Assessing the Service Quality of An International Airport Terminal as Perceived by Tourist travelers:The Caseof NAIA Terminal-3 in Manila, Philippines

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Abstract: **This study is concerned with the assessment of the level of satisfaction of tourist travelers with the service quality at the Ninoy Aquino International Airport(NAIA) Terminal-3 in Manila, Philippines, using the five dimensions of SERVQUAL, namely, tangibility, reliability, responsiveness, assurance and empathy as well as identifying the areas of the airport terminal that need to be improved. The descriptive method was used in the study and the survey questionnaire was distributed to 200 tourist travelers going through NAIA Terminal-3. The results showed that in terms of tangibility, assurance and empathy NAIA Terminal-3 got a very satisfactory feedback from travelers but for reliability and responsiveness the travelers were only moderately satisfied with the Terminal's services. Also, the waiting area got the highest ranking among the terminal's areas that need improvement followed by the facilities, departure area, arrival area, check-in counter, parking, and security. The study concluded that while NAIA Terminal-3 provides good quality services based on the overall assessment of travelers' satisfaction, it recommended that the management of NAIA Terminal-3 should focus on the future improvement of the terminal by adding another set of rooms and/or chairs in the waiting area, additional space/ rooms for travelers using the terminal, especially during peak season, to avoid overcrowding inside the terminal as well as more modernized facilities and technologies , more security guards and closed- circuit television cameras (CCTV) in order that airline passengers and tourist travelers could be provided with a strong feeling of safety and security inside the airport..**

Keywords: **Service Quality Level of Satisfaction, SERVQUAL, International Airport Terminal, NAIA Terminal- 3, Ninoy Aquino International Airport, SERVQUAL Five Dimensions.**

1.   INTRODUCTION

Airports are the first contact point for passengers when they arrive at their destination. Passengers use different facilities and services that give them a first impression not only of the airport but also of the country where it is located. When the passengers go through an airport, they use several services such as check-in, passport and security controls prior to departure, baggage claim service, and passport control upon arrival. If the airport service does not meet the passenger's expectation, then the airport service quality would be rated low and the passenger's satisfaction would be rated negative. On the other hand, if the services of the airport address all the needs of the passengers, airport service quality would be rated high and passenger's satisfaction would be positive. Airline passengers' satisfaction is a key performance indicator for the performance of an international airport. International airports located in different regions or countries by and large do not compete with one another. Airline passenger often do not have a choice between airports regardless of price or quality levels of airport services. In other words, passenger demand for airport services are likely to be inelastic. Nevertheless, the evaluation of passengers' satisfaction with airport services must be done continuously to provide and maintain a high quality of service at an international airport.

Airport customers are remarkably varied and include passengers, airlines, employees, concessionaires, tenants and others. Passengers' perception of airport service quality is only one of several variables (e.g. routes, scheduling, location and prices) that contribute to overall airport attractiveness. It is nevertheless an important variable because of the increasing importance of customer orientation to competitive advantage in the airline industry. At the airport, passengers encounter a bundle of tangible and intangible services in a physical setting that Bitner (1992: 57-71) might characterize as an "elaborate service scape", similar to a hospital, with many corridors, queues, signs and complex interactions. Freathy and O'Connell (2000: 109) state that airports have been government- owned.

Depending on the type of airport you work in, the security system may be as simple as a fence or it may include items as complicated as computer controlled automatic gates with television screen monitors. At the Punta Gorda Airport, for example, airport staff is responsible for security and will notify the Sheriff's Department for assistance. If you see a gate left open, close it, and then report it to airport staff.

Background of the Study:

This subsection describes the Terminal-3 of the Ninoy Aquino International Airport or NAIA and its history and then discusses the characteristics of tourists, and service quality.

The NAIA-Terminal 3:

The Ninoy Aquino International Airport or NAIA for short was originally known as the Manila International Airport (MIA) , and was renamed the Ninoy Aquino International Airport or NAIA in 1987 in honor of the anti-Marcos dictatorship hero, Ninoy Aquino, who was assassinated in Terminal 1 of MIA in August 1983 upon his return from exile in the USA. MIA Terminal- 1, NAIA's first terminal is located along the border between Pasay City and Parañaque City in Metro Manila, Philippines. It is located about 7 kilometers (4 miles) south of the country's capital of Manila, and southwest of Makati City' s Central Business District.

Officially, NAIA is the only airport serving the Manila area. In practice, however, both NAIA and Clark International Airport (located north of Manila in the Clark Freeport Zone in Pampanga, about two hours' drive from Manila) serve the Manila area - with Clark catering mostly to low-cost carriers that avail themselves of the lower landing fees than those charged at NAIA. In the long term Clark is set to replace NAIA as the primary international airport of the Philippines.

In 2009 NAIA served 24.1 million passengers and in 2010, NAIA carried 27.1 million passengers, making it to the top 50 of the world's busiest airports in terms of passenger traffic. In 2011, NAIA handled 29.5 million passengers, and in 2012, NAIA became the 45th busiest airport in the world, with passenger volume increasing by about 8% to a total of 32.1 million passengers. Then in 2013, 32.8 million passengers used the airport.

The second NAIA terminal, NAIA-2, which is located at the Old MIA Road and which was finished in 1998, began operations in 1999. It has been named Centennial Terminal in commemoration of the centennial year of the declaration of Philippine independence in 1998. The 75,000 square- meter terminal was originally designed by Aéroports de Paris to be a domestic terminal, but the design was later modified to accommodate international flights. It has a capacity of 2.5 million passengers per year in its international wing and 5 million in its domestic wing, which later will expand to nine million passengers yearly. This terminal is used by Philippine Airlines and its sister company Air Philippines. It is divided into 2 wings the North Wing which handles international flights and the South Wing which handles domestic flights. It currently has 12 air bridges. Terminal 2 has the most number of flights out of all the NAIA terminals. The need for two more terminals was proposed by a Master Plan Review of the Ninoy Aquino International Airport that was undertaken in 1989 by Aéroports de Paris (ADP), which was facilitated through a grant from the French Government. The review cost 2.9 million French francs and was submitted to the Philippine Government for evaluation in 1990.

In 1991, the French Government granted a 30 million franc soft loan to the Government of the Philippines, which was to be used to cover the Detailed Architectural and Engineering Design of the NAIA Terminal-2. ADP completed the design in 1992, and then in 1994, the Japanese Government granted an 18.12 billion yen soft loan to the Philippine Government to finance 75% of the terminal's construction costs and 100% of the supervision costs. Construction of the terminal began on December 11, 1995 and was formally turned over to the Government of the Philippines on December 28, 1998.

The Third terminal of the airport, NAIA Terminal-3 or NAIA-3, is the newest and biggest terminal in the NAIA complex. Its construction started in 1997, and .it has become one of the most controversial projects that the Philippine government has become involved with. Legal battles and red tape, especially international cases in both the United States and

Singapore as a result of mismanagement of the project by the Estrada government, as well as technical and safety concerns, delayed the opening several times. Terminal 3 officially opened to selected domestic flights from July 22, 2008 (initially Cebu Pacific only, then Philippine Airlines subsidiaries Air Philippines and PAL Express), with Cebu Pacific international flights using it from August 1, 2008. All international operations, except for those from PAL, are intended to operate from Terminal 3 in the future, originally proposed to move in fourth quarter of 2009, but international operations of all airlines except Cebu Pacific still operate from Terminal 1. The move of international carriers began in February 2011 with All Nippon Airways (ANA) starting a new service to Manila from Terminal 3 rather than Terminal.   ANA is the only foreign carrier at Terminal 3, while other carriers have no intention of moving yet or are still in negotiations such as Cathay Pacific. On January 19, 2014, it was reported that Singapore Airlines, Cathay Pacific, Delta Airlines, KLM Royal Dutch Airlines and Emirates will be moving to Terminal 3 in July 2014. On March 25, 2014, Delta Airlines announced that effective August 1 all of its flight in Manila will depart and arrive at NAIA Terminal 3. Emirates and KLM will follow suit on August 15.

Tourist Characteristics:

The **characteristics of tourists** are important factors when a researcher analyzes tourists' satisfaction with the service quality of NAIA-3. Therefore, socioeconomic, demographic and behavioral indicators are commonly used in tourism research to profile tourists by age, gender, income, marital status, occupations, education or ethnic background. These indicators are easy to identify and use in marketing decisions (Yavuz, 1994). Women take vacations more frequently than men, but both sexes tend to pack their bags with little time to spare before departure, a new survey released Thursday finds. Women vacation every 10 months, while men vacation every 12 months, according to an annual survey of travelers by Spring Hill Suites hotels (Gary Stoller, 2013).

Teens are often the most enthusiastic of travelers, but their interests -- and schedules -- often aren't aligned with their younger peers or parents. That means that while you might be happiest striking out at the crack of dawn to explore an archeological site, your teen would likely rather sleep in, load up on a huge breakfast and then mosey out around noon (Christina Breda Antoniades, 2015).

A Single person is someone who is not in a relationship or is "unmarried". In common usage, the term single is often used to refer to someone who is not involved in any type of serious romantic relationship, including long-term dating, engagement, or marriage. Both single and unmarried people may participate in dating rituals and other activities to find a long-term partner or spouse. .Single people are less materialistic, more likely to value meaningful work (Sussex Directories, Inc., 2015). Travelling solo has lost much of the lonely hearts stigma it once carried, and it's not limited to the 18-30 age group backpacking around the world, with single people of all ages feeling more confident about travelling alone, especially women (Winston, 2014).

The "Traveler economy" is the term used to describe work that Travelers take on. Traditional examples of this type of work include scrap metal recycling, market trading and horse dealing, but with increasing regulation and enforcement in work areas associated with Travelers (e.g. recycling, waste disposal, horse trading) opportunities for self-employment have become more difficult to find. In more recent times many members of the Traveler community have set up businesses working in manual labor, manufacturing, retail, building and maintenance, landscaping, childcare and beauty therapy. Many others are currently employed as community development workers, youth workers, mentors, counsellors, therapists and public servants, Gardaí/ PSNI, solicitors and barristers. It is important to highlight these positive steps when talking to young Travelers about education (NYCI and Youthnet 2012).

Nationality is the legal relationship between a person and a country. Nationality affords the state jurisdiction over the person and affords the person the protection of the state. What these rights and duties are vary from country to country. It is differs technically and legally from citizenship, which is a different legal relationship between a person and a country. The noun national can include both citizens and non-citizens (White, Philip L., 2006). It is common to have a higher range of local residents by availing themselves of their own airport or what must be called local airports. Travelers avail themselves first of their local airport as their main gateway, before using other airports. They are the ones who are the main market rather than foreigners (Kach Medina, 2014).

Service Quality:

Service is a word with numerous meanings. A common way to think of service is as the intangible part of a transaction relationship that creates value between a provider organization and its passenger, client or guest. A service is something

that is done for people. Service can be provided directly to the passengers. The service can be provided by a person or via technology (Ford, Sturman, Heaton, 2012).

It has been said that service offers the most important opportunity to differentiate one product from another. When a service system is established at the chain level, the ability to operate multiple units across a wide territory successfully gives the company an advantage over newcomers to the field. It is based on personal interaction with company employees. That is, the company's reputation, its sustainable competitive advantage, is most likely based on its service and that means its service employees (Barrows & Powers, 2009). According to Gronroos (2007) Service quality can be divided into two parts or aspects, functional quality and technical quality.

SERVQUAL is a multi-item scale that was developed during the 1980s to assess customer perceptions of service quality in the service and retail business. The scale contains twenty-two items that are   grouped into two statements, one to measure expectations concerning general factors about the company and the other to measure perceptions about the particular firms whose service quality is being evaluated. Furthermore, these items have been grouped into following five distinct dimensions (Saari et al., 2010):

- *Tangibility* refers to the physical facilities, equipment, personnel and communication material includes physical facilities, equipment, and personal appearance. Tangibles can be connected to the functional aspect of service quality.

- *Reliability* refers to the consistency of performance and dependability and includes keeping promises, showing a sincere interest in solving customers' problems, giving the right service the first time, providing the service at the time the company promised to do so and trying to keep an error- free record. That means that this dimension can be connected to both the technical quality and the functional quality. Showing a sincere interest in solving problems is about the manner in which the service is delivered and therefore is connected to the functional quality. The other features in this dimension can be connected to the technical quality.

- *Responsiveness r*efers to the extent to which the employees are prepared to provide service. This involves factors such as mailing a transaction slip immediately, calling a customer back in a short time and giving prompt service. This dimension touches subjects as information about the service, giving prompt service, employee's willingness to help the customers and that the employees never are too busy to respond to requests from customers. This dimension can be connected to the technical quality because the features are about how the service is delivered and that the employees never are too busy to respond to requests from customers and that the employees never are too busy to respond to requests from customers. This dimension can be connected to the technical quality because the features are about how the service is delivered.

- *Assurance is concerned with* competence, courtesy, credibility, and security. Grönroos (1983) describes those factors separately; courtesy is about politeness, respect, consideration, friendliness of contact personnel (including receptionists, telephone operators and so on). Competence is connected to the knowledge and skills of contact personnel, operational support personnel (and also research capability) that are needed for delivering the service. Credibility involves factors such as trustworthiness, believability and honesty. It means to the level the company has the customer's best interest at heart. Factors that affect the credibility are the company name, reputation, personal characteristics and the degree to which the hard sell is connected to interactions with customers. Security means freedom from danger, risk or doubt. Factors included are: physical safety, financial security and confidentiality. This dimension can also be connected to the functional quality (Grönroos, 2007). This dimension is about the behavior and ability of the employees to instill confidence, secure transactions, courtesy of the employees and the knowledge of the employees to answer questions from customers.

- *Empathy* is about easy access, good communication and understanding the customer. Grönroos (1983) describes these factors separately. Easy access is connected to the approachability which means for example if the operating hours are convenient, the location of the facilities are convenient, the waiting times are short and also easy access by telephone. Good communication is about keeping the customer informed in a language they can understand and also listen to the customer. The company may have to make some adjustments in order to include foreign customers. Understanding the customer is about making an effort to understand the customer which involves learning about specific requirements, providing individualized attention and recognizing also the regular customer. This dimension include factors such as individual attention, if the company has the best of the customer at their heart, if the employees understand the specific

needs of the customers and convenient operating hours. This dimension is clearly connected to the functional quality (Grönroos. 2007).

Grönroos (1990) also mentioned different kinds of expectations: Fuzzy expectations means that customers expect a service provider to solve a problem but they do not have a clear understanding of what could be done. Explicit expectations are clear in the customers' minds already in beginning of the service process and they can be divided into realistic and unrealistic expectations. Implicit expectations are elements of a service which are obvious to customers; they do not think consciously about them but take them for granted.

It is clear that SERVQUAL dimensions show that customers like to be given enough individualized attention and treated with care. The SERVQUAL instrument is a tool that organizations can use to better understand what customers value and how well their current organizations are meeting the needs and expectations of customers.

As in any other service- oriented industries, service quality is an important concern in airport management (Park & Jung, 2011). Hence, service quality is needed for creating customer satisfaction. The overall quality perceived would then have significant impact in affecting the number of future travellers to the corresponding country (Yeh & Kuo, 2003).

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasuraman, Zeithaml, and Berry's (1985), expectation perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance – only model.(Pizam, Neumann, and Reichel, 1978) have been used to measure tourist satisfaction with specific tourism destinations.

Providing Service Quality:

Providing a high and consistent quality of service is a key to business success. That is because high service quality promotes customer satisfaction ha a direct link to business revenue.

Scott Gross (2005) provided a list about the things a business should take consideration in term of giving the customers what they want.

- *Knowledgeable and available staff.* While a passenger is looking for assistance, they want knowledgeable assistance available when they want it. Customers place a high value on accurate information.

- *Friendly people.* Passengers want friendly and courteous employees. Staffs should value each customer more than any individual sale.

- *Convenience.* Passengers want some things that would make them feel comfortable while waiting for the next service or while inside the establishment. Passengers want a comfortable seat, well ventilated or fully air conditioned room and good entertainment. That's how today's passengers define convenience.

The next section, **Section 2**, gives a Glossary of Terms used in Airport Terminals, after which the Statement of the Problem is given in **Section 3,** while **t**he Significance and Scope of the Study are then explained in **Section 4**. This is followed by the Review of the Literature in **Section 5,** while **Section 6** discusses the Methods used in the study. The Results and their Discussion are then presented in **Section 7**, after which the Study's Conclusions and Recommendations are discussed in **Section 8**. The following section, **Section 9**, gives the Acknowledgement, while **Section 10** lists the Study's References.

2. GLOSSARY

- **Airport** refers to the place where aircraft land and take off and where there are buildings for passengers to wait in and for aircraft to be sheltered

- **Arrival Area** is an area of an airport where incoming passengers arrive.

- **Assurance** states the act or action of assuring or guarantee.

Boarding it is the entry of passengers onto a vehicle, usually in public transportation. It starts with entering the vehicle and ends with the seating of each passenger and closure of the doors. The term is used in road, water and air transport

Cashier where the employee as in a market or department store, who collects payments for customer purchases.

Chapel it is a religious place of fellowship, prayer and worship that is attached to a larger, often nonreligious institution or that is considered an extension of a primary religious institution.

Check-in counter it is a service counters found at commercial airports handling commercial air travel.

Clinic a health care facility that is primarily devoted to the care of outpatients.

Departure Area it is the area in an airport where passengers wait before getting onto an aircraft.

Empathy it's the capacity to understand what another person is experiencing from within the other person's frame of reference, the capacity to place oneself in another's shoes.

Facilities it is something designed, built, installed, etc., to serve a specific function affording a convenience or service.

Food and Beverage it is the sector/industry specializes in the conceptualization, making, and delivery of food.

Gateway this refers to something that serves as an entrance or a means of access.

Information Department it provide the public with up-to-date, comprehensive and meaningful information.

Immigration it is the place where authorities check the documents of people entering a county.

Parking refers to the space where an automobile can be parked.

Quality this describes a characteristic or feature that someone or something has; a high level of value or excellence.

Reliability it is capable of being relied on and dependable.

Responsiveness refers to the specific ability of a system or functional unit to complete assigned tasks within a given time.

Satisfaction it's means a summary psychological state resulting when the emotion surrounding disconfirmed expectation is coupled with the consumer's prior feelings about the consumption experiences.

Service refers to the work performed by one that serves

Security it's the area in a place such as an airport where people are checked to make sure they are not carrying weapons or other illegal materials.

Tangibility refers to a capable of being touched, discernible by the touch, material or substantial.

Ticketing where the integral part of the travel industry and is usually responsible for distributing all NETT and published fares, as well as issuing travel tickets and documentation.

Travelers this refers to the person who moves around from place to place instead of living in one place for a long time.

Waiting Area is a building, or more commonly a part of a building, where people sit or stand until the event which they are waiting for happens and begins.

3. STATEMENT OF THE PROBLEM

The problem that this study sought to address was what the level of satisfaction of tourist travelers was with the quality of services offered by NAIA-3. In particular, the researchers wanted to find out travelers' experiences with NAIA-3 by getting feedback from them as to the following questions:

1. What is the respondent's demographic profile in terms of :

a. age;

b. gender;

c. civil status;

d. occupation;

e. nationality; and

f. educational attainment

2. What is the level of satisfaction of the travelers in terms of service quality:

a. tangibility;

b. reliability;

c. responsiveness;

d. assurance; and

e. empathy

3. Which particular areas of the Terminal needs improvement:

a. Arrival area

b. Boarding

c. Cashier

d. Chapel

e. Check in counter

f. Clinic

g. Departure Area

h. Facilities

i. Food and Beverage

j. Immigration

k. Information Department

l. Parking

m. Security

n. Ticketing

o. Waiting area

4. SIGNIFICANCE AND SCOPE OF THE STUDY

This study is important and useful because of   the following considerations.   This study could recommend measures for NAIA-3's improvement from the perspective of the terminal's users. This study will ultimately benefit airline passengers and tourist travelers going through NAIA- 3. Other business establishments in service industries can also benefit by acquiring a better understanding of how service quality elements and practices really work and getting some background about the problems and hindrances in service operation for expansion and improvement.

Scope and Limitation of the Study:

The main focus and concern of this study was to assess the level of satisfaction of the travelers with NAIA-3 regarding the service quality of its services in terms of the SERVQUAL's five dimensions, namely *Tangibility, Reliability, Responsiveness*, *Assurance* and *Empathy*. The study also sought to identify which of the Terminal's areas needed to be improved, particularly, the Arrival Area, Boarding, Cashier, Chapel, Check-in counter, Clinic, Departure Area, Facilities, Food and Beverage, Immigration, Information Department, Parking, Security, Ticketing, and Waiting Area.

5. REVIEW OF THE LITERATURE

The concept of service quality and their dimensions and measures have been studied and expounded by various authors such as Saari et al. (2010), Gronroos (2007), Zeithanl, Berry, and Parasuraman (1990) while studies of customer satisfaction and tourism have been done by Kozak and Remmington (2000), Bramwell (1998), Bowen (2011), Parasuman, Zeithanl, and Berry (1985), Pizam and Milman (1993), Singy (1984), (Chon and Olsen, 1991), and Pizam and Reichel (1978).

SERVQUAL was categorized into five distinct dimension by Saari et al. (2010), Earlier, Gronroos (2007) divided sevice quality into two aspects, functional quality and technical quality.

The concept of service quality and their dimension and measures have been studied and elaborated by various authors such as Saari et al. (2010), Gronroos (2007), Zeithanl, Berry, and Parasuraman (1990), while studies of customer satisfaction and tourism have been done by Kozak and Remmington (2000), Bramwell (1998), Bowen (2011), Parasuman, Zeithanl, and Berry (1985), Pizam and Milman (1993), Singy (1984), (Chon and Olsen, 1991), and Pizam and Reichel (1978). Several researchers have also studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasuraman, Zeithaml, and Berry's (1985), expectation perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance –only model.(Pizam, Neumann, and Reichel, 1978) have been used to use to measure tourist satisfaction with specific tourism destinations.

6. METHODS

This section explains the research methodology that was utilized by the researchers to gather the data for their study, that is, the data on the level of satisfaction of the travelers with the services of NAIA-3, using the SERVQUAL instrument depicted below.
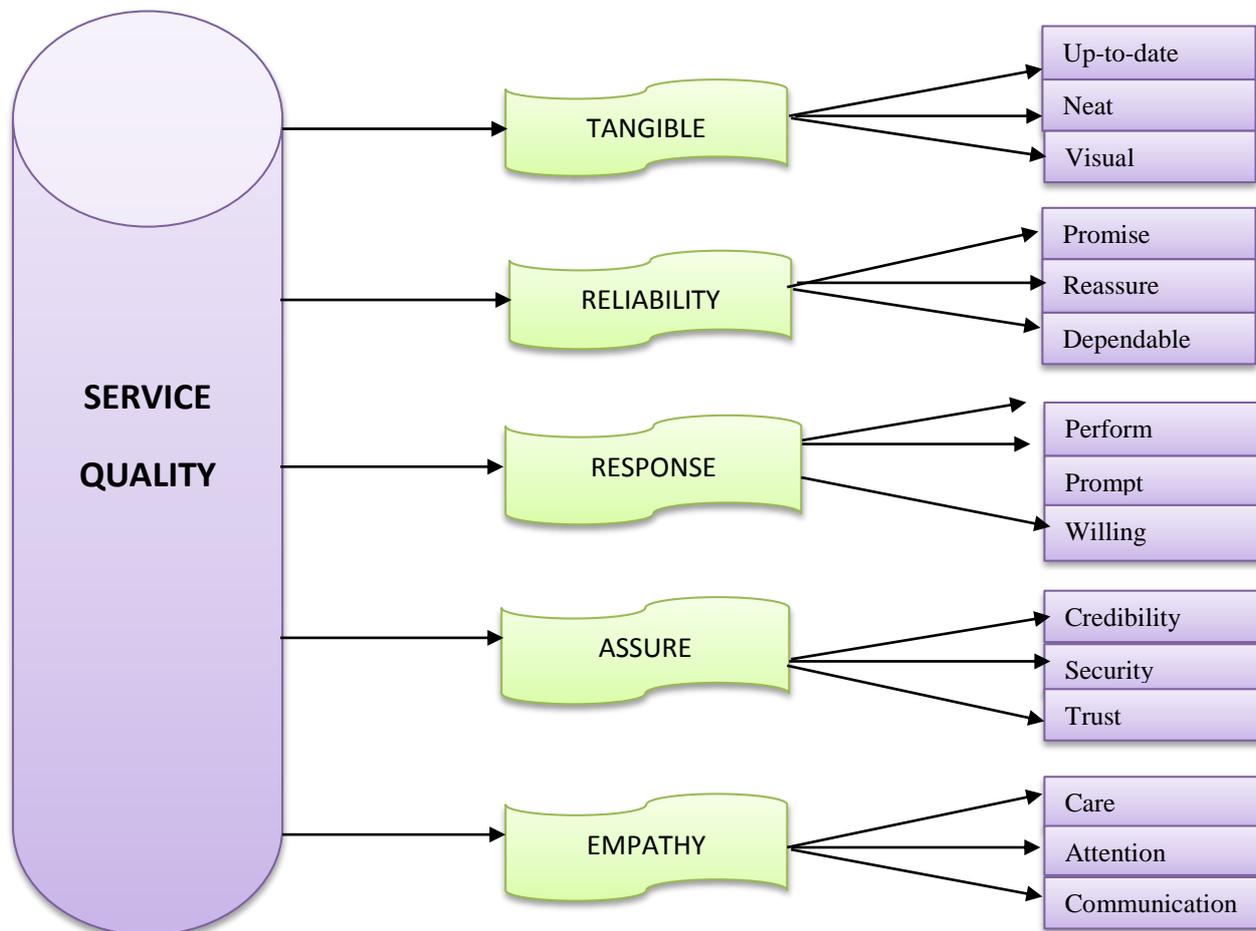
The SERVQUAL Research Instrument:

Figure 1. Service Quality

Descriptive research was applied in the study since the research entailed the gathering of information about the service quality of NAIA-3 as perceived by tourists, travelers and passengers.

The study obtained the data from the people who were availing themselves of the services of NAIA-3 in March 2014.

The participants were asked to answer a questionnaire regarding the quality of the service provided by NAIA-3.

Research Process:

PROCESS

❖ Distribution of survey questionnaires at the NAIA- 3.

❖ Statistical analysis of data gathered.

OUTPUT

❖ Level of travelers' satisfaction in SERVQUAL of NAIA Terminal 3.

INPUT	**PROCESS**	**OUTPUT**
▢ Demographic profile of the participants. ▢ Factors of SERVQUAL including Tangibility, Reliability, Responsiveness, Assurance and Empathy. ▢ Areas that needs to	▢ Distribution of survey questionnaires at the NAIA-3. ▢ Statistical analysis of data gathered.	▢ Level of travelers' satisfaction in **SERVQUAL** of **NAIA-3**.
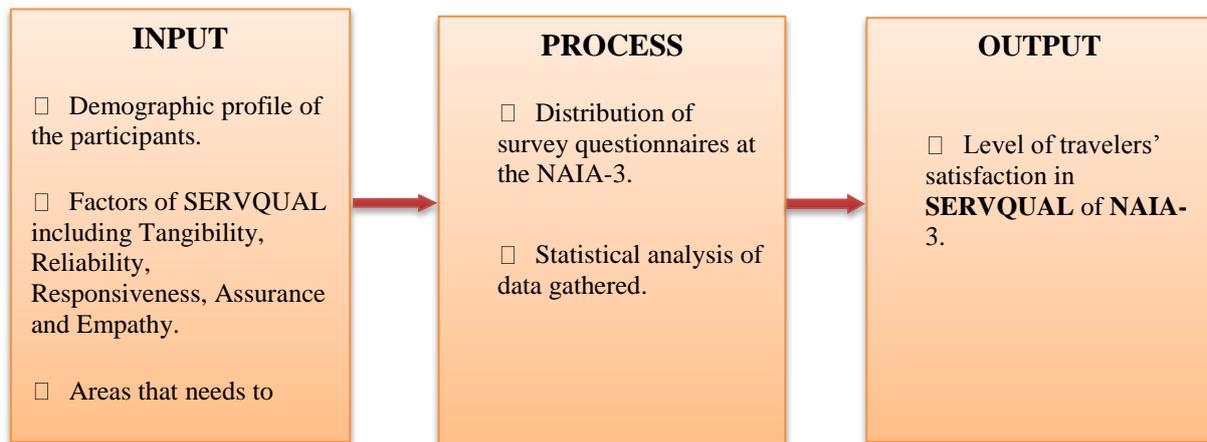
Figure 2. SERVQUAL of NAIA Terminal 3

Fig. 2 outlines the process of finding the SERVQUAL of NAIA-3, consisting of input, process and output. Input is composed of the demographic profile of the respondents such as their ages, their genders, civil status, occupations, their nationalities as well as their educational attainments. It contains the factors of SERVQUAL like Tangibility, Reliability, Responsiveness, Assurance and Empathy. It also includes the possible areas that needs to be improved such as the Arrival Area, Boarding, Cashier, Chapel, Check-in Counter, Clinic, Departure Area, Facilities, Food and Beverage, Immigration, Information Department, Parking, Security, Ticketing and Waiting Area.

The researchers conducted the study by distributing survey questionnaire to travelers going through NAIA-3 gathering the data, analyzing the data, and interpreting the results.

The level of the travelers' satisfaction in SERVQUAL of NAIA-3 shows up as the result of the overall assessment.

Data Gathering Procedure:

For this study, the researchers used as SERVQUAL as the research framework. The survey data were collected from NAIA-3 as participants. A survey instrument prepared by the researchers and shown in **Appendix 2** was used to gather information from the participants. The travellers, who agreed to participate in the survey were given a survey packet containing an instruction letter and the survey questionnaire. The participants were instructed to answer the survey questionnaire to return it to the researchers.

Sampling Technique:

The researchers used the random sampling method, wherein convenience sampling was used to find participants that were available or easy to find within the NAIA-3.

The NAIA-3 has a total volume of 32.8 million passengers who used the airport in 2013. The sample size for the given population size of this study was about 200 participants. The survey questionnaires were used to determine the SERVQUAL of NAIA-3.

Research Instrument

For their research instrument, the researchers used a self-made but validated questionnaire that describes the level of satisfaction of the participants with the service quality of NAIA-3.

The first part of the survey questionnaire inquired into the personal circumstances of the study's participants such as age, gender, problems of the study, the researchers formulated the structured questionnaire and an interview guide on the Service Quality of NAIA-3 as their research instrument as shown in **Appendix 2**.

As age, gender, occupation civil status, nationality, and educational attainment. The second part of the survey questionnaire was about the travelers' observation and satisfaction regarding the service quality of NAIA-3, while the third part of the survey questionnaire elicited the participants' recommendations for the improvement of NAIA-3 in terms of service quality.

Data Analysis:

The researchers used quantitative research, to help them analyse the da ta that were subjected to statistical analysis/ treatment.

Table 1. Rating Scale, Interval Range and Verbal Interpretation for Scoring for Level of Satisfaction in Service Quality

Rating Scale (Likert)	Interval Range	Interval Range
5	4.20 – 5.00	Extremely Satisfied
4	3.40 – 4.19	Very Satisfied
3	2.60 – 3.39	Moderately Satisfied
2	1.80 – 2.59	Slightly Satisfied
1	1.00 – 1.79	Not at all Satisfied

Based on the Rating Scale, data results can be interpreted as:

Not At All Satisfied it means no way; to no degree of being satisfy; 1 is the rating and the range interval is 1.00 – 1.79.

Slightly Satisfied to a small degree or extent of being satisfied; 2 is the rating and the range interval is 1.80 – 2.59.

Moderately Satisfied being within reasonable limits; not excessive or extreme satisfied; 3 is the rating and the range interval is 2.60 – 3.39.

Very Satisfied being completely or absolutely satisfied; 4 is the rating and the range interval is 3.40 – 4.19.

Extremely Satisfied being in or attaining the greatest or highest degree of satisfaction; 5 is the rating and the range interval is 4.20 – 5.00.

Statistical Treatment:

After all the questionnaires were administered and collected, the researchers used the following statistical treatment for their study.

First, Frequency Count was used by the researchers to tally all the responses of participants regarding their demographic profile. Then, the Percentage Distribution was used to determine the quantitative relation of individual response to the whole response.

Percentage (p) is the analysis of respondent's profile. That was determined using the ratio of the number of responses falling on a given category (f) to the total number of responses for the given category (N).

It is expressed in percent using the following formula:

(P) % = f/N x 100

Where:

P - Percentage of responses

f - Number of responses falling under given category

N - Total number of responses for the given category

And the Mean (Y) was obtained when all the scores are added and divided by the number of cases. It also computes to identify the average scores of each subscale.

It is expressed in mean through the following formula:

$Y = \Sigma x/N$

Where:

Y - Mean

Σ - Sum of

X - Each individual score

N - Total number of respondents

7. RESULTS AND DISCUSSION

This Section presents the findings of this investigation regarding the Service Quality of NAIA -3 as perceived by travellers. It includes the number and the percentage of the participants who answered the questionnaire.

Demographic Profile:

Table 2. Age of the respondents

Age	Frequency	Percentage
25 and below	79	39.50
25 – 36	47	23.50
36 – 45	31	15.50
46 – 55	29	14.50
56 and above	14	7.00
Total	**200**	**100**

Table 2 shows the age of the respondents. Age of 25 and below got the highest number of population which has a frequency of 79 or 39.50%. Age of 26 to 35 years old of population has a frequency of 47 or 23.50%. 36 to 45 years old of population has a frequency of 31 or 15.50%. 46 to 55 years old of population has a frequency of 29 or 14.50%. Age of 56 and above got the lowest number of population which has a frequency of 14 or 7.00%.

Teens are often the most enthusiastic of travelers, but their interests - and schedules - often aren't aligned with their younger peers or parents. That means that while you might be happiest striking out at the crack of dawn to explore an archeological site, your teen would likely rather sleep in, load up on a huge breakfast and then mosey out around noon (Christina Breda Antoniades, 2015).

Table 3. Gender of the Respondents

Gender	Frequency	Percentage
Male	92	46.00
Female	108	54.00
Total	**200**	**100.00**

Table 3 displays the gender of the respondents. The frequency of 108 or 54% of the population is female. While the frequency of 92 or 46% of the population is male.

Women take vacations more frequently than men, but both sexes tend to pack their bags with little time to spare before departure, a new survey released Thursday finds. Women vacation every 10 months, while men vacation every 12 months, according to an annual survey of travelers by Spring Hill Suites hotels (Gary Stoller, 2013).

Table 4. Civil Status of the Respondents

Civil Status	Frequency	Percentage
Single	107	53.50
Married	75	37.50
Widowed	7	3.50
Separated	9	4.50
Divorced	2	1.00
Total	**200**	**100.00**

Table 4 shows the civil status of the respondents. The highest number of population in civil status is single which has a frequency of 107 or 53.50%. The frequency of 75 or 37.50% of the population is a married person. The frequency of 9 or 4.50% of the population is a separated person. The frequency of 7 or 3.50% of the population is a widowed person. While the lowest number of population is divorced person which has a frequency of 2 or 1%.

Single person is someone who is not in a relationship or is "unmarried". In common usage, the term single is often used to refer to someone who is not involved in any type of serious romantic relationship, including long-term dating, engagement, or marriage. Both single and unmarried people may participate in dating rituals and other activities to find a long-term partner or spouse. .Single people are less materialistic, more likely to value meaningful work (Sussex Directories, Inc., 2015). Travelling solo has lost much of the lonely hearts stigma it once carried. And it's not limited to the 18-30 age group backpacking around the world, with single people of all ages feeling more confident about travelling alone, especially women (Winston, 2014).

Table 5. Employment Status of the Respondent

Employment Status	Frequency	Percentage
Employed	109	54.50
Unemployed	20	10.00
Retired	8	4.00
Students	56	28.00
Others	7	3.50
Total	**200**	**100.00**

Table 5 displays the employment status of the respondents. Employed got the highest number of population which has a frequency of 109 or 54.50%. Next is student which has a frequency of 56 or 28%. Unemployed has a frequency of 8 or 4%. The lowest number of population is other (OFW, businessperson, and housewife) which has a frequency of 7 or 3.50%.

The Traveler economy is the term used to describe work that travelers take on. Traditional examples of this type of work include scrap metal recycling, market trading and horse dealing. However with increasing regulation and enforcement in work areas associated with Travelers (e.g. recycling, waste disposal, horse trading) opportunities for self-employment have become more difficult to find. In more recent times many members of the Traveller community have set up businesses working in manual labour, manufacturing, retail, building and maintenance, landscaping, childcare and beauty therapy. Many others are currently employed as community development workers, youth workers, mentors, counsellors, therapists and public servants, Gardaí/ PSNI, solicitors and barristers. It is important to highlight these positive steps when talking to young travellers about education (NYCI and Youth net 2012).

Table 6. Nationality of the Respondents

Nationality	Frequency	Percentage
Filipinos	150	75.00
Foreigners	50	25.00
Total	**200**	**100.00**

Table 6 shows the nationality of the respondents. The frequency of 150 or 75% of the population is Filipino citizen. While the frequency of 50 or 25% of the population is foreigner.

Nationality is the legal relationship between a person and a country. Nationality affords the state jurisdiction over the person and affords the person the protection of the state. What these rights and duties are vary from country to country. It is differs technically and legally from citizenship, which is a different legal relationship between a person and a country. The noun national can include both citizens and non-citizens (White, Philip L., 2006). It is common to have a higher range of local residence by availing their own airport or must called local airports. The traveler avail first to their local airport as their main gateway, before using the other airports. They are the one who are the main market then the foreigners (Kach Medina, 2014).

Table 7. Educational attainment of the Respondents

Educational Attainment	Frequency	Percentage
High School	41	20.50
College	159	79.50
Total	**200**	**100.00**

Table 7 shows the educational attainment of the respondents. The frequency of 159 or 79.50% of the population is college as their highest educational attainment. While the frequency of 41 or 20.50% of the population is high school as their lowest educational attainment.

Young Travelers may not have the same level of academic achievement as other young people. It is important that youth services promote the importance of remaining in education. Consider having different professionals come in to talk to the young people about their jobs. In doing this try to be culturally diverse and include a professional from the Traveler community to provide young Travelers with role models (NYCI and Youth net 2012).

Level of Satisfaction of the Travelers:

Table 8. Level of Satisfaction of the Travelers in terms of Tangibility

Factors	Means	Interpretation
1. Neat and professional employees	3.69	Very Satisfied
2. Visually appealing environment	3.46	Very Satisfied
3. Facilities are well worked	3.32	Moderately Satisfied
4. Written materials easy to understand	3.72	Very Satisfied
5. Modern Technology inside the airport	3.40	Very Satisfied
Overall	**3.52**	**Very Satisfied**

Table 8 illustrates the level of satisfaction of the respondents in terms of Tangibility. In *Neat and professional employees*, 3.69 of the population were Very Satisfied. *Visually appealing environment*, 3.46 of the population was Very Satisfied. *Facilities are well worked*, 3.32 of the population were Moderately Satisfied. *Written materials easy to understand*, 3.72 of the population was Very Satisfied. Lastly, *Modern technology inside the airport*, 3.40 of the population were Very Satisfied.

So that the overall assessment in level of satisfaction in terms of Tangibility is 3.52 of the population was Very Satisfied.

According to Parasurman et al (1990), tangibles are about physical facilities, equipment, personnel and communication material. This dimension includes physical facilities, equipment, personnel and communication material and if the personnel appear neat. Grönroos (2007) mentioned that service quality can be divided into two part functional quality and technical quality. Tangibles can be connected to the functional quality (Grönroos, 2007). That means that the customers do not think that Destination Gotland fulfilled their expectations about physical appearance, modern looking equipment, the appearance of the employees.

Table 9. Level of Satisfaction of the Travelers in terms of Reliability

Factors	Means	Interpretation
1. Provide the accurate information	3.36	Moderately Satisfied
2. Performance of service	3.43	Very Satisfied
3. Service performed right the first time	3.30	Moderately Satisfied
4. Level of service same at all time of day and for all members of staff	3.36	Moderately Satisfied
5. Staffs promises services	3.28	Moderately Satisfied
Overall	**3.35**	**Moderately Satisfied**

Table 9 shows the level of satisfaction of the respondents in terms of Reliability. In *Provide the accurate information*, 3.36 of the population were Moderately Satisfied. *Performance of service*, 3.43 of the population was Very Satisfied. *Service performed right the first time*, 3.30 of the population was Moderately Satisfied. *Level of service same at all time of day and for all members of staff,* 3.36 of the population were Moderately Satisfied. Lastly, *Staffs promises services*, 3.28 of the population were Moderately Satisfied.

So, the overall assessment in level of satisfaction in terms of Reliability is 3.35 of the population was Moderately Satisfied.

Reliability is connected to the consistency of performance and dependability, Grönroos (1983). This dimension includes keeping promises, showing a sincere interest in solving 30 problem, give right service the first time, providing the service at the time the company promise to do so and trying to keep an error free record. That means that this dimension can be connected to both technical quality and functional quality. Showing a sincere interest in solving problem is about the manner in which the service is delivered and therefore it is connected to the functional quality. The other features in this dimension can be connected to the technical quality.

Table 10. Level of Satisfaction of the Travelers in terms of Responsiveness

Factors	Means	Interpretation
1. Quickly responds to request	3.36	Moderately Satisfied
2. Always willing to help	3.43	Very Satisfied
3. Public situations treated with care and seriousness	3.30	Moderately Satisfied
4. Specific times for service accomplishment given	3.36	Moderately Satisfied
5. Flexible enough to accommodate travellers	3.28	Moderately Satisfied
Overall	**3.35**	**Moderately Satisfied**

Table 10 displays the level of satisfaction of the respondents in terms of Responsiveness. In *Quickly responds to request*, 3.27 of the population were Moderately Satisfied. *Always willing to help*, 3.53 of the population were Very Satisfied. *Public situations treated with care and seriousness*, 3.44 of the population was Very Satisfied. *Specific times for service accomplishments given,* 3.30 of the population were moderately satisfied. Lastly, *Flexible enough to accommodate travellers*, 3.33 of the population were Moderately Satisfied.

So, the overall assessment in level of satisfaction in terms of Responsiveness is **3.37** of the population was Moderately Satisfied.

According to Grönroos (1983), this factor concerns to what extent the employees are prepared to provide service. This involves factors such as mailing a transaction slip immediately, calling a customer back in short time and giving prompt service. This dimension touch subjects as information about the service, giving prompt service, employee's willingness to help the customers and that the employees never are too busy to respond to requests from customers. This dimension can be connected to the technical quality because the features are about how the service is delivered.

Table 11. Level of Satisfaction of the Travelers in terms of Assurance

Factors	Means	Interpretation
1. Skills required to perform service	3.50	Very Satisfied
2. Trustworthy	3.54	Very Satisfied
3. Safety feeling inside the airport	3.39	Moderately Satisfied
4. Service provided was done correctly	3.43	Very Satisfied
5. Information and documents are secured	3.53	Very Satisfied
Overall	**3.47**	**Very Satisfied**

Table 11 illustrates the level of satisfaction of the respondents in terms of Assurance. In *Skills required to perform service*, 3.50 of the population were Very Satisfied. *Trustworthy*, 3.54 of the population were Very Satisfied. *Safety feeling inside the airport*, 3.39 of the population was Moderately Satisfied. *Service provided was done correctly,* 3.43 of the population was Very Satisfied. Lastly, *Information and documents are secure*, 3.53 of the population were Very Satisfied.

So, the overall assessment in level of satisfaction in terms of Assurance is 3.47 of the population was Very Satisfied.

According to Zeithaml, Berry and Parasuraman (1990), assurance is about competence, courtesy, credibility, and security. Grönroos (1983) describes those factors separately; courtesy is about politeness, respect, consideration, friendliness of contact personnel (including receptionists, telephone operators and so on). Competence is connected to the knowledge and skills of contact personnel, operational support personnel (and also research capability) that are needed for delivering the service. Credibility involves factors such as trustworthiness, believability and honesty. It means to the level the company has the customer's best interest at heart. Factors that affect the credibility are the company name, reputation, personal characteristics and the degree to which the hard sell is connected to interactions with customers. Security means freedom from danger, risk or doubt. Factors included are: physical safety, financial security and confidentiality. This dimension can also be connected to the functional quality (Grönroos, 2007). This dimension is about the behavior and ability of the employees to instill confidence, secure transactions, courtesy of the employees and the knowledge of the employees to answer questions from customers.

Table 12. Level of Satisfaction of the Travelers in terms of Empathy

Factors	Means	Interpretation
1. Employees communication in English	3.93	Very Satisfied
2. Effectiveness of employees' skills communication skills (verbal and non-verbal)	3.71	Very Satisfied
3. Personal attention to the guest	3.54	Very Satisfied
4. Understands guest specific needs	3.45	Very Satisfied
5. Explain clearly the various options available to a particular query	3.46	Very Satisfied
Overall	**3.62**	**Very Satisfied**

Table 12 shows the level of satisfaction of the respondents in terms of Empathy. In *Employees communication in English*, 3.93 of the population were Very Satisfied. *Effectiveness of employees' skills communication skills (verbal and non-verbal)*, 3.71 of the population were Very Satisfied. *Personal attention to the guest*, 3.54 of the population was Very Satisfied. *Understands guest specific needs,* 3.45 of the population were Very Satisfied. Lastly, *explain clearly the various options available to a particular query*, 3.46 of the population were Very Satisfied.

Therefore, the overall assessment in level of satisfaction in terms of Empathy is 3.62 of the population was Very Satisfied.

According to Zeithaml, Berry and Parasuraman (1990), empathy is about easy access, good communication and understanding the customer. Grönroos (1983) describes those factors separately. Easy access is connected to the approachability which means for example if the operating hours are convenient, the location of the facilities are convenient, the waiting times are short and also easy access by telephone. Good communication is about keeping the customer informed in a language they can understand and also listen to the customer. The company may have to make some adjustments in order to include foreign customers. Understanding the customer is about making an effort to understand the customer which involves learning about specific requirements, providing individualized attention and recognizing also the regular customer. This dimension include factors such as individual attention, if the company has the best of the customer at their heart, if the employees understand the specific needs of the customers and convenient operating hours. This dimension is clearly connected to the functional quality (Grönroos. 2007).

Table 13. Overall Level of Satisfaction

Level of Satisfaction According to:	Means	Interpretation
Tangibility	3.52	Very Satisfied
Reliability	3.35	Moderately Satisfied
Responsiveness	3.37	Moderately Satisfied
Assurance	3.47	Very Satisfied
Empathy	3.62	Very Satisfied
Overall	**3.46**	**Very Satisfied**

Table 13 displays the level of satisfaction of the respondents in the overall assessment according to: Tangibility 3.52, Reliability is 3.35, Responsiveness is 3.37, Assurance is 3.47, and Empathy and 3.62. The 3.46 of the respondents were Very Satisfied in the Service Quality that NAIA-3 gave.

Grönroos (1990) mentioned different kinds of expectations: Fuzzy expectations means that customers expect a service provider to solve a problem but they do not have a clear understanding of what could be done. Explicit expectations are clear in the customers' minds already in beginning of the service process and they can be divided into realistic and unrealistic expectations. Implicit expectations are elements of a service which are obvious to customers; they do not think consciously about them but take them for granted.

Table 14. Areas to Improve According to the Respondents

Areas to Improve	Frequency	Percentage
Arrival Area	110	55.00
Boarding	20	40.50
Cashier	36	18.00
Chapel	11	5.50
Check-in counter	95	47.50
Clinic	18	9.00
Departure area	120	60.00
Facilities	130	65.00
Food and Beverage	53	26.50
Immigration	65	32.50
Information Department	49	24.50
Parking	92	46.00
Security	89	44.50
Ticketing	41	20.50
Waiting Area	145	72.50
Others	14	7.00

*Note: * - Percentage is based on the total number of samples, n = 200*

Table 14 shows the particular areas of NAIA-3 that the participants said needed improvement. The 110 or 55% of the respondents answered Arrival Area. 81 or 40.50% of the respondents answered Boarding. 36 or 18% of the respondents answered Cashier. 11 or 5.50% of the respondents answered Chapel. 95 or 47.50% of the respondents answered Check-in Counter. 18 or 9% of the respondents answered Clinic. 120 or 60% of the respondents answered Departure Area. 130 or 65% of the respondents answered Facilities. 53 or 26.50% of the respondents answered Food and Beverage. 65 or 32.50% of the respondents answered Immigration. 49 or 24.50 of the respondents answered Information Department. 92 or 46% of the respondents answered Parking. 89 or 44.40% of the respondents answered Security. 41 or 20.50% of the respondents answered Ticketing. 145 or 72.50% of the respondents answered Waiting Area. 14 or 7% of the respondents answered others (Duty free & playground for kids).

Therefore, the highest answer is the Waiting Area, followed by Facilities, Departure Area, Arrival Area, Check-in Counter, Parking, Security, Boarding, Immigration, Food and Beverage, Information Department, Ticketing, Cashier, Clinic, Others and lastly the Chapel.

8.   SUMMARY

The study aimed to determine the demographic profile of the travelers of NAIA-3 with respect to age, gender, civil status, employment status, nationality and educational attainment. In addition, it aimed to know the level of satisfaction of the travelers in terms of the service quality of NAIA-3. Also, it aimed to determine the areas of NAIA-3 that needed to be improved

Descriptive research was applied in the study. 200 respondents who used the services of NAIA-3 answered the written questionnaires. The researchers used the Frequency Count to tally all the responses of the participants, then the Percentage Distribution was used to determine the quantitative relation of individual response to the whole response.

NAIA–3 got a Very Satisfied result in the overall assessment as perceived by the travelers.

Based on the research out of 200 respondents, 79 or 39.50% ages 25 and below, 47 or 23.50% ages 26-35, 31 or 15.50% ages 36-45, 29 or 14.50% ages 46-55, and 14 or 7.00% ages 56 and above. Female got the higher number of travelers having 108 or 54% than male with 92 or 46%. Half of the respondents were single with 107 or 53.50%, next to it were the married travelers with 75 or 37.50%, widowed having 7 or 3.50%, separated with 9 or 4.50% and 2 or 1% were divorced. In terms of Employment status, 109 or 54.50% were employed, 20 or 10% were unemployed, 8 or 4% were retired, 56 or 28% were students and the remaining 7 or 3.50% falls under other matter. Since the study was conducted in the Philippines, most of the respondents were Filipino with 150 or 75% while the foreigners are 50 or 25%. The majority of the respondents were college graduates having 159 or 79.50% while the remaining were high school graduates with 41 or 20.50%. The overall outcome of the level of satisfaction of the travelers in terms of tangibility is 3.52 of the population was Very Satisfied. The overall outcome of the level of satisfaction of the travelers in terms of Reliability is 3.35 of the population was Moderately Satisfied. The overall outcome of the level of satisfaction of the travelers in terms of Responsiveness is 3.37 of the population was Moderately Satisfied. The overall outcome of the level of satisfaction of the travelers in terms of Assurance is 3.47 of the population was Very Satisfied. The overall outcome of the level of satisfaction of the travelers in terms of Empathy is 3.62 of the population was Very Satisfied. The result of the overall assessment of travelers' satisfaction with NAIA-3 is 3.46 of the population was Very Satisfied. Regarding the areas that needs improvement, the Waiting area got the highest percentage, while the Chapel got the smallest percentage.

9.   CONCLUSION

Based on the findings of the study, the following conclusions were drawn:

The study was dominated by more female respondent; females are more interested of travelling abroad. Most of them were college graduates and younger ones. Majority of these people were single and employed; therefore they have the potential to travel compared to those people engaged in other marital status and not employed.

Filipinos were the common respondents of this research since the study was conducted in the Philippines.

The respondents have the competence to evaluate the 5 dimensions of SERVQUAL which are the tangibility, reliability, responsiveness, assurance and empathy that they experienced in NAIA-3

In terms of reliability and responsiveness the respondents were moderately satisfied with the services of NAIA-3 However, when it comes in tangibility, assurance and empathy NAIA-3 got a very satisfied feedback from the respondents.

Despite receiving moderate satisfaction, NAIA-3 still provides good quality service as a result of the overall assessment of travelers' satisfaction.

In offering service quality, the vicinity should also be considered. The waiting area is one of the most important part of a company rendering services because this is the place where people usually stay a long time. In the case of NAIA-3, this vicinity needs more improvement based on the result of study, while the Chapel is the one that least needs improvement.

10.   RECOMMENDATION

The researchers highly recommend the following for the future improvement of the service quality of NAIA-3 based on the results and discussion:

- *Waiting Area.* Findings from the previous chapter show that waiting area got the highest percentage in the areas that needs improvement. To be able to satisfy the passengers, the waiting area should be able to accommodate a larger number of people. To do this, adding another set of rooms and/or chairs in the waiting area would be a great help.

- *Facilities.* In addition, modernized facilities and technology, just like some international airports, would help the passengers and travelers to travel easily.

- *Safety feeling inside the airport.* Then security guards and closed- circuit television camera (CCTV) should be installed to ensure that the passengers get a feeling of safety and security inside the airport.

The researchers would like to suggest that future researchers conduct an in-depth study regarding the topic or other factors of the SERVQUAL that would help NAIA-3 to provide the best service ever that will satisfy the travellers.

ACKNOWLEDGEMENT

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APPENDIX – A

Survey Questionnaire

Lyceum of the Philippines University- Cavite

College of International Tourism and Hospitality Management

Dear Participants,

May we ask you to answer this questionnaire? Your participation will greatly contribute to our study. In advance, we are expressing our out-most gratitude for the opportunity you will share with us. We assure you that all your information will be kept private.

Instruction: Answer the following questions.

I. Demographical Profile

1. Age

___ 25 years old below   ___ 36-45 years old

__ 56 years old and above

___ 26-35 years old   ___ 46-55 years old

2. Gender

___ Male   ___ Female

3. Civil Status

___Single   ___Widowed   ___ Divorced

___Married   ___ Separated

4. Employment Status

___ Employee   ___ Retiree   ___ Others

___ Unemployed   ___ Student

5. Nationality

___ Filipino   ___ Foreign   (Please specify): _____

6. Educational Attainment

___ Elementary Level   ___ High School Level   ___ College Level

II. Service Quality in Ninoy Aquino International Airport Terminal 3, please put check (√) on the box that corresponds to your answer. The score levels are described as:

5 - Extremely Satisfied   **4 -** Very Satisfied   **3 -** Moderately Satisfied

2 - Slightly Satisfied   **1** - Not At All Satisfied

DIMENSION	5	4	3	2	1
A. TANGIBILTY					
1. Neat and professional employees					
2. Visually appealing environment					
3. Facilities are well worked					
4.Written materials easy to understand					
5. Modern technology inside					

B. Reliability						
1. Provide accurate information						
2. Performance Service						
3. Service performed right the first time						
4. Level of service same at all time of day and for all promises services						
5. Staff promise services						
C. RESPONSIVENESS						
1. Quickly responds to request						
2. Always willing to help						
3. Public situation treated with care and seriousness						
4. Specific times for service accomplishment given						
5. Flexible enough to accommodate traveler						
D. ASSURANCE						
1. Skills required to perform service						
2. Trustworthy						
3. Safety feeling inside the airport						
4.Service provided was done correctly						
5. Information and documents are secure						
E. Empathy						
1. Employees communication in English						
2. Effectiveness of employees skills						
3. Personal attention to the guest						
4. Understands guest specific needs						
5. Explain clearly the various options available to particular query						
Are you satisfied with the service quality in NAIA terminal 3						

III. Recommendation/ Suggestions:

Which of the following areas would you like to improve? Check (√) as many as you want.

_____Arrival   _____Food and Beverage

_____Boarding   _____Immigration

_____Cashier   _____Parking

_____Restrooms   _____Security

_____Check-in Counter   _____Information Booth

_____Clinic   _____Ticketing Booth

_____Departure Area   _____Waiting Area

_____Facilities   _____Others: (Please specify):_____

Gender Status of the Respondents

Gender	Frequency	Percentage
Single	92	46.00
Married	108	54.00
Total	200	100.00

Civil Status of the Respondents

Civil Status	Frequency	Percentage
Single	107	53.50
Married	75	37.50
Widowed	7	3.50
Separated	9	4.50
Divorced	2	1.00
Total	200	100

Employment Status of the Respondents

Employment Status	Frequency	Percentage
Employed	109	54.50
Unemployed	20	10.00
Retired	8	4.00
Student	56	28.00
Other	7	3.50
Total	200	100.00

National of the Respondents

Nationality	Frequency	Percentage
Filipino	150	75.00
foreign	50	25.00
Total	200	100.00

Educational Attainment of the Respondents

Education Attainment	Frequency	Percentage
High School	41	20.50
College	159	79.50
Total	200	100.00

Level of Satisfaction of the Travelers in terms of Tangibility

Factors	Means	Interpretation
1. Neat and professional employees	3.69	Very satisfied
2. Visually appealing environment	3.46	Very satisfied
3. Facilities are well worked	3.32	Moderately satisfied
4. Written materials easy to understand	3.72	Very satisfied
5. Modern technology inside the airport	3.40	Very satisfied
Overall	3.52	Very Satisfied

Note: 5.00-4.20 Extremely Satisfied   3.39-2.60 Moderately Satisfied   1.79-1.00 not at all

Satisfied 4.19- 3.40 very satisfied   2.59-180 Slightly Satisfied

Level of satisfaction of the Travelers in terms of Reliability

Factors	Mean	Interpretation
1. Provide the accurate information	3.36	Moderately Satisfied
2. Performance of service	3.43	Very satisfied
3. Service performed right the first time	3.30	Moderately satisfied
4. Level of service same at all time of day and for all	3.36	Moderately Satisfied
5. Staff promise services	3.28	Moderately Satisfied
Overall	3.35	Moderately Satisfied

Note: 5.00-4.20 Extremely satisfied   3.39-2.60 Moderately Satisfied 1.79-1.00 Not at all

Satisfied   4.19-3.40 very satisfied   2.59-1.80 Slightly Satisfied

Level of Satisfaction of the Travelers in terms of Responsiveness

Factors	Mean	Interpretation
1. Quickly responds to request	3.27	Moderately Satisfied
2. Always willing to help	3.53	Very satisfied
3. Public situations treated with care and seriousness	3.44	Very satisfied
4. Specific times for service accomplishments given	3.30	Moderately Satisfied
5. Flexible enough to accommodate travelers	3.33	Moderately Satisfied
Overall	3.37	Moderately Satisfied

Note: 5.00-4.20 Extremely satisfied   3.39-2.60 Moderately Satisfied 1.79-1.00 Not at all

Satisfied 4.19-3.40 very satisfied   2.59-1.80 Slightly Satisfied

Level of Satisfaction of the Travelers in terms of Responsiveness

Factors	Mean	Interpretation
1. Skills required to perform service	3.50	Moderately Satisfied
2. Trustworthy	3.54	Very satisfied
3. Safety feeling inside the airport	3.39	Moderately satisfied
4. Service provided was done correctly	3.43	Very Satisfied
5. Information and document are secure	3.53	Very Satisfied
Overall	3.47	Very Satisfied

Level of Satisfaction of the Travelers in terms of Assurance

Areas to Improve	Frequency	Percentage
Arrival Area	110	55.00
Boarding	81	40.50
Cashier	36	18.00
Check-in Counter	11	5.50
Clinic	95	47.50
Departure Area	18	9.00
Facilities	120	60.00
Food Beverage	130	65.00
Immigration	53	26.50
Information Department	65	32.50
Parking	49	24.50
Security	92	46.00
Security	89	44.50
Ticketing	41	20.50
Waiting Area	145	72.50
Others	14	7.00

Note: 5.00-4.20 Extremely satisfied   3.39-2.60 Moderately Satisfied 1.79-1.00 Not at all

Satisfied   4.19-3.40 very satisfied   2.59-1.80 Slightly Satisfied

Areas to Improve According to the Respondents

Note: *- Percentage is based on the Total number of samples, n=200