

Optimizing Airline Dining through Service Quality and UTAUT Framework: The Moderating Effects of Passenger Interaction and Sustainability

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INTRODUCTION

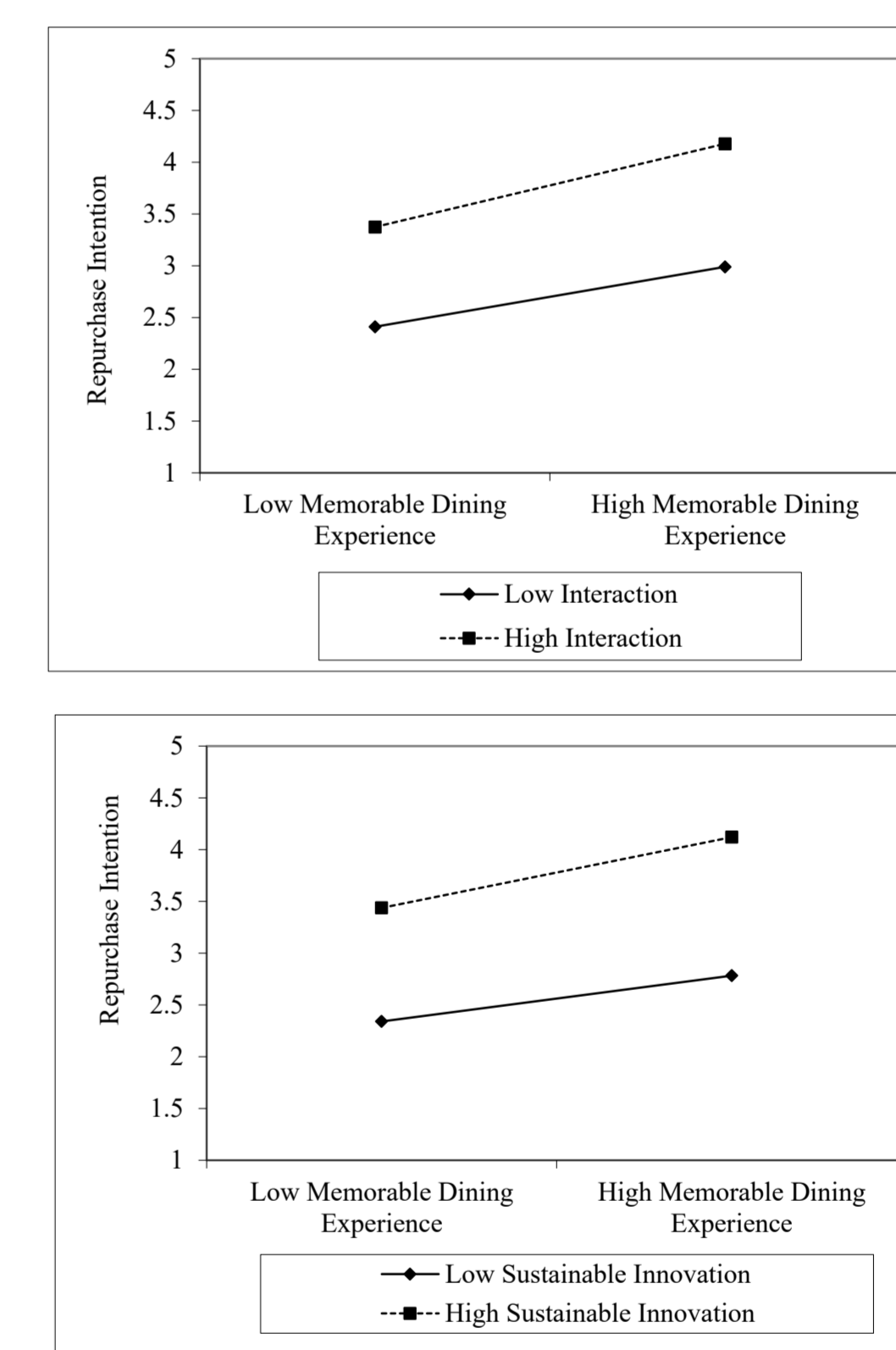
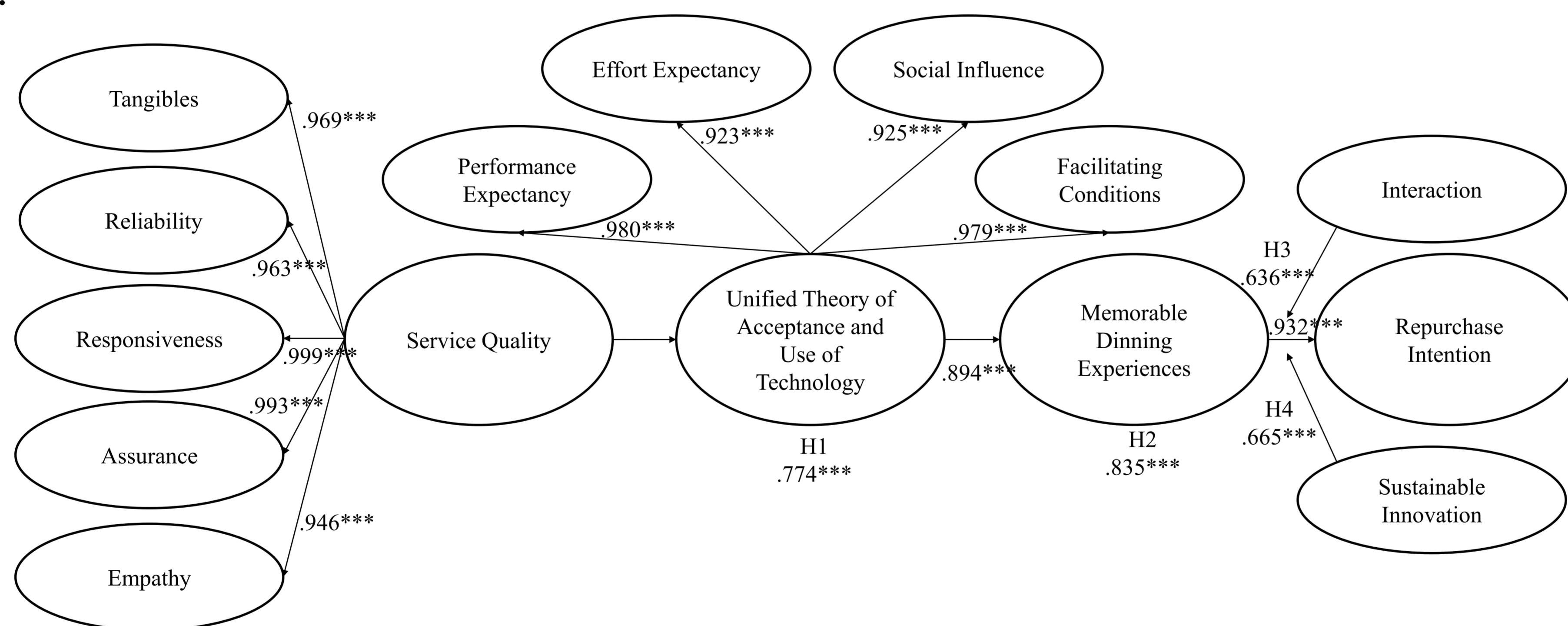
- In the competitive airline industry, providing exceptional dining experiences has become a crucial component of enhancing overall passenger satisfaction.
- Integrating the Unified Theory of Acceptance and Use of Technology (UTAUT), this technological integration supports convenience and enhances passenger engagement, particularly when it aligns with user expectations and perceived value.
- Furthermore, this study asserted that memorable dining experiences act as emotional triggers that not only elevate satisfaction but also strengthen brand attachment.

RESEARCH GAPS

- This research adopts a multiple mediation-moderation framework, this approach offers a more comprehensive and dynamic understanding of customer behavioral change, especially in service contexts.
- In-flight service quality and dining experiences have emerged as important yet underexplored aspects of customer satisfaction and loyalty in the airline industry.
- By embedding UTAUT into a broader service experience framework, this study enriches the literature with a novel perspective on how technology acceptance interacts with experiential quality to drive repurchase intentions. such as dining experiences—to predict customer behavior in a more holistic manner.

FRAMEWORK

The present study builds upon two well-established theoretical foundations—Service Quality Theory and the Unified Theory of Acceptance and Use of Technology (UTAUT)—to investigate how airlines can strategically enhance passengers' in-flight dining experiences and foster long-term loyalty.



METHODOLOGY

- A pilot questionnaire was administered to two academics who have abundant research experience for preliminary evaluation in order to ensure the clarification of all designed items.
- The study targeted airline passengers and examined their evaluation of airline dining experiences.
- Resulting in 643 valid responses (response rate: 92.65%).

CONCLUSION

- This study provides a comprehensive understanding of the mechanisms through which service quality, UTAUT and memorable dining experience influence repurchase intention among airline passengers. The findings confirm that UTAUT and memorable dining experience plays a significant mediating role, indicating that memorable in-flight dining enhances passengers' emotional responses, which in turn increases their intention to repurchase.
- The study identifies two important moderating effects :
 - Interaction : When passengers experience high-quality interpersonal engagement such as personalized attention and friendly service the impact of a memorable dining experience on their repurchase intention becomes more pronounced.
 - Sustainable innovation : Passengers who perceive the airline's dining service as environmentally responsible (e.g., through eco-friendly practices and sustainable sourcing) are more likely to translate their positive dining experiences into repeat patronage.
- These findings highlight the importance of not only delivering high-quality dining experiences but also fostering emotional value, human interaction, and sustainable practices to strengthen customer loyalty in the airline industry.