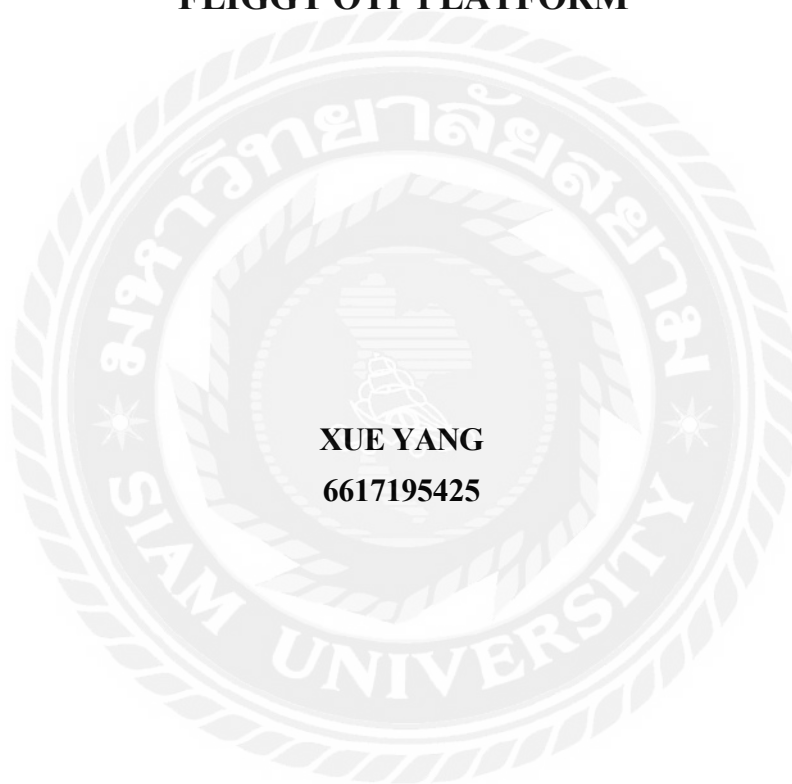




**THE FACTORS INFLUENCING CUSTOMER LOYALTY TO
ONLINE AIRLINE TICKET BOOKING - A CASE STUDY OF
FLIGGY OTP PLATFORM**



XUE YANG

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**


2024



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This Independent Study has been approved as a Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration

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ABSTRACT

With the rapid advancement of Internet technology and the expansion of China's tourism market, Online Travel Platforms (OTPs) such as Fliggy have emerged as primary channels for consumers to book air tickets online. In the highly competitive travel industry, customer loyalty is crucial for medium- and long-term profitability, as it reduces customer retention costs and fosters brand loyalty. This study aims to examine the impact of three key factors—customer satisfaction, customer trust, and perceived value—on customer loyalty to the Fliggy OTP platform by constructing a research model based on the customer loyalty theory.

Using a quantitative research approach, data were gathered through a meticulously crafted survey specifically aimed at customers who had utilized the Fliggy OTP platform for online airline ticket bookings. The target population for this study comprised customers who had engaged with Fliggy's online booking system for air tickets, selected based on their prior experience with the platform and their active participation in online ticket reservations. To ensure a representative sample, random sampling was employed to select research participants from this population. A total of 390 questionnaires were randomly distributed to these participants. The determination of this sample size was informed by various factors, including a review of similar studies' sample sizes and the statistical analysis requirements necessary to draw valid conclusions from the data.

The findings revealed that customer satisfaction, customer trust, and perceived value significantly positively impacted customer loyalty in online air ticket bookings on the Fliggy platform. Based on these findings, the study proposes several optimization strategies to enhance further customer loyalty, including improving service quality, enhancing perceived value, and strengthening customer trust. These insights provide actionable guidance for Fliggy to better meet customer needs, boost loyalty, and achieve a sustainable competitive advantage.

Keywords: OTP, customer loyalty, customer satisfaction, customer trust, perceived value.



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XUE YANG

DECLARATION

I, Xue Yang, hereby declare that this Independent Study entitled “*The Factors Influencing Customer Loyalty to Online Airline Ticket Booking-A Case Study of Fliggy OTP Platform*” is an original work and has never been submitted to any academic institution for a degree.

(Xue Yang)

November 30, 2024



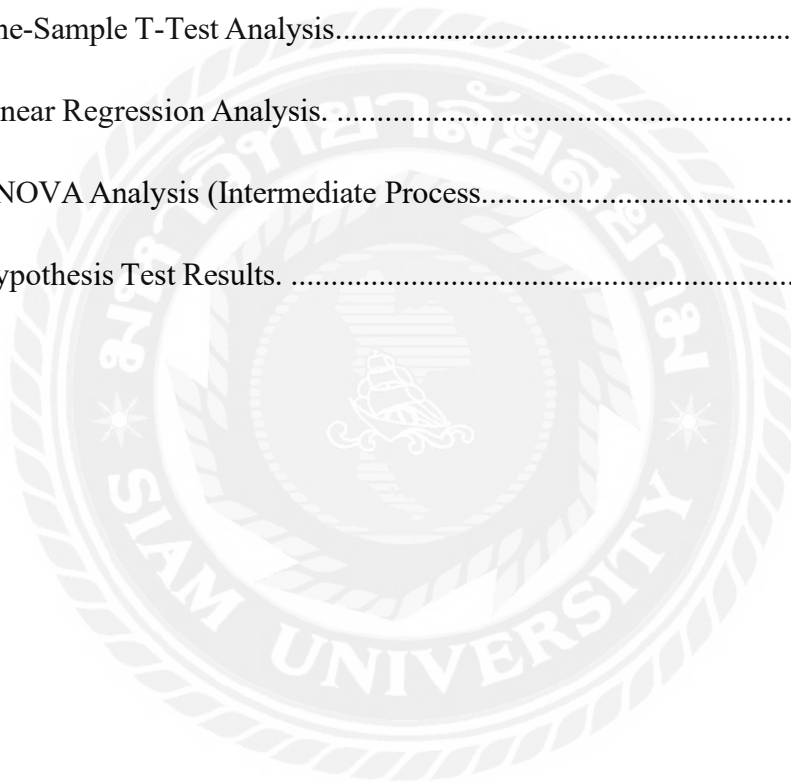
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Chapter 1 Introduction

1.1 Background of the Study

In recent years, the advancement of material production and the progress of internet technology have fueled the rapid development of the tertiary industry, with tourism serving as a notable representative. The growing demand for business trips and leisure travel among the populace, coupled with China's supportive policies aimed at promoting the tourism industry, has created a fertile ground for the prosperity of this sector. Against the backdrop of the "Internet +" era, online travel and online travel platforms (OTPs) have entered a phase of rapid growth (Meng, 2019). This surge in online travel bookings is not just a trend confined to China but a global phenomenon that underscores the profound impact of digitalization on the tourism industry.

Relevant data indicate that the market size of the global online travel booking platform industry will be 517.8 billion U.S. dollars in 2020. The industry's market size is forecasted to reach approximately USD983 billion in 2027 (Statista, 2021). The surge in online travel bookings reflects a shift in consumer behavior, with more people opting for convenient and accessible travel planning options facilitated by technology. This shift is driven by factors such as the proliferation of smartphones, high-speed internet connectivity, and the increasing trust in digital payment systems.

Moreover, the rise of OTPs has democratized access to travel information, making it easier for consumers to compare prices, read reviews, and make informed decisions. The personalization capabilities of these platforms further enhance the customer experience, allowing travelers to tailor their itineraries to suit their unique preferences and needs. As a result, OTPs have become indispensable tools for both casual travelers and seasoned tourists alike.

As the industry continues to evolve, it presents numerous opportunities for innovation, growth, and customer experience enhancement. The rapid growth of the online travel booking industry is a testament to the power of digitalization and its ability to transform traditional sectors like tourism.

The surge in online travel bookings and increased competition in this area has also prompted numerous scholars to delve into the consumer behavior associated with online travel agencies (OTAs). Current research endeavors are not only extensive but also

multi-faceted, focusing on various aspects of consumer behavior in the online travel market. Topics such as customer loyalty (Dwikesumasari & Ervianty, 2017), satisfaction (Jedin & Ranjini, 2017), trust (Kim et al., 2009), and perceived value (Sweeney & Soutar, 2001) have been extensively explored to understand the nuances of consumer behavior in the digital travel space.

Hiroyuki and Roehl (1987) pointed out online tourism is an OTA website with the help of the development of the modern Internet, the combination of marketing tourism products and services, to the website users to promote and sell tourism products and services, this process directly and effectively through the supply chain of the tourism industry. OTA is the early and more traditional online tourism form, specifically the online tourism platform. OTP is the upgraded version of OTA, and with the continuous changes in the tourism market, OTP gradually replaced the traditional OTA business model and became a new development trend. As the market continues to expand, OTPs will play an increasingly pivotal role in shaping the future of travel, driving innovation, and enhancing the overall customer experience.

Despite the wealth of research on these related topics, there appears to be a lack of literature focusing specifically on online booking activities and customer loyalty in OTP online bookings. Currently, while there is a relevant literature examining empirical evidence of customer loyalty in the context of e-commerce (Oliver, 1999), a more targeted approach to understanding customer loyalty is necessary due to the unique characteristics of the online travel booking market, such as the complexity of travel products and services, the involvement of multiple service providers, and the high expectations of customers.

Against this background, this study aims to examine the factors affecting customer loyalty in the online travel booking market by focusing specifically on the Fliggy OTP platform. Specifically, this study focuses on airfare booking and aims to fill the gap in the relevant literature and provide valuable insights and recommendations for the development of the Fliggy OTP platform. Through a comprehensive analysis of customer loyalty factors, this study seeks to understand the underlying mechanisms that drive consumer behavior in the online travel booking market.

The findings of this study are intended to provide practical implications for Fliggy and other OTP platforms by revealing the factors that influence customer loyalty in online travel booking, providing references and recommendations for them to be able to

improve customer satisfaction, cultivate customer loyalty, and ultimately achieve sustainable growth in the highly competitive online travel market.

1.2 Questions of the Study

This study aims to provide strategic advice to the Fliggy OTP platform on how to improve customer loyalty and help the Fliggy OTP platform better understand customer trust. In doing so, this study aims to provide insights that will enable the Fliggy OTP platform to develop a more effective marketing strategy that will enhance its competitiveness in the rapidly evolving tourism industry. The main research questions of this study are the following three:

- (1) What is the impact of customer satisfaction on customer loyalty in OTP online airline ticket booking?
- (2) What is the impact of customer trust on customer loyalty in OTP online airline ticket booking?
- (3) What is the impact of perceived value on customer loyalty in OTP online airline ticket booking?

1.3 Objectives of the Study

There are three research objectives of this study as follows:

- (1) To explore the effect of customer satisfaction on customer loyalty in OTP online airline ticket booking.
- (2) To explore the effect of customer trust on customer loyalty in OTP online airline ticket booking.
- (3) To explore the effect of perceived value on customer loyalty in OTP online airline ticket booking.

1.4 Scope of the Study

This study focuses on the factors influencing customer loyalty in the online booking of airline tickets based on the Fliggy OTP platform. The research scope specifically covers the following comprehensive aspects:

1. Platform and product selection: This study selected the Fliggy OTP platform as the primary research subject and centered its analysis on the air ticket online booking business conducted on this platform. By examining the various aspects of the platform's operations and user interactions, the study aimed to uncover the key factors that

significantly impact customer loyalty. This included an in-depth exploration of the platform's user interface, booking process, and after-sales services, among other critical elements.

2. Identification of key variables: Within the scope of this study, particular attention was given to the impact of customer trust, perceived value, and customer satisfaction on customer loyalty. Customer trust, perceived value, and customer satisfaction were identified as the primary independent variables of the study, and their correlation with customer loyalty was thoroughly investigated. The study delved into how each of these variables contributed to shaping customer loyalty and the relative importance of each factor in this context.

3. Data collection and analysis: To gather insights into user preferences and behaviors on the Fliggy OTP platform, this study employed questionnaires as a primary data collection tool. The questionnaires were designed to capture feedback from users who have booked airline tickets through the platform. Additionally, the study utilized data analysis techniques to process and interpret the collected data. By applying statistical methods such as the Pearson correlation coefficient, the study aimed to establish the correlation between each key variable and customer loyalty. This analysis provided valuable insights into the strengths and weaknesses of the Fliggy OTP platform in terms of fostering customer loyalty and satisfaction.

1.5 Significance of the Study

Although the online travel industry has become a hot topic of contemporary academic research, attracting scholars from different disciplines to study it from multiple perspectives, there is still a relative lack of academic exploration of the core element of customer loyalty. Despite the extensive focus on various aspects of the industry, such as marketing strategies and consumer behavior, there has been less research on the complex dynamics of customer loyalty in online travel platforms, few studies have focused on the actual operations of online travel platforms and their ability to provide strategic guidance based on an in-depth understanding of customer loyalty.

To bridge this gap, this study conducted in-depth research on Fliggy, a typical OTP platform in the Chinese market, and systematically analyzed several key factors that influence customer loyalty. This study integrated a questionnaire survey and previous literature studies and theories to build a robust understanding of the influencing factors and uncover insights that are both theoretically grounded and practically applicable,

thereby enriching academic discourse and guiding industry practice.

Given the intense capital competition in the OTP industry and the ubiquitous price wars on OTP platforms, customer loyalty has become a key factor for OTP platforms to achieve long-term stable profitability. The current market suggests that there is an urgent need for OTPs to cultivate and maintain strong customer loyalty to differentiate themselves from their competitors, sustain growth, and mitigate the risks associated with volatile market conditions. Therefore, this study aims to provide a scientific basis for strategies to enhance customer stickiness and optimize member loyalty programs on OTP platforms. This study provides strong data support for the development of the OTP platform by statistically analyzing the multifaceted factors that form the customer loyalty of the Fliggy OTP platform, including customer trust, perceived value, and satisfaction.

Ultimately, this study aims to contribute to the healthy and sustainable development of the online tourism industry. By revealing the intricacies of customer loyalty in online tourism platforms, it ensures that these online tourism platforms are able to withstand the current challenges in the tourism market, and provides a basis for strategic decision-making to improve customer satisfaction in the development of the online tourism market.

1.6 Definition of Key Terms

1. Customer Satisfaction

Customer satisfaction refers to the overall feeling of pleasure or disappointment resulting from the comparison between a customer's expectations of a product or service and their perception of its performance (Oliver, 1980). In this study, customer satisfaction is measured in terms of customers' evaluation of various aspects of their experience in booking air tickets using Fliggy's online travel platform, including ease of use, price competitiveness, and customer service.

2. Customer Trust

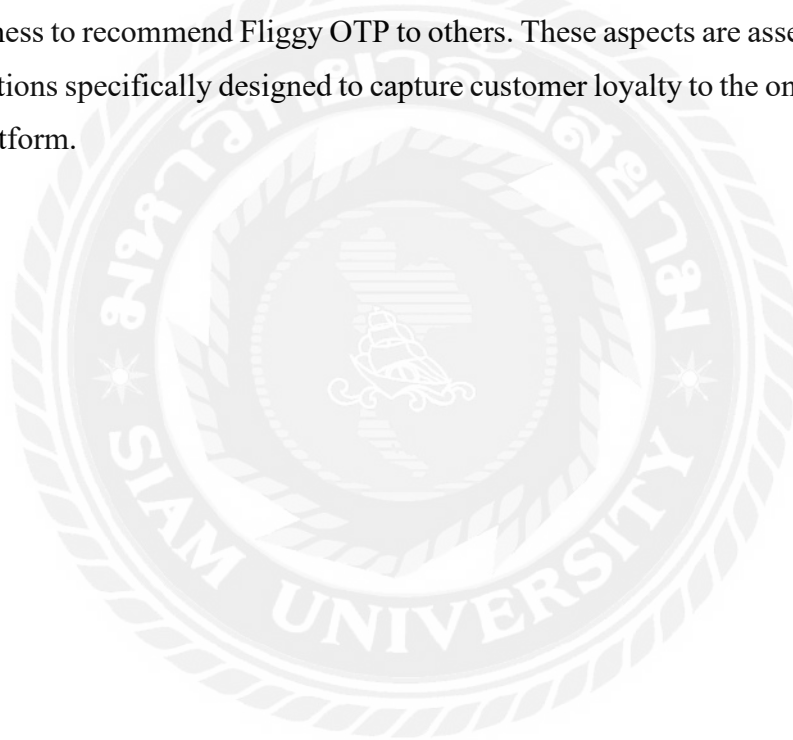
Customer trust is defined as the willingness of a customer to rely on a company or platform, believing that it will act in the customer's best interests and fulfill its promises (Mayer, Davis, & Schoorman, 1995). In this study, customer is assessed in terms of customers' perceptions of Fliggy OTP's reliability, integrity, and responsiveness in handling bookings and resolving any issues.

3. Customer Perceived Value

Zeithaml (1988) stated that perceived value is “the consumer's evaluation of the entire consumption process that occurs after the purchase of a product or service”. In this study, perceived value is measured in terms of customers' perceptions of value for money in purchasing air tickets on Fliggy OTP, specifically in terms of service quality, price competitiveness, and overall convenience.

1. Customer Loyalty

Customer loyalty is defined as the commitment of a customer to repurchase a product or service consistently over time, despite situational influences and potential switching behavior (Oliver, 1999). In this study, customer loyalty is operationalized through specific indicators, including willingness to repurchase, frequency of booking, and willingness to recommend Fliggy OTP to others. These aspects are assessed through survey questions specifically designed to capture customer loyalty to the online air ticket booking platform.



Chapter 2 Literature Review

2.1 Introduction

Driven by the wave of digitization, online travel platforms have become an integral part of the travel industry, dramatically changing the way consumers plan their trips and their experiences. With the increasing competition in the market, the importance of customer loyalty as a key indicator of OTP success has become more and more prominent. However, even though academics have extensively explored the online travel industry from different disciplinary perspectives, academic research in the core area of customer loyalty is still relatively rare.

Existing literature focuses on marketing strategies, technological innovations, and consumer behavior analysis in the online travel industry, and these studies undoubtedly provide valuable insights into understanding OTPs' operational models and market dynamics. However, there are relatively few in-depth discussions on OTP customer loyalty, especially the lack of strategy guidance based on the practical operational level, which limits the effective strategy development of OTPs in enhancing customer loyalty.

Given the importance of customer loyalty for OTPs to achieve long-term stable profitability, this study systematically explores the key factors affecting customer loyalty and constructs a theoretical framework based on empirical data through an in-depth analysis of Fliggy, a representative Chinese OTP platform. This not only helps to enrich and improve academic research in the online travel industry but also provides a scientific basis to guide OTP platforms in formulating and implementing strategies aimed at improving user stickiness and optimizing member loyalty programs on Fliggy's OTP platform.

This chapter reviews the existing literature, by synthesizing theoretical perspectives and empirical evidence from different disciplines. This study constructs a more comprehensive and in-depth framework of understanding, laying a solid theoretical foundation for the in-depth analyses and strategy recommendations in the subsequent chapters. This study provides valuable references for the sustainable development of OTP and promote the development of the online tourism industry.

2.2 Customer Satisfaction

Scholars have diverse definitions of customer satisfaction, with the majority focusing on either evaluative or affective aspects. Evaluative satisfaction is anchored in

customers' perceptions of the benefits derived from products, services, or business relationships, after contrasting these benefits with expected values provided by competing service providers (Hallowell, 1996; Russell-Bennett & Rundle-Thiele, 2004). This conceptualization emphasizes a rational comparison between perceived benefits and expectations, highlighting the functional utility of the offering. In contrast, affective satisfaction emphasizes the emotional response of varying intensities that follow product or service consumption or the maintenance of a business relationship (Cronin et al., 2000; Chen et al., 2008). This approach underscores the role of emotions in shaping customer satisfaction, suggesting that emotional bonds can significantly influence loyalty. Zeithaml et al. (1990) provided a comprehensive framework for understanding evaluative satisfaction, proposing that satisfaction is a multi-faceted construct influenced by perceived quality, service excellence, and customer expectations. This framework highlights the need for a holistic approach to understanding satisfaction, integrating both functional and emotional dimensions.

Numerous studies have explored the relationship between customer satisfaction and loyalty in the online travel industry. Oliver (1999) found that customer satisfaction is a crucial antecedent to loyalty, influencing both repurchase intentions and positive word-of-mouth recommendations. This is particularly relevant in the OTP context, where consumer choice is vast, and switching costs are relatively low. Lin and Wang (2006) conducted a study on Taiwanese consumers' satisfaction with online travel agencies and found that satisfaction significantly impacted repurchase intentions and loyalty. Similarly, Vikas Singh et al. (2023) investigated the role of satisfaction in determining customers' future travel intentions and found that it was a critical factor in predicting loyalty. These studies consistently show that satisfied customers are more likely to exhibit loyalty behaviors, such as repurchasing, recommending, and showing a willingness to try new products or services offered by the same OTP.

While there is ample evidence supporting the link between customer satisfaction and loyalty in the online travel industry, several limitations persist. Most studies focus on immediate satisfaction and its immediate impact on loyalty, neglecting the potential long-term effects of satisfaction. Furthermore, research often treats satisfaction as a unidimensional construct, ignoring the complex interplay between evaluative and affective components. Future research should explore the longitudinal effects of satisfaction on loyalty, considering how changes in satisfaction over time affect loyalty. Additionally, incorporating multi-dimensional frameworks of satisfaction that

incorporate both functional and emotional aspects would provide a more nuanced understanding of how satisfaction shapes loyalty. Exploring the role of moderating factors, such as brand loyalty, past experiences, and consumer demographics, could also offer valuable insights into the satisfaction-loyalty nexus.

2.3 Customer Trust

Trust is inherently tied to relationships, serving as a cornerstone of social and economic exchanges (Sun et al., 2022). Xue and Yu (2023) defined trust as the degree to which one party is deemed reliable by another in any given exchange relationship. In the context of customer trust, this concept refers to the degree of trust a customer places in a brand, organization, or individual, grounded in the customer's belief in the entity's ability to fulfill promises, provide quality products or services, and demonstrate fairness and honesty in its dealings. Liu (2024) underscored that trust is an emotional and cognitive attitude shaped by good relationships, reliability, and transparency, critical to the interactions and relationships between businesses or individuals and their customers. Trust plays a pivotal role in fostering customer loyalty in the online travel industry. Gefen and Straub (2004) found that trust is a significant predictor of intention to repurchase and recommend in the context of e-commerce, a finding that resonates with the OTP landscape. Furthermore, Moorman, Deshpandé, and Zaltman (1993) proposed a model where trust fosters commitment, which in turn leads to loyalty. This framework is particularly relevant in the OTP context, where trust is often a prerequisite for engaging in transactions, given the risks associated with online purchases. Wang and Emurian (2005) extended this work by showing that trust is a multidimensional construct in e-commerce, influencing satisfaction and loyalty through various mechanisms, such as perceived security and website usability.

Despite the well-documented importance of trust in fostering customer loyalty, current research has several limitations. First, much of the research focuses on the formation of trust, neglecting its maintenance and erosion over time. As trust is a dynamic construct, understanding its long-term implications for loyalty is crucial. Second, studies often treat trust as a homogeneous construct, failing to recognize the multifaceted nature of trust in the OTP context. For instance, trust in data privacy, service reliability, and value proposition can all contribute uniquely to loyalty. Future research should explore the different dimensions of trust and their specific impacts on

loyalty. Additionally, incorporating cultural perspectives into trust research could provide valuable insights, as trust-building mechanisms may vary across cultures. Lastly, studies should examine the interplay between trust and other loyalty antecedents, such as satisfaction and perceived value, to gain a more comprehensive understanding of how trust influences loyalty.

2.4 Customer Perceived Value

Zeithaml (1988) asserted that perceived value is "the consumer's evaluation of the entire consumption process that occurs after the purchase of a product or service." This foundational concept has been widely adopted and further developed in subsequent research. The essence of perceived value lies in how consumers weigh the benefits they receive against the costs they incur, including not just monetary costs but also time, effort, and psychological costs. According to Gallarza et al. (2011), early literature on consumer value primarily focused on the binary relationship between price and quality, treating perceived value as a straightforward ratio of quality to price. However, as research evolved, it became evident that perceived value is a more complex and multifaceted construct.

Customer perceived value in the context of online travel platforms (OTPs) encompasses not just the tangible aspects like the price of accommodations, flights, or travel packages but also intangible elements such as the convenience of booking processes, the quality of customer service, and the overall user experience on the platform. Yang (2024) emphasized that customers' willingness to pay for a product or service is a direct reflection of their perceived value, which is shaped by comparisons with competitors' offerings. Factors such as the ease of navigation on the website, the availability of user reviews and ratings, and the range of travel options significantly influence customers' perceptions of value. Additionally, the reliability and security of personal data on OTPs are crucial factors that can enhance or diminish perceived value.

The literature also highlights the role of emotional and social factors in shaping perceived value. For instance, the aesthetic appeal of the platform's interface, the sense of community fostered through user forums, and the social validation provided by peer reviews can all contribute to a higher perceived value. Furthermore, customers' expectations play a pivotal role; when these expectations are met or exceeded, perceived value increases, fostering greater satisfaction and loyalty. Conversely, when expectations are not met, perceived value diminishes, potentially leading to dissatisfaction and churn. Despite these insights, there is a need for more research to

explore how perceived value evolves over time and how it interacts with other loyalty-driving factors such as trust and brand identification. Future studies could also delve into the nuanced differences in perceived value across different customer segments, such as millennials versus older travelers, and how these differences influence loyalty.

2.5 Customer Loyalty

Churchill (1979) was a pioneer in studying consumer loyalty, defining it as a quantitative expression of the level of customer commitment to a particular firm or brand. His work underscored the behavioral aspect of loyalty, emphasizing repeated purchases as an indicator of a consumer's loyalty to a specific product or service. Moreover, Churchill suggested that loyal customers do not consider competitive brands when making purchasing decisions, reflecting a strong preference for their chosen brand. This early conceptualization laid the groundwork for subsequent research on customer loyalty.

Jacoby and Chestnut (1978) provided a comprehensive overview of customer loyalty research, concluding that loyalty is behavioral and rooted in psychological factors or attitudes. They highlighted that loyalty is not merely a repetition of purchases but also involves a deep-seated preference for a particular brand or service provider. This preference is often driven by factors such as trust, satisfaction, and the emotional bonds customers form with a brand. In the context of OTPs, customer loyalty can be further nuanced by the convenience and efficiency of the platform, the variety and quality of travel options, and the responsiveness and helpfulness of customer service.

However, contemporary research recognizes that customer loyalty is a dynamic construct influenced by a multitude of factors. Technological advances, changing consumer preferences, and increasing competition have necessitated a more holistic understanding of loyalty. For OTPs, this means that mere satisfaction with past transactions is insufficient to ensure sustained loyalty. Instead, companies must foster a sense of community, provide personalized experiences, and continually innovate to meet evolving customer needs. Research has also shown that customer loyalty can be divided into different types, such as attitudinal loyalty (emotional attachment to the brand) and behavioral loyalty (repeated purchases). Understanding these distinctions is crucial for developing targeted loyalty-building strategies. Furthermore, there is a growing emphasis on the role of social media and online reviews in shaping customer loyalty.

Positive reviews and social validation can amplify loyalty, while negative feedback can



quickly erode it. Despite these advancements, there is still a need for more research to explore the nuances of customer loyalty in the OTP context, particularly how loyalty evolves and how it can be sustained in the face of emerging challenges. Future studies could also investigate the impact of emerging technologies, such as artificial intelligence and virtual reality, on customer loyalty.

2.6 Online Travel Platform (OTP)

Online travel has revolutionized the tourism industry, enabling consumers to book travel services such as airline tickets, accommodations, car rentals, and travel packages with ease and convenience. The rise of Online Travel Platforms (OTPs) has played a pivotal role in this transformation. OTPs, often referred to as Online Travel Agencies (OTAs) in their earlier forms, facilitate the buying and selling of travel products and services through digital channels. John Hagel et.al. pointed out as early as 1987, online tourism is OTA website with the help of modern Internet development, the combination of marketing tourism products and services, to the website users to promote and sell tourism products and services, this process directly and effectively through the supply chain of the tourism industry.

Early OTAs, such as Expedia and Priceline in the United States and Ctrip in China, adopted a traditional online travel agency model. These platforms primarily earned commissions from hotels and airlines by acting as intermediaries between suppliers and consumers. The adoption of a "buy-and-selling" operational model allowed these OTAs to build industry barriers through rich product offerings, standardized customer service centers, comprehensive membership systems, and customized service systems.

OTA is an early and more traditional form of online tourism, specifically for online travel platforms, OTP is an upgraded version of OTA. The landscape of OTPs has evolved significantly in recent years. With the continuous changes in the tourism market, OTP gradually replaces the traditional OTA business model and becomes a new development trend. The emergence of platforms like Fliggy has pushed traditional OTAs to change their strategies. Fliggy, for instance, has shifted from a traditional OTA model to an open platform model, allowing airlines and third-party suppliers to sell directly on its platform, thereby earning transaction fees. This transition underscores the dynamic nature of the OTP market and the need for continuous adaptation. As an important transaction intermediary in the online travel market, OTPs provide consumers with a convenient channel to directly purchase various travel services, mainly through cooperation with numerous agents selling travel service providers (Rianthong et al . ,

2016). With the rapid growth of the online travel market, Fliggy, as an emerging online travel platform, pays more attention to user experience and focuses on young users and the outbound travel market (Zhang, 2017).

2.7 Conceptual Framework

This study constructs a comprehensive customer loyalty model specifically for online air ticket booking on the Fliggy Online Travel Platform, which also outlines the intricate interrelationships between the variables, as shown in Figure 2.1 below. The model explains the complex interactions between the variables and their impact on customer loyalty in the online airfare booking domain of Fliggy OTP.

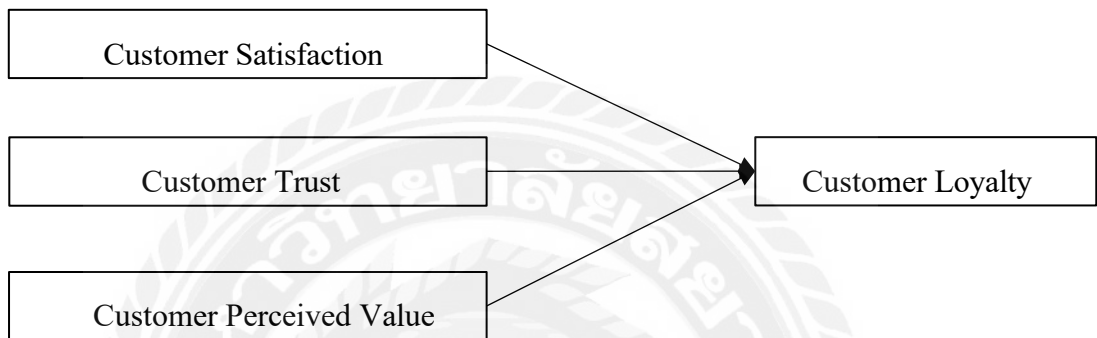


Figure 2.1 Theoretical Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted the quantitative research methodology intending to explore the factors influencing customer loyalty in the online booking of airline tickets based on the Fliggy OTP platform. The decision to utilize quantitative research stemmed from the need to gather objective, measurable data that could be analyzed statistically to identify patterns and relationships among the variables of interest. The research theme focused on how the three variables of customer satisfaction, customer trust, and perceived value influenced customer loyalty in the online booking of air tickets on the Fliggy OTP platform. Specifically, this study adopted a questionnaire survey with close-ended questions and a rating scale was employed to collect data from a large sample of customers who had used the Fliggy OTP platform for online booking of airline tickets. This method allowed for the systematic collection of standardized data that could be analyzed using statistical software. By collecting data from a large and representative sample of customers, this study aimed to identify statistically significant relationships between customer satisfaction, trust, perceived value, and loyalty in the context of Fliggy OTP online booking. The findings of this study contribute to the existing body of knowledge on customer loyalty in online travel platforms and provide practical implications for industry practitioners.

3.2 Population and Sample

The population of this study was the customers who use the Fliggy OTP platform for online air ticket booking. These customers were selected as the focus of the study because of their usage experience and related behaviors in using Fliggy online air ticket booking.

To estimate an appropriate sample size for this study, the sample size of similar studies and the need for statistical analysis were considered. The sample size required to achieve statistical significance was pre-estimated through statistical software analysis. Based on this analysis, it was determined that the sample size of 390 questionnaires was sufficient to provide reliable and valid results. At the same time, to cope with the possibility of invalid responses or missing data in the actual survey, a certain margin was set aside in the sample size calculation for this study.

In order to obtain a representative sample, this study adopted the random sampling method. The random sampling method ensures that each sample has an equal probability of being selected, thus reducing the risk of sample bias. Although the random sampling method may be relatively complex and time-consuming in practice, it is considered more appropriate in this study given the accuracy and reliability of the findings.

In this study, 390 questionnaires were randomly distributed to the study participants among eligible customers through various channels such as email, social media, and online forums related to travel and air ticket booking. The sample size was carefully selected, taking into account factors such as sample sizes used in comparable studies and the statistical power required to detect significant differences or relationships in the data. This methodology ensured that the sample was reflective of the wider population and provided a solid basis for drawing valid conclusions from the results of the study.

3.3 Hypothesis

The following are the relevant research hypotheses:

H1: Customer satisfaction positively impacts the customer loyalty in OTP online airline ticket booking.

H2: Customer trust positively impacts the customer loyalty in OTP online airline ticket booking.

H3: Customer perceived value positively impacts the customer loyalty in OTP online airline ticket booking.

3.4 Research Instrument

The research instrument used in this study was a questionnaire designed to collect data on the variables of customer satisfaction, customer trust, perceived value, and customer loyalty in the context of Fliggy OTP online booking. The questionnaire was developed based on a review of existing literature. The instrument was structured to ensure that the data collected would be reliable, valid, and useful for statistical analysis.

The variables to be measured in this study were carefully selected based on their theoretical support. Specifically, customer satisfaction was measured using a series of items related to the overall experience of using the Fliggy OTP platform for online booking of airline tickets. Customer trust was assessed through items that addressed the customers' perceptions of the platform's reliability, security, and transparency. Perceived value was measured by asking customers to evaluate the benefits they received relative

to the costs incurred in using the platform. Finally, customer loyalty was assessed through items related to customers' intentions to continue using the Fliggy OTP platform for future bookings and their willingness to recommend the platform to others.

The structure of the questionnaire included an introduction explaining the purpose of the study, screening questions, demographic questions to characterize the sample, and the main section containing the items related to the variables. The items were formulated using a rating scale ranging from 1 to 5, with higher scores indicating higher levels of satisfaction, trust, perceived value, and loyalty.

In the designed questionnaire, each variable was measured using specific, observable and measurable items derived from relevant literature and theory. These items were carefully designed to ensure clarity, relevance and validity, making the questionnaire a reliable data collection tool. Likert scale rating scales were used as a mode of recording, allowing participants to select their responses appropriately. The questionnaire consisted of a total of 13 measurement items as shown in Table 3.1.

Table 3.1 Questionnaire Structure

Variable	Measurement item	NO.
Customer Perceived Value	1. I think the transaction price for booking airfare on the Fliggy platform is reasonable.	Q1
	2. I think the Fliggy platform for booking air tickets provides fast and efficient service.	Q2
	3. I am satisfied with the sense of interactive experience of booking air tickets on the Fliggy platform.	Q3
	4. I think the page design of the Fliggy platform for booking air tickets is friendly and easy to use.	Q4
Customer Trust	1. I trust the airfare information provided by the Fliggy platform is accurate.	Q5
	2. I trust that it is safe to make an air ticket booking transaction on the Fliggy platform.	Q6
	3. I trust the Fliggy platform provides me with timely and appropriate information.	Q7

Customer Satisfaction	1. I am more satisfied with Fliggy than with other OTP platforms. I am more satisfied with Fliggy than with other OTP platforms.	Q8
	2. I think the Fliggy platform meets my expectations of booking air tickets.	Q9
	3. I am satisfied with the air ticket booking process on the Fliggy platform.	Q10
Customer Loyalty	1. I would recommend the Fliggy OTP Platform to a friend.	Q11
	2. I will insist on using the Fliggy OTP Platform for flight bookings.	Q12
	3. I will still choose the services of the Fliggy OTP Platform for repeat purchases in the future.	Q13

3.5 Reliability and Validity Analysis of the Scale

In this study, after collecting the valid questionnaires, the reliability analysis as well as the correlation analysis were conducted, and the relevant data were obtained as follows:

1. Reliability analysis

The α -confidence coefficient is the basic indicator for examining the credibility of data. In this study, Cronbach's Alpha was used as the index of reliability of the questionnaire, and the value of Cronbach's Alpha was more than 0.9, which indicated the reliability of the scale. The closer the value of Cronbach's Alpha is to 1, the higher the reliability of the scale and the lower the error of the results. In this study, the data were analyzed for plausibility with the help of SPSS statistical analysis software, and the results were obtained as shown in Table 1 below. The Cronbach's Alpha of Customer Perceived Value, Customer Trust, Customer Satisfaction, and Customer Loyalty are 0.857, 0.812, 0.802, and 0.833. The reliability coefficient values were all greater than 0.8, indicating the high quality of reliability of the study data, and the reliability of the questionnaire is high.

Table3.2 Reliability Analysis

Variable	Standardized Cronbach's Alpha	N of Items
Customer Satisfaction	0.802	3
Customer Trust	0.812	3
Customer Perceived Value	0.857	4
Customer Loyalty	0.833	3
Customer Trust	0.812	3
Customer Perceived Value	0.857	4
Customer Loyalty	0.833	3

1. Validity analysis

Validity analysis determines the level of degree to which the results measured by the questionnaire data reflect the intended rubric variables. KMO and Bartlett's Test of Sphericity are used as indicators of questionnaire validity measurement. When the KMO is greater than 0.6. The smaller the P value of Bartlett's Test of Sphericity, the higher the validity, and when the P value is less than 0.05, it indicates that it is suitable to do the factor analysis. From Table 2 below, the value of KMO is 0.835, which is greater than 0.8, and the significance of Bartlett's Test of Sphericity Probability P-value is 0.000, which is less than 0.05, indicating that the structural validity of the questionnaire is good, research data is perfect for extracting information.

Table3.3 Validity Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.835
Bartlett's Test of Sphericity	Approx. Chi-Square	1085.933
	df	78
	Sig.	0.000

3.2 Data Collection

The questionnaire for this study was distributed to customers who used the Fliggy OTP platform to book flights online through social media and online forums related to travel and flight booking. To ensure a high response rate, the questionnaire was designed to be concise, easy to understand and relevant to the target group. To ensure sufficient time was allocated for distribution, completion and collection of the questionnaires, the questionnaires were distributed within one month, and the questionnaires were collected and checked for completeness and validity through the questionnaire responses of these customer groups. A total of 390 questionnaires were distributed with 352 valid responses, which is a validity rate of 90.26%. This high response rate indicates that the sample is likely to be representative of the target population and that the data collected is reliable and valid.

The data collected through the questionnaire was used for statistical analysis to determine the key factors affecting customer loyalty in the context of the Fliggy OTP online booking. This analysis focused on the relationship between customer satisfaction, trust, perceived value and loyalty as measured by the questionnaire.

3.3 Data Analysis

Based on the comprehensive literature review, theoretical support from relevant frameworks, and the 352 valid questionnaire responses collected from customers who utilized the Fliggy OTP platform for online airline ticket booking, this study ensured both the robustness of the research foundation and the reliability of the collected data. The analysis conducted in this study is multidimensional and in-depth, aiming to provide a comprehensive understanding of the factors influencing customer loyalty.

First, this study conducted a demographic characterization of the respondents, carefully outlining the distribution of basic information about the respondents, including gender, age, income, and education level. This characterization helped to understand the demographic characteristics of the respondents and their potential impact on the study variables.

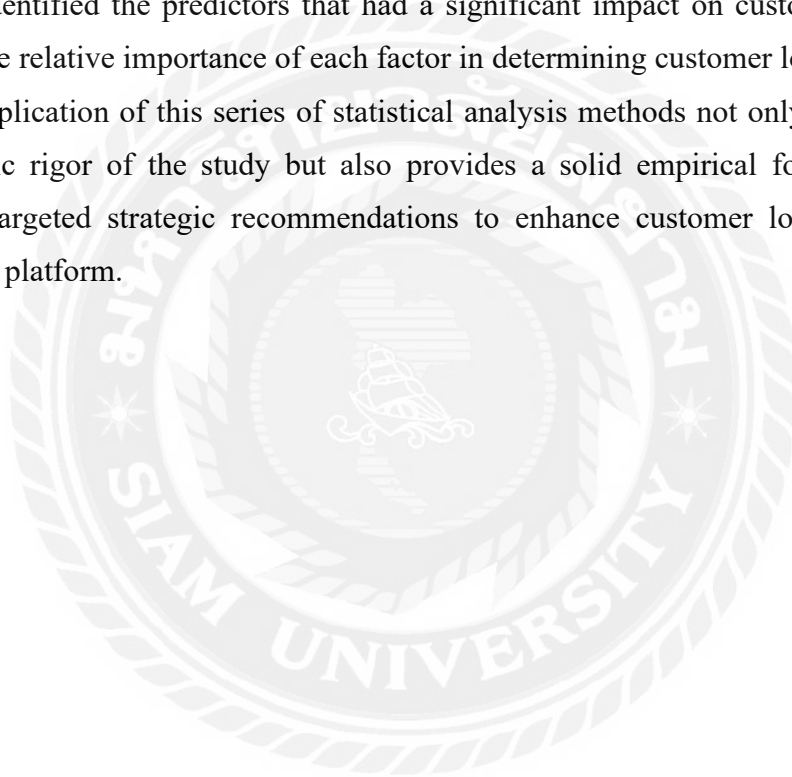
In addition, in order to quantify the degree of linear correlation between the research variables of customer satisfaction, customer trust, customer perceived value and customer loyalty, a Pearson correlation analysis was conducted in this study. This analysis was used to assess the strength and direction of the linear relationship between customer satisfaction, customer trust, perceived value, and customer loyalty. The results

of the analysis initially supported the research hypotheses.

Additionally, to test whether the mean value of each study variable significantly differs from a neutral or expected value, one-sample t-tests were conducted. These tests provided statistical support for the hypotheses by examining whether the observed means were significantly above or below the neutral point, indicating a positive or negative tendency in the relationships.

Finally, to gain insight into the impact of the independent variables (customer satisfaction, customer trust, and customer perceived value) on the dependent variable (customer loyalty), this study constructed a linear regression model. Through ANOVA, the study identified the predictors that had a significant impact on customer loyalty, revealing the relative importance of each factor in determining customer loyalty.

The application of this series of statistical analysis methods not only strengthens the scientific rigor of the study but also provides a solid empirical foundation for proposing targeted strategic recommendations to enhance customer loyalty on the Fliggy OTP platform.



Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

The demographic characteristics of the respondents are shown in Table 4.1. There is an imbalance between males and females, with males outnumbering females, with proportions of 62.5% and 37.5%, respectively. The age distribution of the respondents is concentrated in the 18-25 and 31-40 age groups, with proportions of 34.09% and 30.68%, respectively. This shows that most of the users of the OPT platform are young and middle-aged. The education level of the survey sample is mainly concentrated in bachelor's degree, reaching 61.36%. The survey samples are mainly employees of institutions, amounting to 36.36%. The main income group is concentrated in the range of 6001-10000 RMB, accounting for 34.09% of the total sample.

Table 4.1 Distribution of Demographic Characteristics of Samples

Items	Options	Frequency	Percent%
Gender	Male	220	62.5
	Female	132	37.5
Age	Under 18	0	0
	18-25	120	34.09
	26-30	72	20.45
	31-40	108	30.68
	41-50	48	13.64
	51-60	0	0
	Above 60	4	1.14
Education	Senior high school	0	0
	Undergraduate	216	61.36
	Postgraduate and above	136	38.64
Occupation	Self-employed	32	9.09

	Employee of Institutions	128	36.36
	Employee of Enterprise	36	10.23
	Freelance	36	10.23
	Retirement	8	2.27
	Student	88	25
	Others	24	6.82
Income	Less than 3000yuan	84	23.86
	3001-6000	68	19.32
	6001-10000	120	34.09
	10001-15000	48	13.64
	More than 15,001yuan	32	9.09

4.1.1 Correlation Analysis

Correlation analysis is used to study the relationship between quantitative data, whether there is a relationship or not, and how close the relationship is. Firstly, the relationship between Y and each X is analyzed to see if there is a significant relationship between Y and X. Then the correlation is examined to see if the relationship is positive or negative. Next, the correlation is analyzed to determine whether the relationship is positive or negative; the magnitude of the correlation coefficient can also be used to indicate the degree of closeness of the relationship.

Finally, the analysis is summarized.

Table 4.2 Correlation Between Variables (Pearson Correlation Matrix)

	Customer Loyalty	Customer Satisfaction	Customer Trust	Customer Perceived Value
Customer Loyalty	1			
Customer Satisfaction	0.783**	1		
Customer Trust	0.832**	0.726**	1	

Customer Perceived Value	0.808**	0.829**	0.792**	1
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*P<0.05, **P<0.01

Table 4.2 shows that correlation analysis was used to investigate the correlation between customer loyalty, customer satisfaction, customer trust and customer perceived value and all three items showed significance between customer loyalty and customer satisfaction, customer trust and customer perceived value, and Pearson's correlation coefficient was used to indicate the strength of the correlation. Specific analysis can be seen:

1. The correlation coefficient between customer satisfaction and customer loyalty is 0.783, with a significance of 0.01, indicating that there is a significant positive correlation between customer satisfaction and customer loyalty.

2. The correlation coefficient between customer trust and customer loyalty is 0.832, with a significance of 0.01, indicating that there is a significant positive correlation between customer trust and customer loyalty.

3. The correlation coefficient between customer perceived value and customer loyalty is 0.808, with a significance of 0.01, indicating that there is a significant positive relationship between customer perceived value and customer loyalty.

4.1.2 One-Sample T-Test

The one-sample t-test examines whether the quantitative data are significantly unequal to a certain number. The results of the one-sample t-test for this study are shown in Table 4.3.

Table 4.3 One-Sample T-Test Analysis

Title	N	Min.	Max.	Mean	S.D.	t	p
Customer Loyalty	352	2.667	5.000	4.750	0.430	103.725	0.000**
Customer Satisfaction	324	3.000	5.000	4.716	0.424	104.221	0.000**
Customer Trust	324	3.000	5.000	4.773	0.393	113.850	0.000**

Customer Perceived Value	324	3.000	5.000	4.722	0.413	107.374	0.000**
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*P<0.05, **P<0.01

This study utilized the one-sample t-test to examine whether the total of the four items of customer loyalty, customer satisfaction, customer trust, and customer perceived value are significantly unequal to the number 0.0, and it can be seen from Table 4.3 that customer loyalty, customer satisfaction, customer trust, and customer perceived value all show significance ($p < 0.05$), which means that the mean values of customer loyalty, customer satisfaction, customer trust, and customer perceived value all have statistically significant differences from the number 0.0. There is a statistically significant difference with the number 0.0. The analysis shows that the mean values of the 4 items: customer loyalty, customer satisfaction, customer trust, and customer perceived value are significantly higher than the number 0.0. To summarize, the mean values of the 4 items: customer loyalty, customer satisfaction, customer trust, and customer perceived value are statistically different from the number 0.0.

4.1.1 Linear Regression

Regression analysis is used to study the relationship between X on Y, whether there is an influence relationship, the direction of influence, and the degree of influence situation. In this study, linear regression analysis was conducted with customer satisfaction, customer trust, and customer perceived value as independent variables and customer loyalty as the dependent variable, The results are shown in Table 4.4. From Table 4.4, it can be seen that the model formula is: $\text{customer loyalty} = -0.018 + 0.261 * \text{customer satisfaction} + 0.509 * \text{customer trust} + 0.235 * \text{customer perceived value}$, and the model's R-square value is 0.771, which means that customer satisfaction, customer trust and customer perceived value can explain 77.1% of the variation in customer loyalty.

Table 4.4 Linear Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	Covariance Diagnostics	
	<i>B</i>	Std. Error	<i>Beta</i>			VIF	Tolerance
Constant	-0.018	0.284	-	-0.062	0.951	-	-
Customer Satisfaction	0.261	0.096	0.258	2.708	0.008**	3.328	0.300
Customer Trust	0.509	0.095	0.466	5.336	0.000*	2.801	0.357
Customer Perceived Value	0.235	0.112	0.225	2.099	0.039*	4.231	0.236
<i>R</i> ²	0.771						
Adjusted <i>R</i> ²	0.763						
<i>F</i>	F (3,84) =94.439, <i>p</i> =0.000						
D-W Value	2.268						

Note: Dependent Variable = Customer Loyalty

P*<0.05, *P*<0.01

The final specific analysis can be seen:

The value of the regression coefficient of customer satisfaction is 0.261 (*t*=2.708, *p*=0.008<0.01), which means that customer satisfaction has a significant positive influence on customer loyalty.

The value of the regression coefficient of customer trust is 0.509 (*t*=5.336, *p*=0.000<0.01), which means that customer trust has a significant positive influence on customer loyalty.

The regression coefficient value of customer perceived value is 0.235 (*t*=2.099, *p*=0.039<0.05), which means that customer perceived value has a significant positive influence on customer loyalty.

To summarize the analysis, customer satisfaction, customer trust, and customer perceived value all have a significant positive effect on customer loyalty.

Table 4.5 ANOVA Analysis (Intermediate Process)

	Square Sum	<i>df</i>	Mean Square	<i>F</i>	<i>P</i> Value
Regression	12.384	3	4.128	94.439	0.000
Residual	3.672	84	0.044		
Total	16.056	87			

F-test is used to regressively test whether the model is meaningful or not, as can be seen from Table 4.5, the F-test of the model found that the model passed the F-test ($F=94.439$, $p=0.000 < 0.05$), which means that the model construction is meaningful. It indicates that at least one of customer satisfaction, customer trust, and customer perceived value will have an impact on customer loyalty. In addition, the multivariate covariance test of the model found that the VIF values in the model are all less than 5, which indicates that there is no covariance problem; and the D-W values are all around 2, which indicates that there is no autocorrelation phenomenon in the model, and that there is no correlation between the sample data, and that the model is better, and that the final model The final model is shown in Figure 4.1.

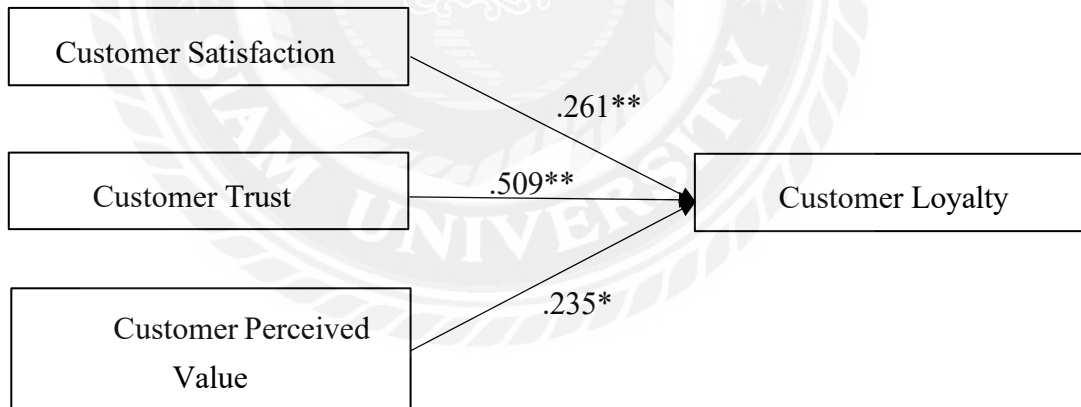


Figure 4.1 Final Model

4.2 Discussion

4.2.1 Interpretation of the Findings

The findings of this study provide valuable insights into the complex dynamics of customer loyalty in OTP online airline ticket booking, specifically focusing on the Fliggy OTP platform. Our results indicate that there is a significant positive correlation between customer loyalty and each of the variables: customer satisfaction, customer trust, and customer perceived value. Specifically, the correlation coefficients are 0.783 for customer satisfaction, 0.832 for customer trust, and 0.808 for customer perceived value, all with a significance of 0.01. This suggests that factors influencing customer satisfaction, trust, and perceived value have a direct and substantial impact on customer loyalty.

The statistical analysis revealed robust evidence, with p-values of <0.001 for all correlations, supporting the hypotheses that customer satisfaction, customer trust, and customer perceived value all have a positive impact on customer loyalty. These findings contribute to the existing body of knowledge by offering empirical support for theoretical frameworks and prior observational studies that have suggested similar relationships. The model formula derived from the linear regression analysis, $\text{Customer Loyalty} = -0.018 + 0.261 * \text{Customer Satisfaction} + 0.509 * \text{Customer Trust} + 0.235 * \text{Customer Perceived Value}$, with an R-square value of 0.771, further underscores the significant influence of these variables on customer loyalty.

4.2.2 Relationship of the Findings to Previous Research

This study is not limited to the Fliggy OTP platform and may be extended to other online travel platforms. In addition, this study extends the current understanding by exploring the specific impact of the factors of customer satisfaction, customer trust, and customer perceived value on customer loyalty in OTP online airfare booking, which has not been studied in depth in previous literature. Through this study, customer trust was found to have the greatest impact on customer loyalty, with the highest correlation coefficients and coefficients in the linear regression model.

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However, it is worth noting that there may be some differences between the findings of this study and those of other studies conducted in different contexts or using different methodologies. These differences can be attributed to contextual factors such as methodological differences, sample size or cultural differences, regulatory environment, or competitive landscape. Understanding these differences is critical to refining theoretical models, ensuring that interventions are appropriate for specific contexts and populations, and ultimately developing more effective strategies to improve customer loyalty in the online tourism industry.

4.2.4 Unexpected Results

This study has limitations, such as the samples used in this study may have unique characteristics that are not representative of the wider population, leading to biased results. There are also methodological limitations, such as measurement errors or the use of specific statistical models, that may have contributed to the unexpected results. Future studies should consider including larger and more diverse samples to ensure the generalizability of findings. In conclusion, the results of this study emphasize the importance of continuing to investigate the complex interplay of factors with the ultimate goal of informing practice in the OTP online travel industry or other related areas of the industry.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study examined the influencing factors of customer loyalty in the online booking of airline tickets on the Fliggy OTP platform. The primary objective was to identify and understand how customer satisfaction, customer trust, and perceived value contribute to customer loyalty in this context.

This study's key findings reveal that:

1. Customer satisfaction is a crucial determinant of customer loyalty on the Fliggy OTP platform. By positively influencing customers' overall feelings during the booking process, satisfaction emerges as a significant factor in their willingness to continue using the platform in the future.

2. Customer trust plays a pivotal role in fostering loyalty among users of the Fliggy OTP platform. The strong positive correlation between customer trust and loyalty underscores its importance in retaining customers.

3. Customer perceived value also has a significant positive impact on customer loyalty. Aspects such as ticket prices, service efficiency, interactive experience, and web page design positively influence customer loyalty on the Fliggy OTP platform.

In summary, the study confirms that customer satisfaction, customer trust, and customer perceived value are positively correlated with customer loyalty in online airline ticket booking on the Fliggy OTP platform. These findings are supported by the hypothesis testing results presented in Table 5.1, which show that all hypotheses were supported.

Table 5.1 Hypothesis Test Result

	Hypothesis	Result
1	Customer satisfaction positively impacts the customer loyalty in OTP online airline ticket booking.	Supported
2	Customer trust positively impacts the customer loyalty in OTP online airline ticket booking.	Supported
3	Customer perceived value positively impacts the customer loyalty in OTP online airline ticket booking.	Supported

To remain competitive in the OTP market, the Fliggy OTP platform should prioritize enhancing customer satisfaction, fostering customer trust, and delivering high perceived value through optimized products and services. By accurately targeting customer needs and continuously improving their booking experience, Fliggy OTP can strengthen customer loyalty and secure a favorable position in the highly competitive online travel market.

5.2 Recommendation

This study confirms that customer satisfaction, customer trust, and perceived value significantly impact on customer loyalty when booking online air tickets on Fliggy's OTP platform. Given the current development characteristics and operational status of Fliggy's OTP platform, the following comprehensive customer loyalty enhancement strategy is recommended.

Firstly, to enhance consumers' perceived value, specific measures include: optimizing service quality by ensuring quick responses to customer needs and improving the efficiency of customer service interventions; continuing to refine website design and user experience by simplifying the transaction process, bolstering security, and developing interactive features that enrich users' social experiences; and leveraging the brand effect to elevate the platform's reputation and encourage consumers to promote the brand through word-of-mouth, thereby fostering brand loyalty.

Secondly, to strengthen customer trust, it is recognized that establishing trust on the OTP platform, characterized by its virtual, uncertain, and risky nature, is more challenging than in traditional offline air ticket booking environments. Consequently, Fliggy's OTP platform should prioritize ensuring the safety of tickets sold and the quality of services, establishing an effective feedback loop between suppliers and consumers, accelerating response times, and providing accurate information. Additionally, it should bolster payment security, safeguard customers' privacy, and prevent information leakage and theft, thereby bolstering customers' trust in the platform.

Finally, regarding market segmentation and precise targeting of customers, Fliggy's OTP platform should classify customers based on their unique characteristics and develop targeted product marketing strategies and customer loyalty enhancement initiatives tailored to the specific realities of different product sectors. By defining target customer groups and product features, the platform can formulate an enterprise marketing strategy that facilitates precise marketing, thereby enhancing customer satisfaction and loyalty.

In summary, the Fliggy OTP platform should consider the factors of perceived value, customer trust, and market segmentation to develop a comprehensive customer loyalty enhancement strategy. By doing so, the platform can distinguish itself in the competitive OTP landscape and achieve sustainable development.

5.3 Further Study

Based on the existing research, there are several other directions worth exploring in the future, as follows:

First, an interdisciplinary approach can be used for in-depth inquiry, providing an overall framework for the research topic by integrating insights from related fields such as psychology, sociology, and economics. Understanding the psychological factors influencing customer loyalty or the economic impact of certain trends could enrich the analysis and suggest new hypotheses.

In addition, future research should consider the practical implications of the findings, including the development of policy recommendations or actionable strategies for businesses, governments, or other stakeholders. It is critical to consider the ethical implications of data collection, storage, and use to ensure that research practices are ethical and respect the privacy and rights of individuals. Establishing collaborative research programs with other institutions or researchers can facilitate the sharing of resources, expertise, and data, thereby providing a more comprehensive and innovative approach to addressing research questions. By pursuing these avenues for further research, researchers can foster a deeper understanding of the topic and inform practice and policy, ultimately leading to more effective and equitable outcomes.

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Appendix

Dear Sir/Madam,

Thank you for your participation in this survey, this survey will be completed anonymously and will be used for academic purposes only. Your personal information will be kept confidential and not disclosed to the public. Thank you again for your cooperation!

Part 1: Screening Questions

1. Have you ever used the Fliggy OTP platform for flight booking?

- A. Yes B. No

Part 2: Personal Information

1. Gender?

- A Male B Female

2. Age?

- A. Under 18 B. 18-25 C. 26-30 D. 31-40

- E. 41-50 F. 51-60 G. Above 60

3. The highest education?

- A. Senior high school B. Undergraduate C. Postgraduate and above

4. Occupation?

- A. Self-employed B. Employee of Institutions C. Employee of Enterprise

- D. Freelance E. Retirement F. Student G. Others

5. Monthly income?

- A. Less than ¥3000 B. 3001-6000 C. 6001-10000 D. 10001-15000

- E. More than ¥15001

Part 3: Survey Measurement Form

Please judge to what extent you agree with the following statement: choose the most appropriate option and mark the corresponding number "√." The questionnaire used a five-point Likert scale with scores ranging from 1-5, representing strongly disagree, disagree, average, agree, and strongly agree, respectively. Higher scores indicate greater agreement with the item.

Measuring	Strongly	Disagree	Average	Agree	Strongly
Item	Disagree				Agree
Customer Perceived Value					
1. I think the transaction price for booking airfare on the Fliggy platform is reasonable.					
2. I think the Fliggy platform for booking air tickets provides fast and efficient service.					
3. I am satisfied with the sense of interactive experience of booking air tickets on the Fliggy platform.					
4. I think the page design of the Fliggy platform for booking air tickets is friendly and easy to use.					
Customer Trust					

5. I trust the airfare information provided by the Fliggy platform is accurate.					
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6. I trust that it is safe to make an air ticket booking transaction on the Fliggy platform.					
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7. I trust the Fliggy platform provides me with timely and appropriate information.					
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Customer Satisfaction					
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8. I am more satisfied with Fliggy than with other OTP platforms.					
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9. I think the Fliggy platform meets my expectations of booking air tickets.					
--	--	--	--	--	--

10. I am satisfied with the air ticket booking process on the Fliggy platform.					
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Customer Loyalty					
11. I would recommend the Fliggy OTP Platform to a friend.					
12. I will insist on					

using the Fliggy OTP Platform for flight bookings.					
13. I will still choose the services of the Fliggy OTP Platform for repeat purchases in the future.					