

The Mediating Effect of Customer Satisfaction on the Relationship Between Perceived Value and Word-of-Mouth in the Airline Industry

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Abstract

In recent years, significant developments have taken place in the airline industry. It is thought that the interest in the sector will increase continuously in the coming years. So the competition in the sector will be more intense as it is now. In this intense competitive environment, concepts such as customer satisfaction and customer loyalty, which are important determinants of sales and profitability of firms, will become as important as they are now. It is necessary for customers to have positive perception of the product or service offered by the firm in order to be satisfied. In addition, customer satisfaction may result in referrals to other people about the firm. Therefore, in this study, the mediating effect of customer satisfaction was investigated through online questionnaire. Factor analysis and regression analysis were performed in the study. As a result, the customer satisfaction has a full mediator effect between the perceived value and the word-of-mouth.

Keywords: Customer Satisfaction, Perceived Value, Word-of-Mouth, Airline Industry, Mediating Effect.