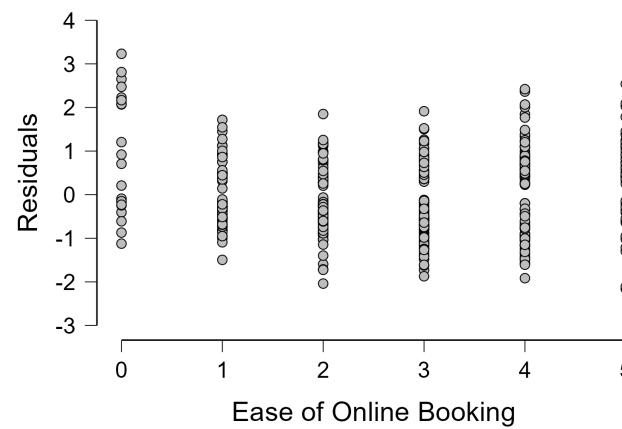


# Predictor - residuals plots

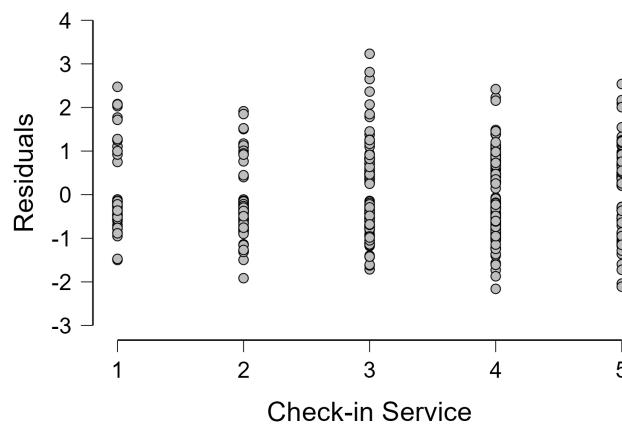
Departure and Arrival Time Convenience



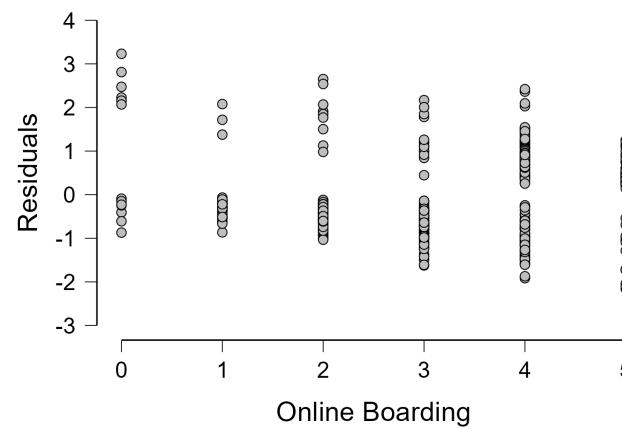
Ease of Online Booking



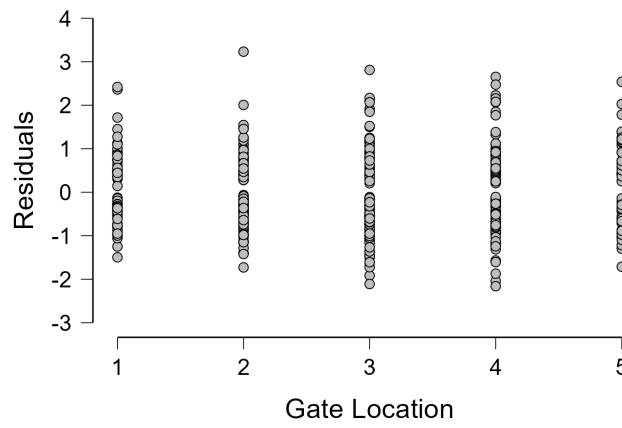
Check-in Service



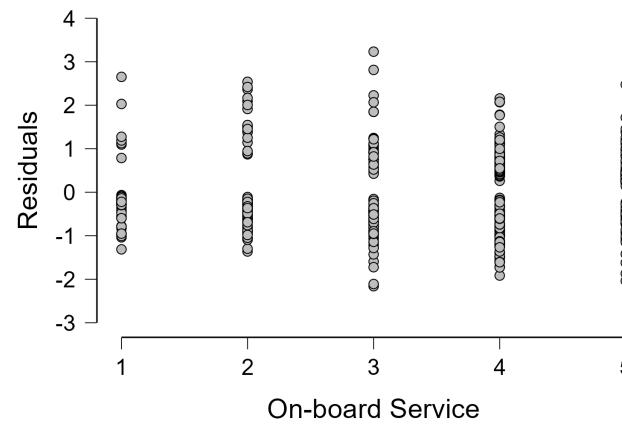
Online Boarding

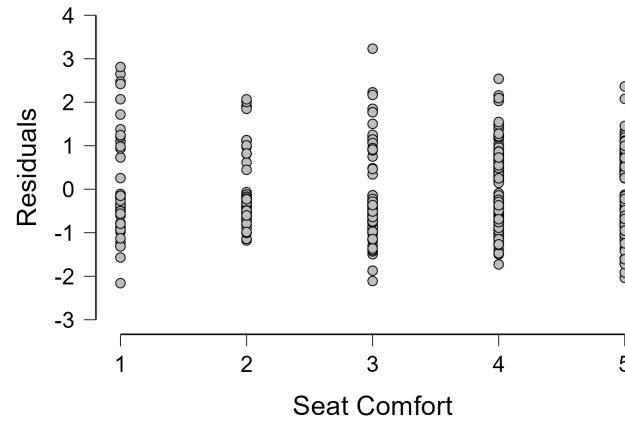
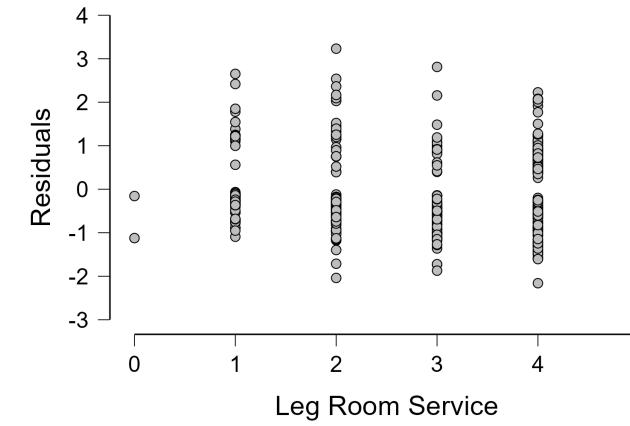
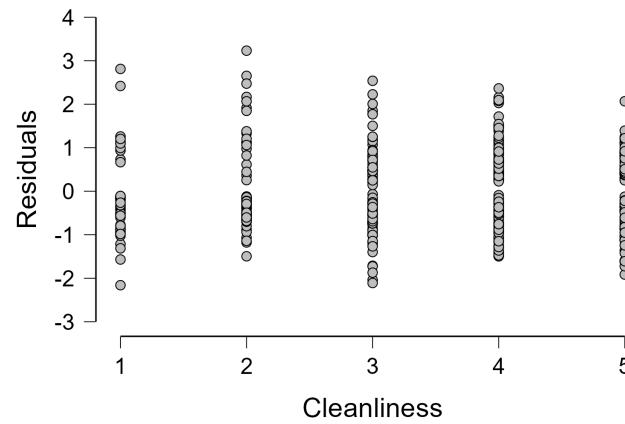
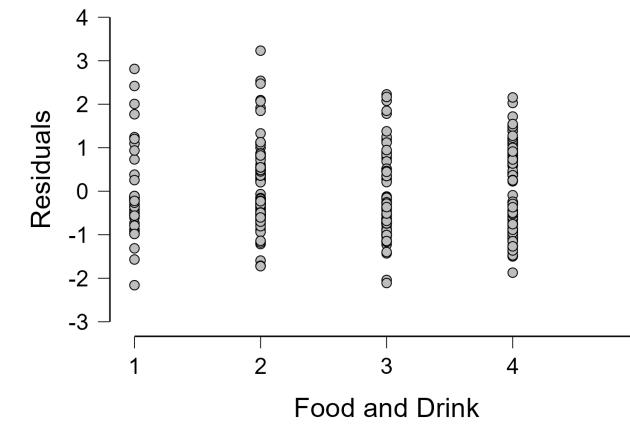
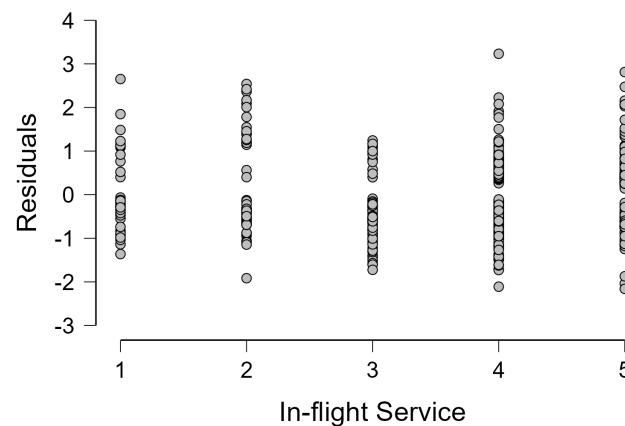
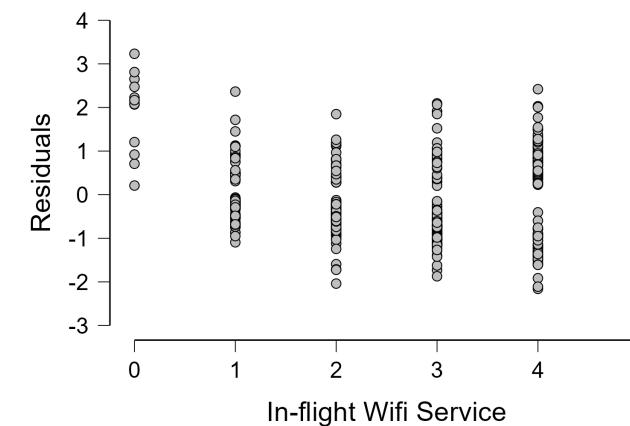
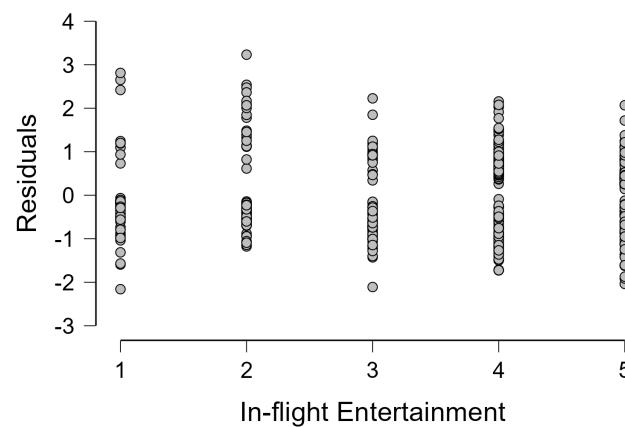
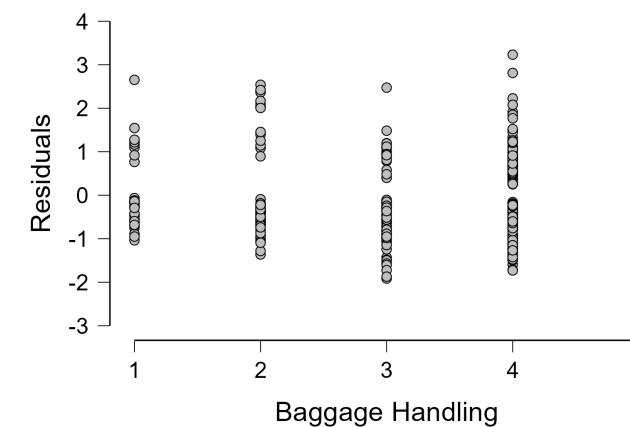


Gate Location

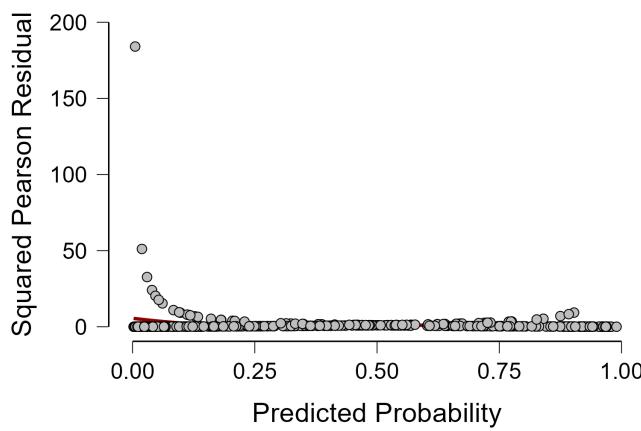


On-board Service



**Seat Comfort****Leg Room Service****Cleanliness****Food and Drink****In-flight Service****In-flight Wifi Service****In-flight Entertainment****Baggage Handling**

Squared Pearson residuals plot



# Linear Regression

## Model Summary - In-flight Service

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	RMSE	R <sup>2</sup> Change	F Change	df1	df2	p
H <sub>0</sub>	0.000	0.000	0.000	1.225	0.000		0	449	
H <sub>1</sub>	0.687	0.472	0.456	0.903	0.472	30.002	13	436	< .001

## ANOVA

Model		Sum of Squares	df	Mean Square	F	p
H <sub>1</sub>	Regression	318.139	13	24.472	30.002	< .001
H <sub>1</sub>	Residual	355.639	436	0.816		
H <sub>1</sub>	Total	673.778	449			

Note. The intercept model is omitted, as no meaningful information can be shown.

## Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	95% CI		Collinearity Statistics	
							Lower	Upper	Tolerance	VIF
H <sub>0</sub>	(Intercept)	3.578	0.058		61.956	< .001	3.464	3.691		
H <sub>1</sub>	(Intercept)	1.315	0.245		5.364	< .001	0.833	1.796		
	Departure and Arrival Time Convenience	0.041	0.032	0.050	1.255	0.210	-0.023	0.104	0.747	1.338
	Ease of Online Booking	-0.027	0.046	-0.031	-0.580	0.562	-0.117	0.064	0.423	2.363
	Check-in Service	-0.020	0.037	-0.020	-0.536	0.592	-0.091	0.052	0.852	1.173
	Online Boarding	0.068	0.043	0.075	1.593	0.112	-0.016	0.152	0.549	1.822
	Gate Location	0.062	0.041	0.064	1.498	0.135	-0.019	0.143	0.663	1.507
	On-board Service	0.312	0.046	0.321	6.803	< .001	0.222	0.402	0.545	1.836
	Seat Comfort	-0.088	0.051	-0.092	-1.701	0.090	-0.189	0.014	0.413	2.420
	Leg Room Service	0.041	0.035	0.045	1.163	0.245	-0.028	0.111	0.807	1.239
	Cleanliness	-0.111	0.056	-0.116	-1.986	0.048	-0.221	-0.001	0.352	2.838
	Food and Drink	-0.103	0.049	-0.112	-2.106	0.036	-0.199	-0.007	0.428	2.339
	In-flight Wifi Service	-0.096	0.047	-0.104	-2.014	0.045	-0.189	-0.002	0.453	2.210
	In-flight Entertainment	0.252	0.059	0.279	4.260	< .001	0.136	0.369	0.282	3.545
	Baggage Handling	0.307	0.046	0.303	6.618	< .001	0.216	0.398	0.579	1.726

## Descriptives

	N	Mean	SD	SE
In-flight Service	450	3.578	1.225	0.058
Departure and Arrival Time Convenience	450	3.047	1.522	0.072
Ease of Online Booking	450	2.716	1.420	0.067
Check-in Service	450	3.278	1.265	0.060
Online Boarding	450	3.240	1.347	0.063
Gate Location	450	2.882	1.267	0.060
On-board Service	450	3.376	1.259	0.059
Seat Comfort	450	3.453	1.289	0.061
Leg Room Service	450	3.278	1.337	0.063
Cleanliness	450	3.278	1.284	0.061
Food and Drink	450	3.298	1.337	0.063
In-flight Wifi Service	450	2.691	1.335	0.063
In-flight Entertainment	450	3.378	1.355	0.064
Baggage Handling	450	3.576	1.207	0.057

## Part And Partial Correlations

Model		Partial	Part
H <sub>1</sub>	Departure and Arrival Time Convenience	0.060	0.044
H <sub>1</sub>	Ease of Online Booking	-0.028	-0.020
H <sub>1</sub>	Check-in Service	-0.026	-0.019
H <sub>1</sub>	Online Boarding	0.076	0.055
H <sub>1</sub>	Gate Location	0.072	0.052
H <sub>1</sub>	On-board Service	0.310	0.237
H <sub>1</sub>	Seat Comfort	-0.081	-0.059
H <sub>1</sub>	Leg Room Service	0.056	0.040
H <sub>1</sub>	Cleanliness	-0.095	-0.069
H <sub>1</sub>	Food and Drink	-0.100	-0.073
H <sub>1</sub>	In-flight Wifi Service	-0.096	-0.070
H <sub>1</sub>	In-flight Entertainment	0.200	0.148
H <sub>1</sub>	Baggage Handling	0.302	0.230

Note. The intercept model is omitted, as no meaningful information can be shown.

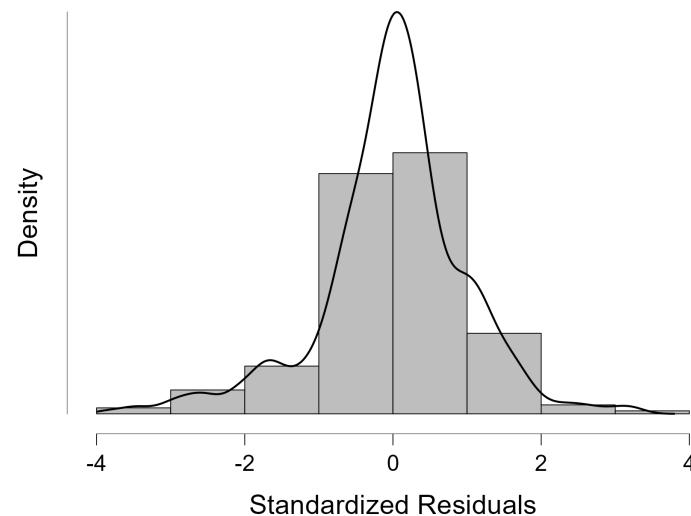
Model	Dimension	Eigenvalue	Condition Index	(Intercept)	Departure and Arrival Time Convenience	Ease of Online Booking	Check-in Service	Online Boarding	Gate Location	On-board S
H <sub>1</sub>	1	12.472	1.000	0.000	0.001	0.000	0.001	0.000	0.001	0
	2	0.430	5.388	0.000	0.051	0.049	0.002	0.001	0.032	0
	3	0.252	7.032	0.002	0.013	0.014	0.009	0.018	0.000	0
	4	0.196	7.972	0.001	0.218	0.034	0.005	0.070	0.105	0
	5	0.127	9.915	0.002	0.004	0.005	0.566	0.016	0.006	0
	6	0.107	10.774	0.004	0.473	0.020	0.005	0.025	0.317	0
	7	0.094	11.532	0.002	0.174	0.001	0.004	0.139	0.069	0
	8	0.077	12.720	0.001	0.028	0.026	0.216	0.271	0.166	0
	9	0.059	14.481	0.000	0.000	0.736	0.013	0.015	0.068	0
	10	0.048	16.044	0.082	0.017	0.030	0.051	0.065	0.000	0
	11	0.047	16.370	0.040	0.001	0.040	0.086	0.034	0.000	0
	12	0.035	18.748	0.104	0.003	0.000	0.028	0.334	0.136	0
	13	0.034	19.283	0.066	0.015	0.037	0.014	0.000	0.023	0
	14	0.021	24.413	0.696	0.002	0.007	0.000	0.013	0.075	0

Note: The intercept model is omitted, as no meaningful information can be shown.

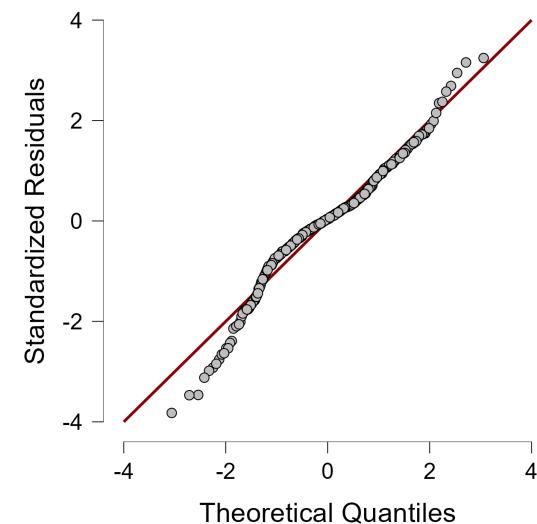
#### Residuals Statistics

	Minimum	Maximum	Mean	SD	N
Predicted Value	1.342	5.540	3.578	0.842	450
Residual	-3.402	2.887	3.395e-17	0.890	450
Std. Predicted Value	-2.656	2.331	1.808e-16	1.000	450
Std. Residual	-3.818	3.248	-3.400e-4	1.001	450

Standardized Residuals Histogram

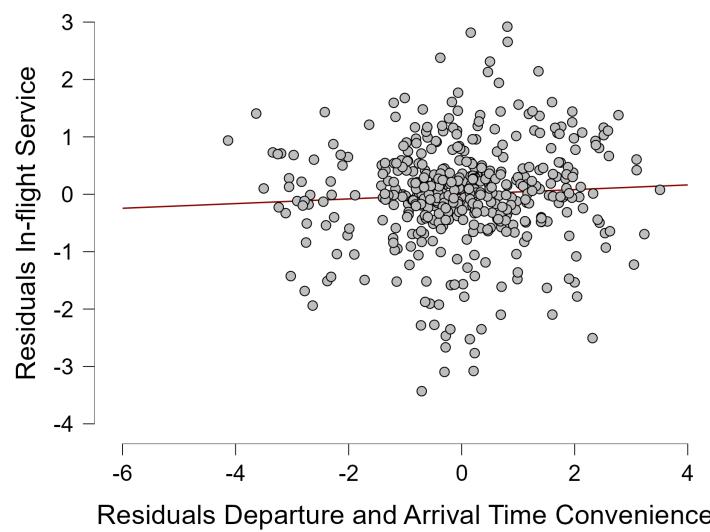


Q-Q Plot Standardized Residuals

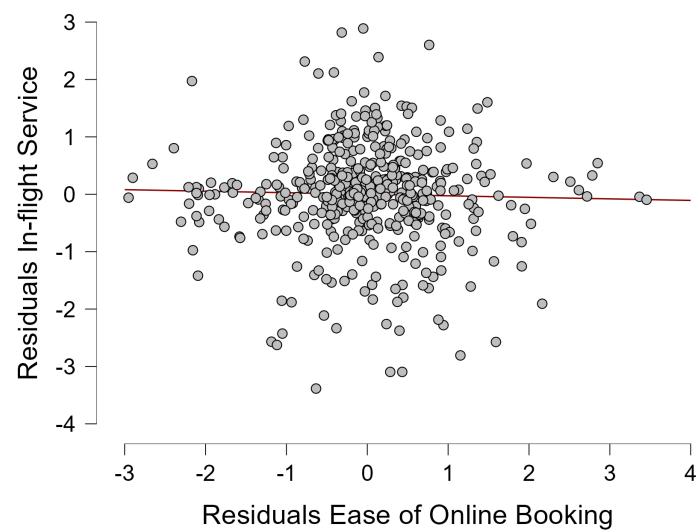


## Partial Regression Plots

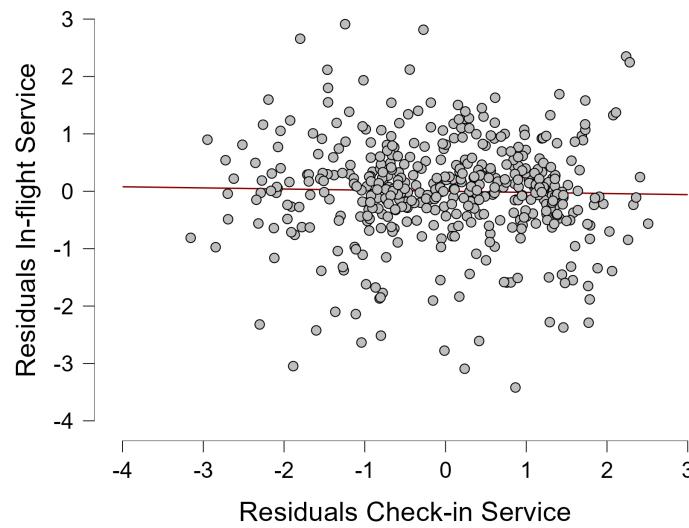
In-flight Service vs. Departure and Arrival Time Convenience



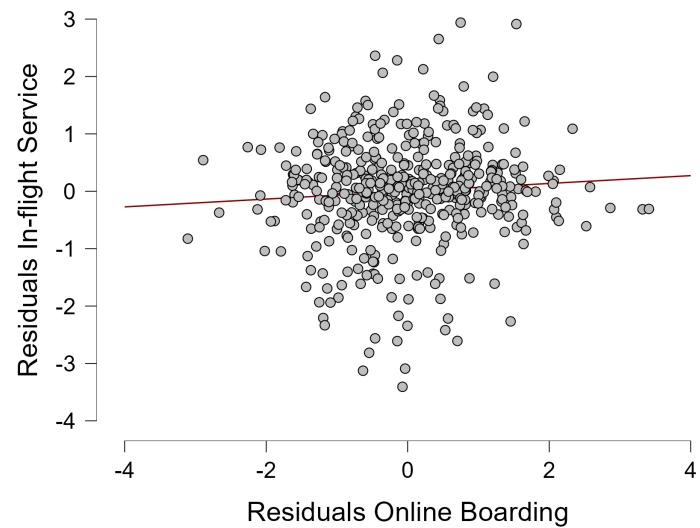
In-flight Service vs. Ease of Online Booking



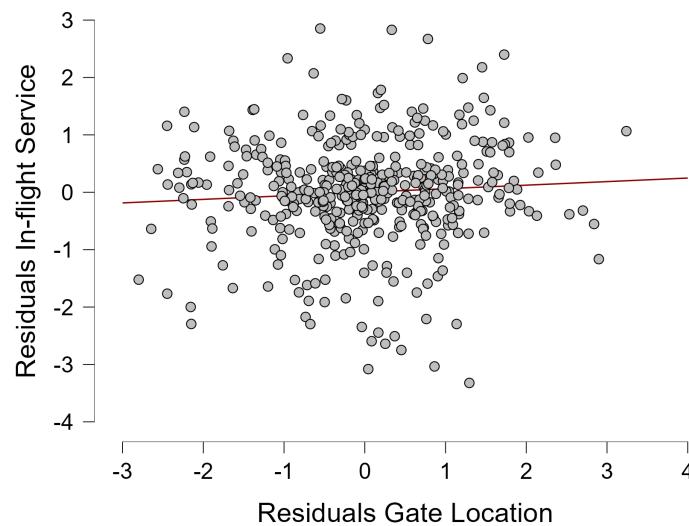
In-flight Service vs. Check-in Service



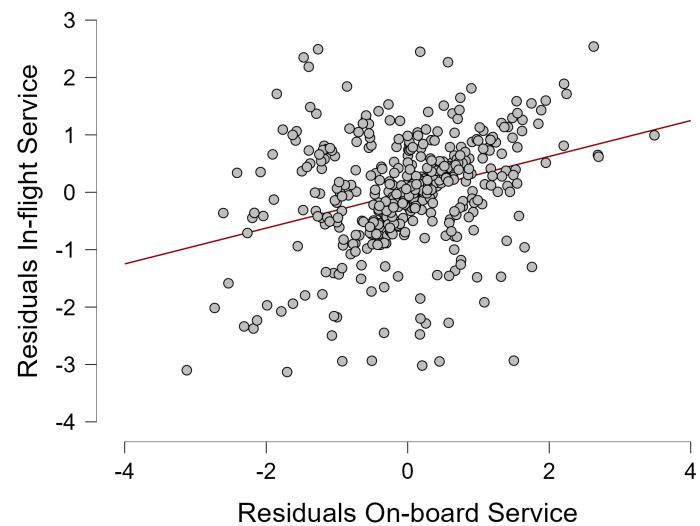
In-flight Service vs. Online Boarding



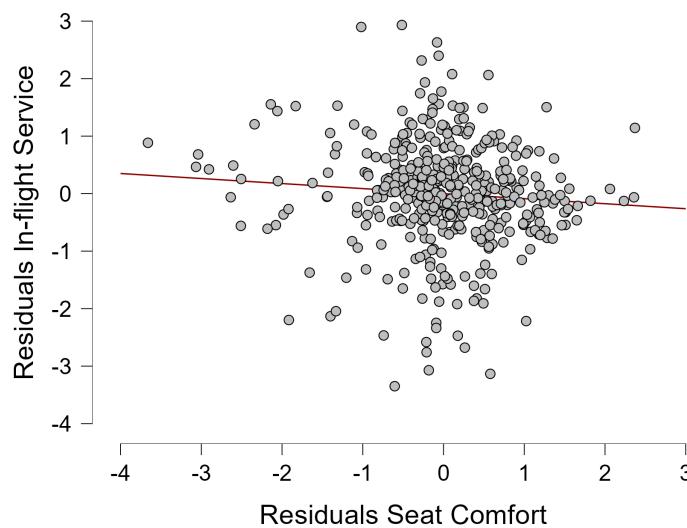
In-flight Service vs. Gate Location



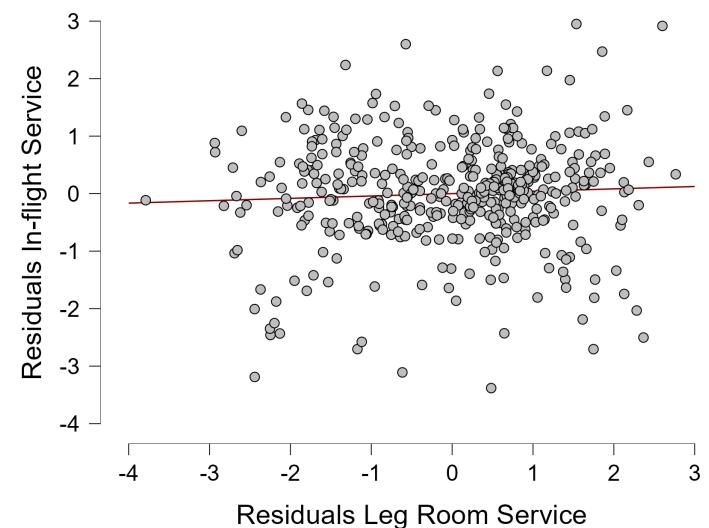
In-flight Service vs. On-board Service



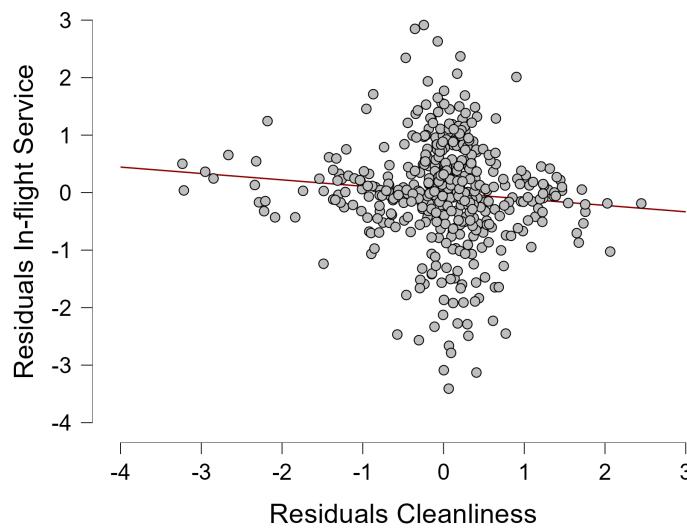
In-flight Service vs. Seat Comfort



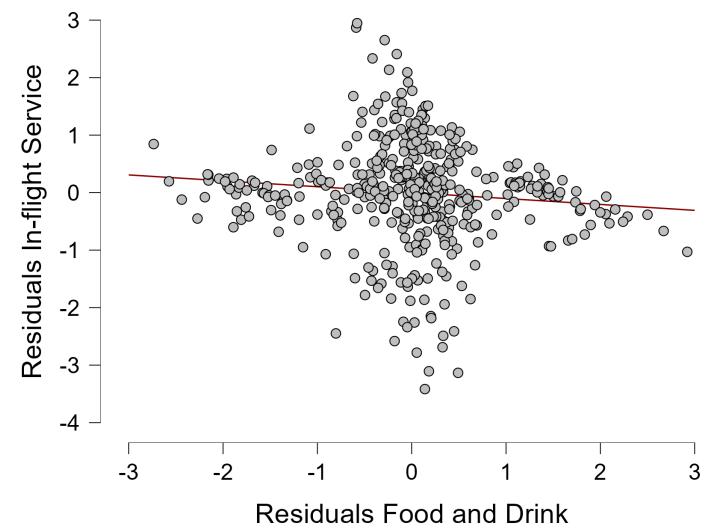
In-flight Service vs. Leg Room Service



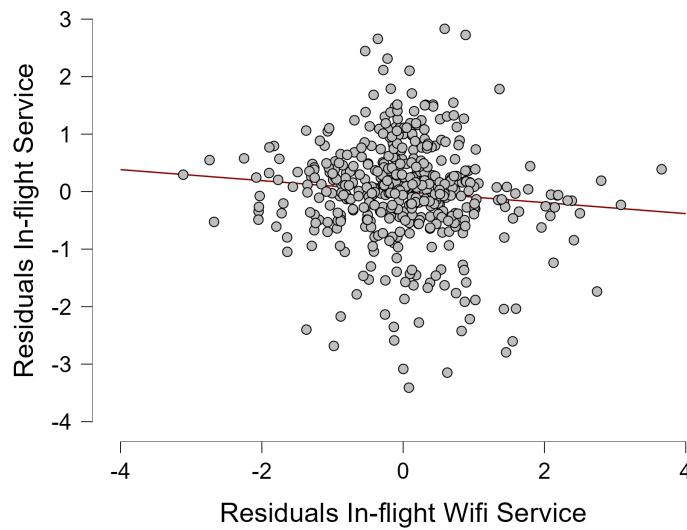
In-flight Service vs. Cleanliness



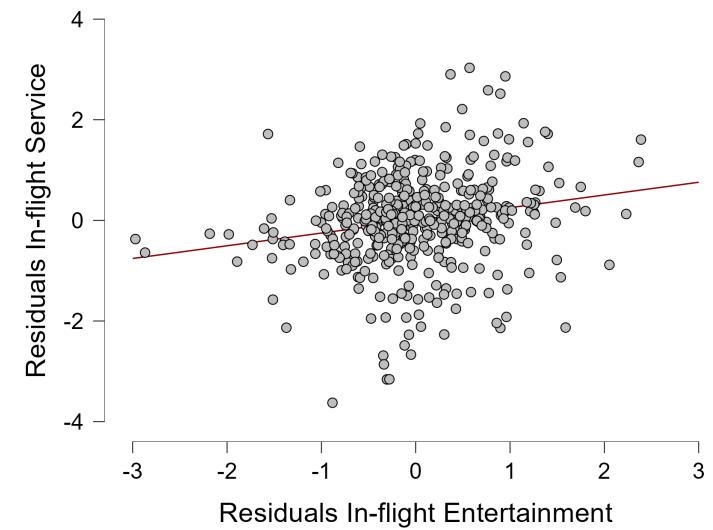
In-flight Service vs. Food and Drink



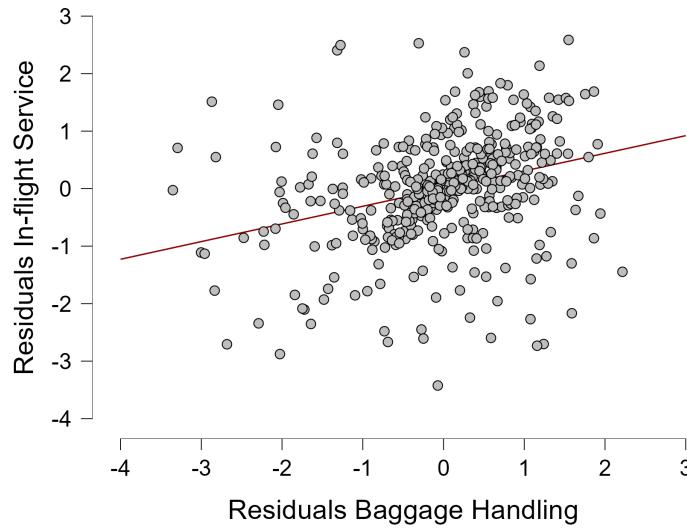
In-flight Service vs. In-flight Wifi Service



In-flight Service vs. In-flight Entertainment



In-flight Service vs. Baggage Handling



## Contingency Tables

### Contingency Tables

Type of Travel	Gender		Total
	Female	Male	
Business	574	558	1132
Personal	188	289	477
Total	762	847	1609

### Chi-Squared Tests

	Value	df	p
$\chi^2$	17.169	1	< .001
$\chi^2$ continuity correction	16.719	1	< .001
Likelihood ratio	17.282	1	< .001
N	1609		

### Log Odds Ratio

Log Odds Ratio	95% Confidence Intervals		
	Lower	Upper	p
Odds ratio	0.458	0.241	0.676
Fisher's exact test	0.458	0.235	< .001

### Nominal

	Value
Contingency coefficient	0.103

# Hierarchical Clustering

## Hierarchical Clustering

Clusters	N	R <sup>2</sup>	AIC	BIC	Silhouette
2	449	0.056	6402.540	6525.750	0.520

Note. The model is optimized with respect to the B/C value.

## Cluster Information

Cluster	1	2
Size	445	4
Explained proportion within-cluster heterogeneity	0.991	0.009
Within sum of squares	6287.732	54.809
Silhouette score	0.519	0.447

Note. The Between Sum of Squares of the 2 cluster model is 377.46

Note. The Total Sum of Squares of the 2 cluster model is 6720

## Cluster Means

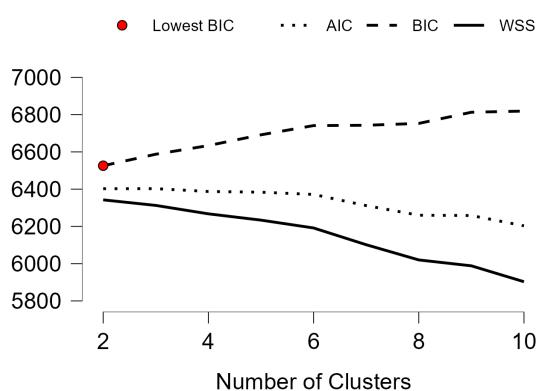
	Departure and Arrival Time Convenience	Ease of Online Booking	Check-in Service	Online Boarding	Gate Location	On-board Service	Seat Comfort	Leg Room Service	Flight Distanc
Cluster 1	-0.085	-0.011	-0.002	0.001	-0.005	-0.005	-0.001	-0.003	0.0
Cluster 2	9.433	1.196	0.264	-0.137	0.504	0.535	0.143	0.335	-0.8

## Evaluation Metrics

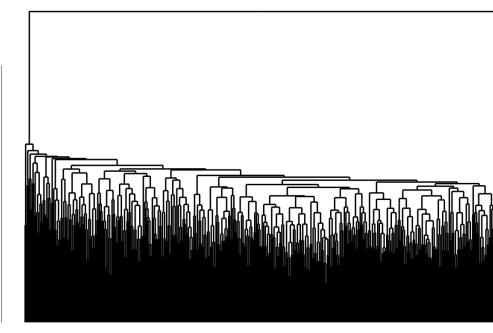
	Value
Maximum diameter	8.988
Minimum separation	5.439
Pearson's $\gamma$	0.616
Dunn index	0.605
Entropy	0.051
Calinski-Harabasz index	26.602

Note. All metrics are based on the euclidean distance.

## Elbow Method Plot

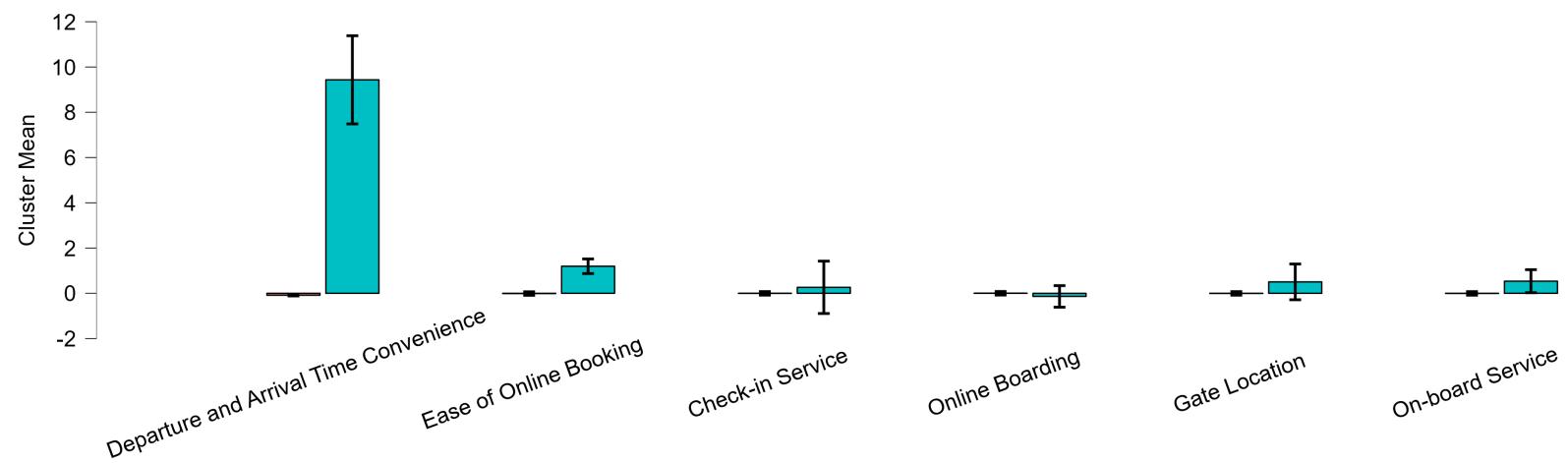


## Dendrogram



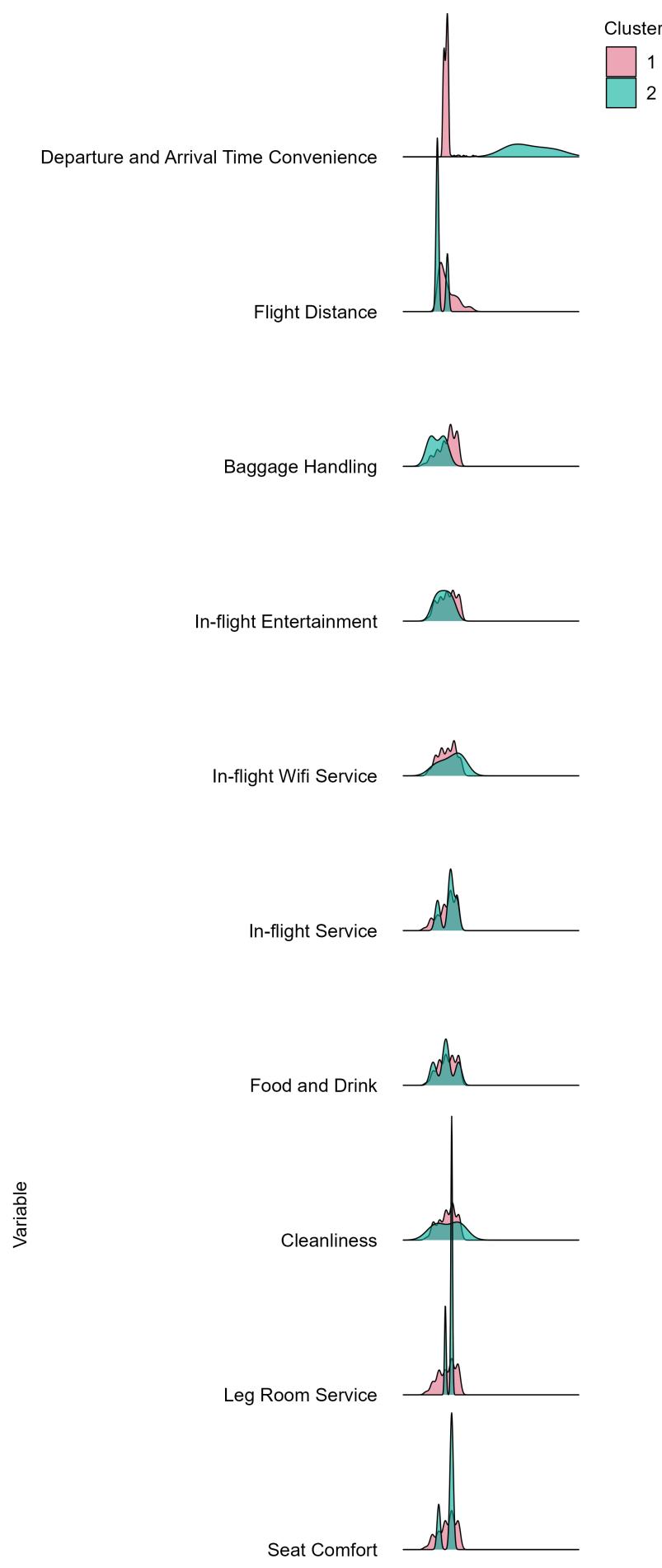
## Cluster Mean Plots

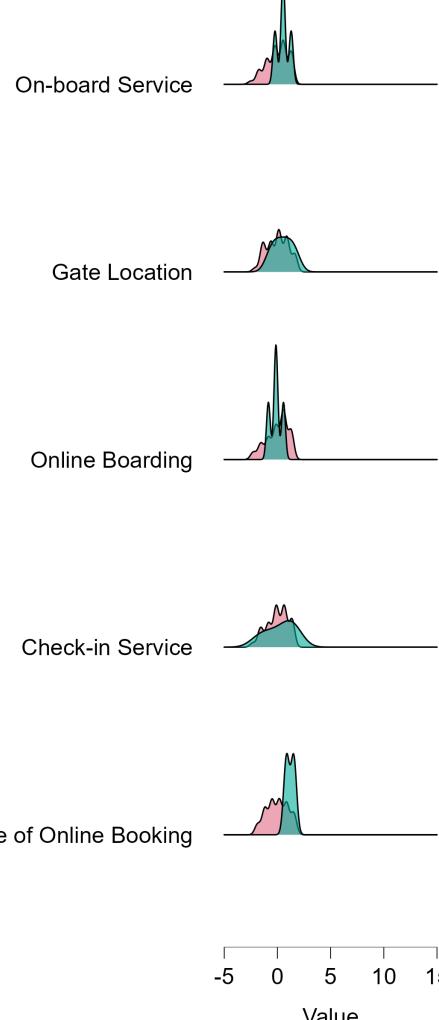
### All Variables



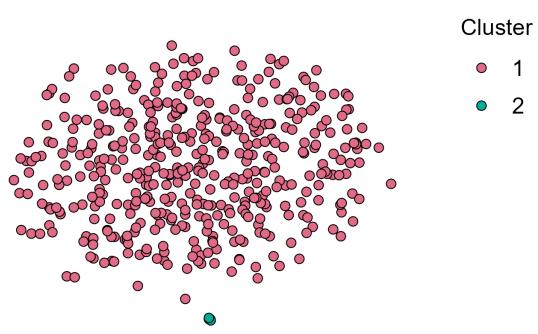
## Cluster Density Plots

All Variables





t-SNE Cluster Plot



# Mediation Analysis

## Parameter estimates

### Direct effects

		95% Confidence Interval					
		Estimate	Std. Error	z-value	p	Lower	Upper
Departure and Arrival Time Convenience	→ In-flight Service	5.505e-4	0.008	0.071	0.943	-0.015	0.016
Check-in Service	→ In-flight Service	-0.060	0.047	-1.277	0.202	-0.152	0.032
Ease of Online Booking	→ In-flight Service	0.048	0.043	1.119	0.263	-0.036	0.133
Seat Comfort	→ In-flight Service	-0.028	0.047	-0.601	0.548	-0.120	0.063
Online Boarding	→ In-flight Service	0.093	0.045	2.076	0.038	0.005	0.182
Baggage Handling	→ In-flight Service	0.005	0.048	0.102	0.919	-0.089	0.099

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

### Indirect effects

		95% Confidence Interval						
		Estimate	Std. Error	z-value	p	Lower	Upper	
Departure and Arrival Time Convenience	→ In-flight Wifi Service	→ In-flight Service	-2.708e-4	6.177e-4	-0.438	0.661	-0.001	9.398e-4
Check-in Service	→ In-flight Wifi Service	→ In-flight Service	0.010	0.007	1.393	0.164	-0.004	0.023
Ease of Online Booking	→ In-flight Wifi Service	→ In-flight Service	2.348e-4	0.003	0.070	0.944	-0.006	0.007
Seat Comfort	→ In-flight Wifi Service	→ In-flight Service	0.003	0.004	0.705	0.481	-0.005	0.011
Online Boarding	→ In-flight Wifi Service	→ In-flight Service	0.003	0.004	0.785	0.432	-0.005	0.011
Baggage Handling	→ In-flight Wifi Service	→ In-flight Service	0.008	0.006	1.280	0.201	-0.004	0.019

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

### Total effects

		95% Confidence Interval					
		Estimate	Std. Error	z-value	p	Lower	Upper
Departure and Arrival Time Convenience	→ In-flight Service	2.797e-4	0.008	0.036	0.971	-0.015	0.015
Check-in Service	→ In-flight Service	-0.050	0.047	-1.079	0.281	-0.142	0.041
Ease of Online Booking	→ In-flight Service	0.049	0.043	1.121	0.262	-0.036	0.134
Seat Comfort	→ In-flight Service	-0.025	0.047	-0.540	0.589	-0.117	0.066
Online Boarding	→ In-flight Service	0.097	0.045	2.140	0.032	0.008	0.185
Baggage Handling	→ In-flight Service	0.012	0.048	0.260	0.795	-0.082	0.107

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

## Path plot

