INTERNATIONAL TOURISTS' SATISFACTION ON THEDEPARTURE NON - PROCESSING SERVICE PERFORMANCEAT KILIMANJARO INTERNATIONAL AIRPORTS IN TANZANIA

Abstract

This studyassessed the relationship between airport departure non-processing service performance and international tourists' satisfaction at KilimanjaroInternational Airport. A survey research design andquantitative approacheswith stratified sampling and a 162 sample size were adopted. Data collection was done through closed-ended questionnaires.Data analysis was done using IBM SPSS statistics version 21 and Partial Least Squares – Structural Equation Modelling using SmartPLS 3 software with the help of SmartPLS3 software. The study showed that airport departure facilities weredirectly and significantly associated with international tourists' satisfaction. This implies that the relationship exists in real life, and any effort to disregard the assessment of these facilities may disturb tourists'satisfaction and lead to untrustworthiness.Moreover, airport departure accessibility and departure retail areas showed an insignificantassociationwith international tourists'satisfaction, implying thatno relationship exists in real life. The study recommends that indicators for the constructs with direct relationships be treated as significant factors. However, airport operators should equally monitor service performance in all three constructs to make tourists loyal since any service compromise can interrupt tourists' satisfaction.

Keywords: Departure Airport Accessibility,Departure Retail Area, Departure Airport Accessibility.

1. Introduction

Airports are the most delicate segment of the tourism sector as theyprovide access to different tourist locations worldwide(Soshkin *et al.,* 2019; Khoshnood *et al.,* 2016; Rijal, 2018). Various countriesregard airports as a substantial representation of tourism promotion. Henceforth, their desirability and regular upgrading create an assured image to meet tourist expectations (Nugraha, 2017; Rijal, 2018). Stunning airport designs build a sense of tourism appeal that can entice tourists tovacations, spending, stay-overs, and other non-restricted activities and avoid making it just an interchange for numerous modes of transport (Gupta & Venkaiah, 2018).

Global tourist flow increased the number of flights worldwide (Ilmu *et al.,* 2018).According to Liu *et al*. (2019), more than 1,303 airlines operating almost 31,717 airplanes are served by approximately 3,759 airports globally. Soshkin *et al.* (2019) reported an increase in international arrivals of 4.5% in 2018, which wasmotivated by the enhancement of airport infrastructures and other services. According to Sasu (2022), it is anticipated that in 2035,there will be over 7.2 billion and 17 billion2050 air travellers in the world. However, the COVID-19 pandemic affected tourist flow due to travel restrictions (Ruwan *et al*., 2020). In Africa, statistics show that tourist arrivals in 2018 were 1.4 billion worldwide, 91.99 million, and 1.5 million in Tanzania (Berthe, 2019).Based on global statistics, Africa's tourism sector is anticipated to proliferate in the next 20 years (Eleboda, 2017).

Most airports use unconventional strategies to attract tourists, resulting in high airport service competition (Gupta and Venkaiah, 2018). Irrespective of the willpower to advance in airport service provision, service delivery imperfections cannot entirely be eliminated (Saayman, 2018). Equally, scaling failure costs is difficult because inconsequential failures may result in undesired outcomes. The researchers have emphasized the quality of airport service performance due to its influence on satisfaction and destination re-visitation. In Africa, regardless of the challenges in the aviation industry during the pandemic, tourists are often infuriated by the unhappy service performance at airport terminals (AFRAA, 2022;Adetayo et al., 2020). Ovuorie (2022) and Kinyondo*et al.*(2020) have described the airport challenges in Africa in detail.Literature suggeststhat African countries should advance their airports to attract more tourists. Therefore, the role of airport departure non-processing domain in tourism performance should not be treated as piecemeal but as a factor influencingtourists'satisfaction (Abdullahi *et al.*, 2018). Chi *et al*. (2018) recommended more research on the relationship because of the global competition in the tourism industry.

The quality of service performance at the airport terminal determinestourists' satisfaction. As such, tourists' changingbehaviourbased on demographic characteristics and nationalities plays a significant role in the dynamics of tourist satisfaction. Tourists'last impressions end during departure at the airport terminals, where they can either be satisfied or dissatisfied. Cognizant of this, there is a need to investigate further the connection between airport departure non-processing services performance and international tourists'satisfaction.Airport operators take many precautions to avoid dissatisfaction by clearly understanding tourists' perceptionsand getting feedback after service provision (Lohmann *et al.,* 2018*;*Adeniran, 2018).It is a rule of thumb that once airport service performance is in good order, tourists will automatically flow in, leading to massive revenue generation.

The present study analyzed the connection between airport departure non-processing services performance and international tourists'satisfaction at the Kilimanjaro International Airport (KIA), one of the country's most significant destinations for international tourist arrivals.Despite the passenger popularity of KIA, many tourists have complained about the quality of services offered at the airport. These complaints are documented by McSherry (2020) as problems regardingdedicated sleeping areas,quiet areas or rest zones, 24-houroptionsfor food and drinks, taxi fare,and luggage storageand lockers. Similar results were reported by McSherry (2017) and Maestro (2017), which affect the tourism industry's effective contribution to Tanzania's Gross Domestic Product.Unlike departure processing, studies about passenger satisfaction regarding departure non-processing,specifically at KIA,are limited (Wiredja, 2017). Likewise, studies on airport service performance and tourist satisfaction are inadequate in Tanzania. Few studies in Tanzania address airline and air transport service quality (Amara, 2020;Benson, 2022). Apart from the scantyknowledge available, as reported by Kramer (2013), herewith are some literature reviews regarding the study (Popovic *et al.,* 2009; Park *et al.,* 2011; Popovic *et al.*,2010; Wiredja *et al.,* 2019;Bakır *et al.* 2022;and Chi *et al*., 2022).Wattanacharoensil (2019)invited academicians to explore the challenge further. Therefore, the study analyzed the relationship between airport departurenon-processing service performance and international tourist satisfaction at KIA. The study adopted the passenger-centered airport model (PCAM) that consists of airport processing and non-processing domains touching arrival, departure, and transit to assess tourists' experience at the airport was recently developed by Wiredja *et al.* (2019), with slight modifications to assess

the connection between airport departure non-processing services performance and international tourists'satisfaction at KIA.

2. Material and methods

2.1 Theoretical Framework

2.1.1 *Expectancy Disconfirmation Theory*

The study used the Expectance Disconfirmation Theory (EDT) to investigate the link between airport departure non-processing service performance and international tourists' satisfaction. Many researchers have used the theory to analyze the relationship between service offered and satisfaction. For instance, Elaine (2013) used the theory to evaluate the relationship between customer satisfaction and service quality in health care. Zhang *et al.* (2022) and Ryzin and Gregg (2006) adopted the same theory to examine the link between the services provided by local governments and private sectors and community satisfaction. Fisun and Atila (2001) applied the theory to assess tourists' perceptions in the tourism and hospitality industry.According to Lyons *et al.* (1992), the direct relationship between perceived service performance and satisfaction is naturally positive and strong.

The theory clearly describes satisfaction through disconfirmation after comparing the expected and perceived services (Patterson et al., 1997; Premkumar and Bhattacherjee, 2004). Oliver (1980) and Tse et al. (1988) were the first pioneers to use this theory in their studies, after which several amendments were madeto suit severalstudies. A good example is Cheng(2019), who combined Herzberg's two-factor and expectance disconfirmation theories to analyzetourists'satisfaction. The present study adopted a similar theory by integrating it with the Passenger Centered Airport Model (PCAM)developed by Wiredja *et al.* (2019) to assess the clear link between airport departure non-processing service performance and international tourists'satisfaction. The study used only two constructs from the same theory (perceived performance and satisfaction) by integrating with the PCAM to assess the relationship between airport arrival non-processing service performance and international tourists'satisfaction. The model contains constructs and indicatorsthat the study addressed as perceived services at the airport terminal.

The theory overlooked the inclusion of service indicators. Due to that fact, thestudy borrowed constructs and their indicators fromthe PCAM to support the theory. Thus,departure airport facilities, departure retail areas, and departure airport accessibility being departure non-processing constructs/domains in the PCAMwereadopted in assessing tourist satisfaction at KIA (Wiredja et al., 2019). Accordingly, the theory's perceived performance construct was also segmented into three constructs based on the fact that Wiredja et al. (2019) disjointed arrival non-processing domain into arrival retail area, arrival facilities, and arrival airport access. In their study, Wiredja et al. (2019) suggested that interested researchers can addadditional indicators to improve service performance at the airport terminalbased on the area of study. Therefore, PCAMmodification inevitably reflectedthe indicators added to the literature. Figure 1Ashows theactual EDT, and Figure 1B shows the actual PCAM, which contains the constructs and indicators used in the present study.

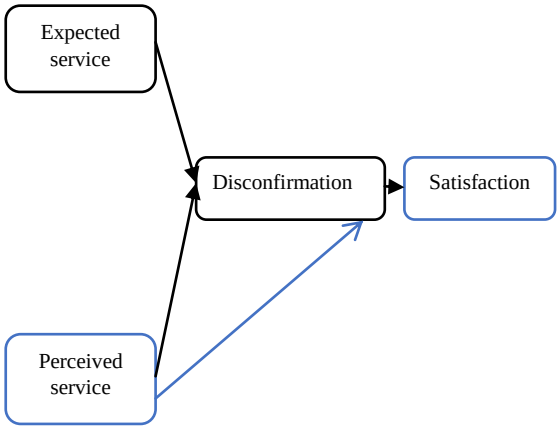

Figure 1A: EDT actual Model
Source: Oliver (1980)

Key: ——— Adopted constructed

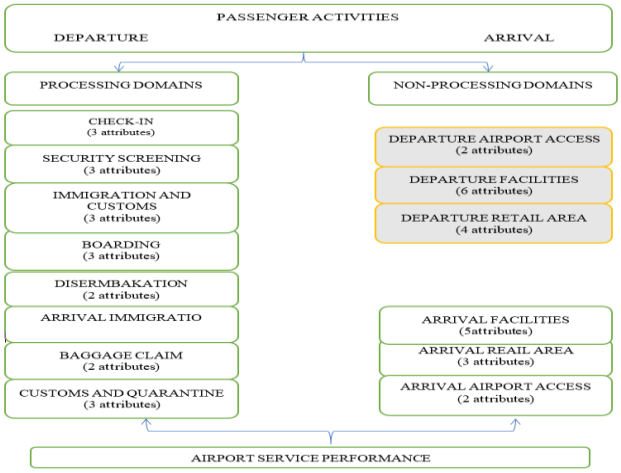

Figure 1B: Actual PCAM
Source: Wiredje *et al*. (2019)

2.1.2 *The Link between EDT and PCAM*

The attributes/indicators in the highlighted constructs in Figure 1B were considered the perceived services offered to international tourists at the airport terminal. Hence, international tourists judged the service performance by rating their level ofsatisfaction and comparing theirdesired servicesto perceived service. Table 1 shows the relationship between the expectancy disconfirmation theory and PCAM.

Table 1: The link between EDT and PCAM

Expected Disconfirmation Theory	**Arrival non-processing domain (Independent variable) (Expected Services+ Perceived Services)**	**Satisfaction (Dependent variable)**
Perceived Services performance at the Airport Terminal	a. *Indicators at the departure arrival facilities(waitinglounge is attractive and comfortable, seats are adequate and comfortable, clear information desk, display, and signs, the conditions of baggage trolley, the convenient location of baggage trolley, cleanliness of the terminal floor, facilities, and public areas cleanliness, the terminal physical environment is good and comfortable, overall terminal comfort)* b. *Indicators at the departure retail area(variety of retail shops and cafes, value for money for the shops and cafes, availability of a variety of food and beverages, clear tourism information, goodness of restaurant/cafes services and environment, and reasonable Covid 19 precaution and safety protocol)* c. *Indicators of the departure airport accessibility(availability ofvarious transport options from city to town, satisfactory tax fare and parking facilities, and accessible car parking)*	International tourist Satisfaction

Source: Researcher (2024)

2.1.3 *Research hypotheses*

Tourists can have time to perform unrestricted activities after completing restricted tasks at check-in, immigration, and security screening. Unrestricted activities are conducted in three departure non-processing domains:airport facilities, airport retail areas, and airport accessibilities (Wiredja et al., 2019). Each domain (construct) contains its indicators for satisfaction assessment. The satisfaction or dissatisfaction of tourists in these domains depends on service providers (Sumanasiri et al., 2020). Easy accessibility to the airport positively affects tourists' satisfaction (Wiredja et al., 2017; Chen et al., 2012).More details regarding airport accessibilityhave been explained byWiredja *et al.* (2019), Adeniran *et al*. (2018), Prentice et al. (2019), and the references therein. The influence of airport departure facilities on tourists'satisfaction has further been investigated by Ansari *et al.* (2020). Money exchange services, cleanliness of airport facilities, baggage carrying trolleys, and the internet were conveyed to influence satisfaction positively(Yavuz etal., 2021; Smith, 2018). The relationship between departure facilities and tourist satisfaction was further studied by Mwesiumo and Halpern (2021) and Wiredja *et al.* (2019).The formulated hypotheses for the present study are as follows;

H_1: Services at the airport departure accessibility directly correlate with international tourist satisfaction.

H_2: Services at the airport departure facilities directly correlate with international tourist satisfaction.

According to Wiredja *et al.* (2017), the departure retail area comprises various shops, cafes, food and beverages. Tourists can enjoy the available decorations, attractions, and value-for-money products before boarding. Yavuz *et al.* (2021) revealed thatservices provided in this domain, such as seating capacity, sleeping areas, queuing, and cleanliness, affect satisfaction and intention to reuse the airport. Staff approachability and kindness have also been suggested by Wiredja *et al.* (2019) to satisfy tourists. Reports byKramer (2013), Correia *et al.* (2008), and Wiredja *et al.* (2017)show that studies regarding departure retail areas are limited. Service disappointment in restaurants, snack bars, cafes, shopping, and related services influences tourists' dissatisfaction (Seetanah, 2018; Mwesiumo and Halpern,2021; Hajez and Fawzy, 2021). More information about departure retail areas has been reported by Ansari and Agarwah (2020), Putra *et al.* (2021), Smith (2018), and Phuyal *et al.* (2018). The formulated hypothesis is as follows;

H_3: Services at the airport departure retail area directly correlate with international tourist satisfaction.

2.2 Empirical Literature Review

Airports are vital for tourists to experience and contribute to tourist satisfaction. Kirk (2012) and Prebezac et al. (2010) report revealed that airportdeparture facilities influence tourists' satisfaction.Thus, determining travellers' satisfaction with airport service improvement is necessary. Service provision at this constructgives tourists the first impression of the country (Gajewicz et al. 2022 and Tsai *et al.* 2011). Several factors are most valued when interacting with international tourists,including cleanliness,condition,and the location ofbaggage trolleys (Prentice and Kadan 2019; Smith 2018). According to Yavuz *et al.* (2021), the friendliness of restaurant and shop attendants, the cleanliness of washrooms,and value for money tend to influenceinternational tourists' satisfaction at the airport terminal.Likewise, physical ambiance,

shoppingareas,and rest zones significantly contribute to overall tourist satisfaction (Mwesiumo and Halpern, 2021; Sumanasiri and Dambagola, 2020).Bakır *et al.* (2022)propound that consistent internet connectivity, airport shopping,and shopping facilities influenceinternational tourists' satisfaction. Other recent studies regarding airport departurefacilities have been conducted by Krishan and Kumar (2022), George et al. (2020), Aydoğan (2021), Kratudnak et al. (2018), Bellizzi *et al.* (2018), and the reference therein. Currently,some airport operators considerproviding free services to departing travellersto give them a positive impressionregardless of the time spent at the departure lounge. Therefore, assessing tourists' experience in airport departure facilities is essentialto improve tourism and airport service performance.

The departure retail area is part of the airport departure non-processing service performance, containing diverse shops, cafes, food, and beverages for tourists to enjoy value-for-money products.According to Wiredja *et al.* (2017), little research has been done about the domain since researchers regarded it as inconsequential in influencing tourists'satisfaction. Service failure in shopping and cafes has been reported to havelittle impact on tourists' satisfaction (Bezerra et al. 2015; Mwesiumo and Halpern 2021). Hajez and Fawzy (2021) explain thatthereputationof airport restaurants, snack bars, and value for money significantly affectstourists' satisfaction. The actions and behaviour of attendants during service provision and friendliness similarly determinetourists becoming repeat visitors (Olgaec et al. 2021; Putra et al. 2021). Regardless of the investmentsmade to promote the tourism industry,more researchis requiredtoperfectthe quality of service provisionat the airport (Ansari and Agarwah, 2020). Disregarding airport departure non-processing service performance can lead to negative economic impacts due to the dissatisfaction of tourists. It is worthit for a tourist tospend money at the café while waiting to board rather thanrelaxing in a waiting lounge. Therefore,whenthe service offered is below standard, or the waiting area is not pleasing or absent, orwhen such a service is not conduciveor is missing, tourists become dejected and are likely to spread negative word of mouth.

Transport availability at the airport terminal has been reported to influence satisfaction. Travellers can either hire or pickup the ready-prepared transportto the airport afterthe completion of tourism activities. Airport departure accessibility has been overlooked by many researchers when assessing airport service performance (Wiredja *et al.*, 2017). Adeniran *et al.* (2018) and Sumanasiri and Dambagola (2020) reported that arrival accessibility hasa weak impactdue to low-efficiency transport to satisfy passengers. Figure 2 shows the conceptual framework that was adopted in this study.

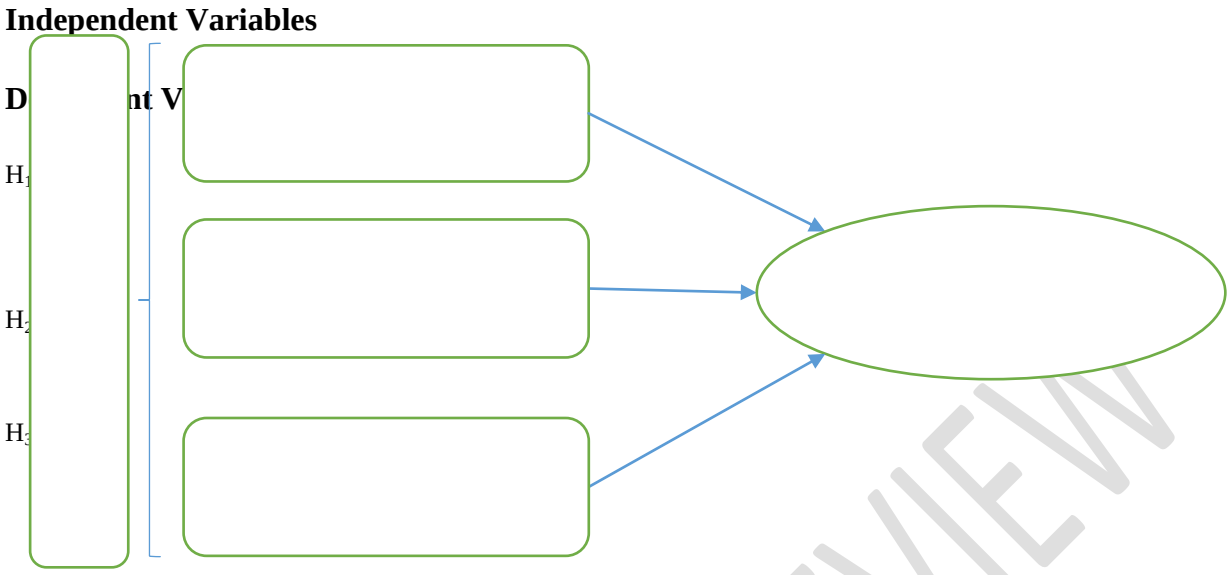

Figure 2: Conceptual Model
Source (Researcher, 2024)

2.3 Methodology

This study used a quantitative research design to assess the link between airport departure non-processing service performance and international tourists' satisfaction. The sample size included 162 international tourists obtained through stratified sampling(Hair et al., 2018). Structured questionnaires with closed-ended questions were used to collect quantitative data. The questionnaire included demographic information like educational background, respondent's travel experience, sex, and age to serve the study objective. TheFive Likert scales were employed,and data were coded for precise analysis and interpretation. Table 2 showsthe list of indicators used in the study.

Table 2: List of service indicators for the three constructs used in this study

S/N	Departure Airport Accessibility (DAA)	Code	Remark
1.	A variety of transport options from the city to the airport are available	DAA1	PCAM
2.	Parking facilities are available, and it is easy to find a car park	DAA2	PCAM
3.	The taxi fare is satisfactory.	DAA3	PCAM
	Departure Airport Facilities (DAF)		
4.	The airport waiting lounge is attractive and comfortable	DAF3	PCAM
5.	The seats at the airport are adequate and comfortable	DAF4	Added
6.	The airport has a clear information desk, display, and signs	DAF5	PCAM
7.	Baggage trolleys are in good condition and conveniently located	DAF6	Added
8.	The terminal floor, facilities, and public areas are well-cleaned	DAF11	Added
9.	The overall terminal comfort is satisfactory.	DAF14	Added
10.	The terminal physical environment is good	DAF15	Added
	Departure Retail Area (DRA)		
11.	A variety of retail shops and café are available at the airport	DRA1	PCAM
12.	Prices at shops and café are valued for money at the airport	DRA2	PCAM
13.	The café/restaurant service and environment are good at the airport	DRA3	Added
14.	A variety of foods and beverages are available at the airport	DRA4	PCAM
15.	I got clear tourism information at the airport	DRA5	Added

16.	There are good COVID-19 precautions and safety protocols during departure	DRA6	Added
	International Tourists Satisfaction (ITS)		
17.	I will communicate positive word of mouth about Tanzania to fellow people in my country.	ITS1	Added
18.	The good services at the airport made me plan another trip to Tanzania	ITS2	Added
19.	Employees at the airport terminal are customer-focused	ITS3	Added
20.	The overall services performed at the airport were satisfactory	ITS4	Added
21.	I will recommend others in my country to visit Tanzania	ITS5	Added

3. Data analysis

Two stages wereinvolved in performing Partial Least Square (PLS)-Semi Equation Modelling through SmartPLS3software. The first stage analyzed measurement models comprising indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. In the second stage, the structural measurement model covering collinearity, coefficients of determination (R^2), significance and relevance of path coefficients (P- value), f^2- effects size of path coefficients, and predictive relevance (Q^2) was analyzed as explained by Hair *et al. (*2018). Since the construct influenced indicators, the reflective measurement model was used to assess the process. Based on the nature of the study and data, the advanced method implanted in SmartPLS3 software was appropriate for the data analysis (Sartedt et al., 2017). Therefore, to assess the fitness of the proposed model, bootstrapping, blindfolding, and PLS algorithmswere performedin the SmartPLS3 software.

4. Results

5.1 Demographic Profile of the Respondents

Descriptive analysis showedthat males were dominant for57.1%, while females constituted 42.9%. Respondents aged between 18 and 35 were 33.5%, 36 and 50 were 28.6%, and above 50constituted 37.9%. Respondents with a first degree were 36.5%, Masters and Ph.D.were50.9%,and secondary education were 11.9%. This implies that the respondents had substantial knowledge and understanding and were mature enough to examinethe questions. Regarding the purpose of the visit,82% of the respondents visited for tourism, 13% for meetings/conferences, 3.7% for business, and 1.2% for other purposes. The frequency of visits revealed that 75.3% visited Tanzania for the first time, 7.4% for the second time, 3.1% for the third time, and 14.2% more than three times. These findings imply that tourists gaveprecise information based on their experience because the highest number had visited Tanzania for the first time. Thus, airports must offer sustainable service performance toattractmore new andrepeat visitors.

5.2 Findings for the Reflective Measurement Model

The findings showedthat the reliability of the indicatorswas above 0.708, as recommended by Hair *et al.* (2018). Furthermore,the values for composite reliability were above 0.708 and below 0.95. Convergent validity measures Average Variance Extracted (AVE) was above 0.5, as Hair et al. (2018) recommended. This indicates that the constructs contributed more than 50% of the variance items making up the construct. The discriminant validity was below 0.9 for all the study constructs, as suggested by Hair *et al.* (2018). This indicates that the constructs were not interrelated. Figure 3 presents the relevance of the indicator loading, path coefficient, average variance extracted, and discriminant validity.

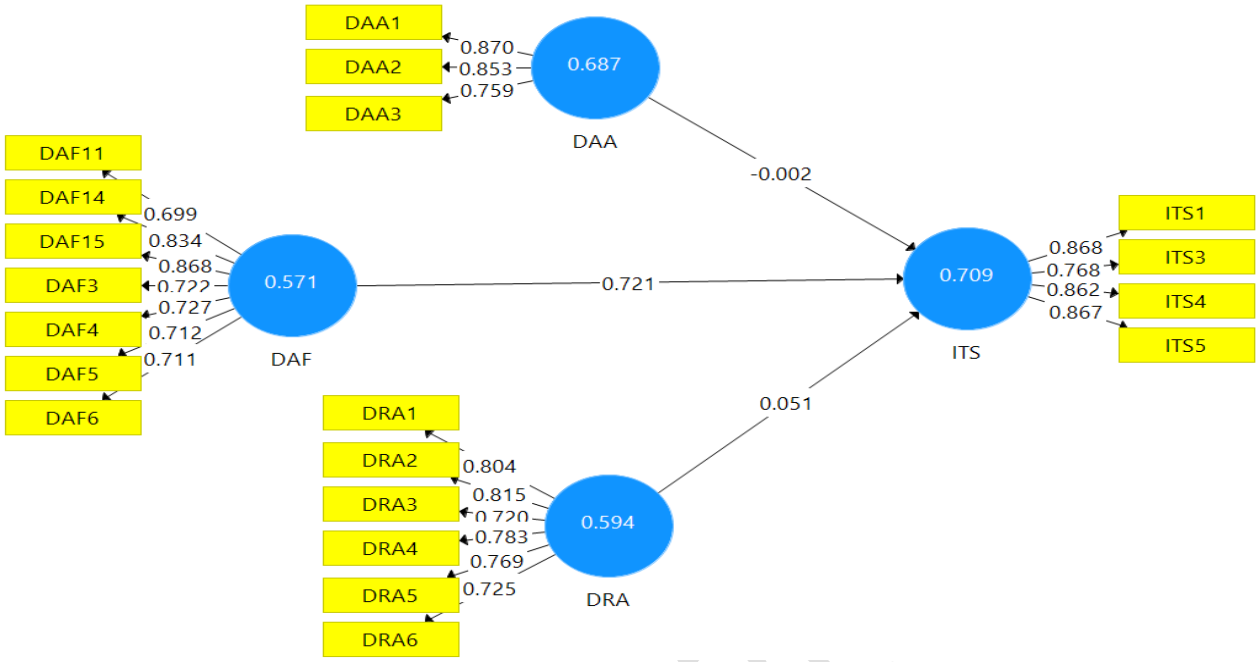

Figure 3: Relevance of the path coefficient
Source: Author, 2024
Key: Departure Airport Accessibility (DAA), Departure Airport Facilities (DAF), Departure Retail Area (DRA), International Tourists Satisfaction (ITS)

Table 3: Internal Construct Reliability, AVE, and HTMT Values

	Composite Reliability	Average Variance Extracted (AVE)	Discriminant Validity Results by using (HTMT)		
			DAA	DAF	DRA
Departure Airport Accessibility (DAA)	0.785	0.687			
Departure Airport Facilities (DAF)	0.874	0.571	0.517		
Departure Retail Areas (DRA)	0.867	0.594	0.466	0.741	
ITS	0.862	0.709	0.379	0.853	0.572

Source: Author, (2024)

5.3 Findings for the Structural Measurement Model

According to Hair *et al.* (2018), collinearity values of less than five are recommended to affect the interpretation of the overall model. The results showed that the collinearity statistics (VIF) value was less than 4, inferring the absence of multicollinearity problems among the constructs. Hair *et al.* (2018) recommend that f^2 values higher than 0.02 depict a small effect, 0.15 shows a medium effect, and 0.35 represents a large f^2 effect size. From the findings, the f^2 effect size of 0.000and 0.003 implied the absence of effect forthe departure airport accessibility and departure retail area toward international tourists' satisfaction. In contrast, the f^2 value of 0.616 indicatesa strong impact of departure airport facilities oninternational tourists' satisfaction. Henceforward, the relationship between departure airport accessibility and international tourists' satisfaction, departure retail area, and global tourists' satisfactioncan be mediated or dropped.

Likewise,the results showed one significant hypothesized relationship (departure airport facilities and international tourist satisfaction), implyingthat an increase in one standard deviation increased the rate of tourist satisfaction. The direct hypothesizedrelationships were statistically significant with the P-value ≤ 0.05, indicatingthat the hypothesized relationship existsin real life. However, two direct hypothesized relationshipswere statistically insignificant because the P-values were above the value recommended by Hair *et al.* (2018). This impliesthat the hypothesized relationships were rejected. Hence, no direct relationship existedbetween the constructs. A further implication is that the indirect relationship can be tested throughmediation variables or dropped. Figure 4 shows the statistical significance of the hypothesized relationship and P- values. Table 4 shows the supported and unsupported hypotheses.

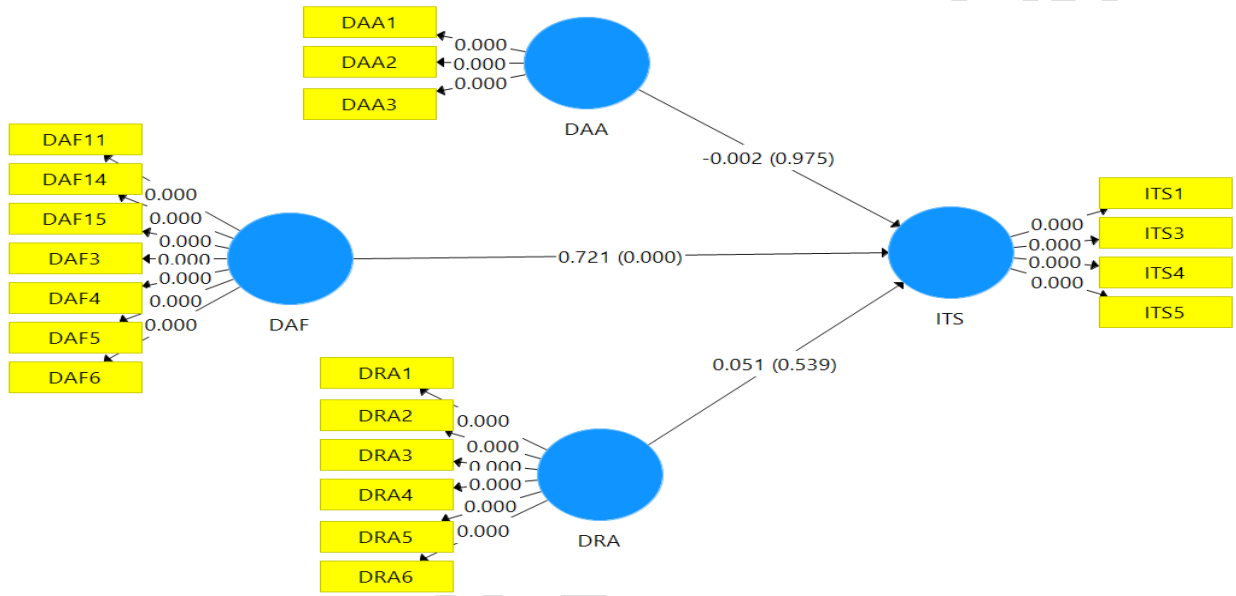

Figure 4: Statistical significance of the hypothesized relationship
Source: Author, 2024
Key: Departure Airport Accessibility (DAA), Departure Airport Facilities (DAF), Departure Retail Area (DRA), International Tourists Satisfaction (ITS)

Table 4: The Tested Hypothesis

	T Statistics (|O/STDEV|)	Statistical significance	
		P - Values	Remark
Departure Airport Accessibility (DAA)	0.031	0.975	Unsupported
Departure Airport Facilities (DAF)	8.544	0.000	Supported
Departure Retail Areas (DRA)	0.614	0.539	Unsupported

Source, (2024)

The Q^2 valuewas higher than zero (0.344), implying that the exogenous constructs can predict the endogenous constructs. The R^2value for the study was 0.570,which is moderate, implying that the exogenous constructs are influenced by 57% of the variation of endogenous constructs. The result for collinearity statistics values for the inner model was less than 5, implyingno multicollinearity problems among the predictor constructs.The study also checked for the relevance of the path coefficient and statistical significance of the hypothesized relationship. The results disclosed two positive path coefficients for the hypothesized relationships, implying that

an increase in one standard deviation increased international tourists' satisfaction,and one relationship had a negative path coefficient,suggesting that an increase in one standard deviation decreases international tourists' satisfaction.

Table 5: Q^2, R^2, F^2 and VIF values

	Q^2 Values	R^2 Value	f^2 Value	Inner Collinearity Statistics (VIF) values
	Q^2 (=1-SSE/SSO)	(R^2) ITS	(f^2) ITS	
Departure Airport Accessibility (DAA)			0.000	1.263
Departure Airport Facilities (DAF)			0.616	1.961
Departure Retail Areas (DRA)			0.003	1.839
ITS	0.344	0.570		

Source, Author, (2024)

5.4 Theoretical Implications of the Study Findings

The study adopted three constructs with PCAM indicators, as Wiredje et al. proposed (2019). The adopted construct indicators measured tourists' satisfaction at the airport terminal. More indicators were added to the literature constructs, affecting the actual number of indicators inthe PCAM. Thus, the departure non-processing domain has been validated to suit Tanzania airport service performance. Hence, based on Figure 1, the departure airport accessibility has three (03) indicators after validation instead of two (02) indicators before validation, and departure airport facilities have seven (07) indicators after validation instead of six (06) indicators before validation and departure retail areas have six (06) indicators after validation instead of four (04) indicators. Referring to Table2,five (05) indicators have been added to the departure airport facilities, and three (03) indicators have also been added to the departure retail areas. Figure 5 demonstrates the validated PCAM(see the highlighted sections) compared to Figure 1B with genuine PCAM domain indicators proposed by Wiredje et al. (2019.

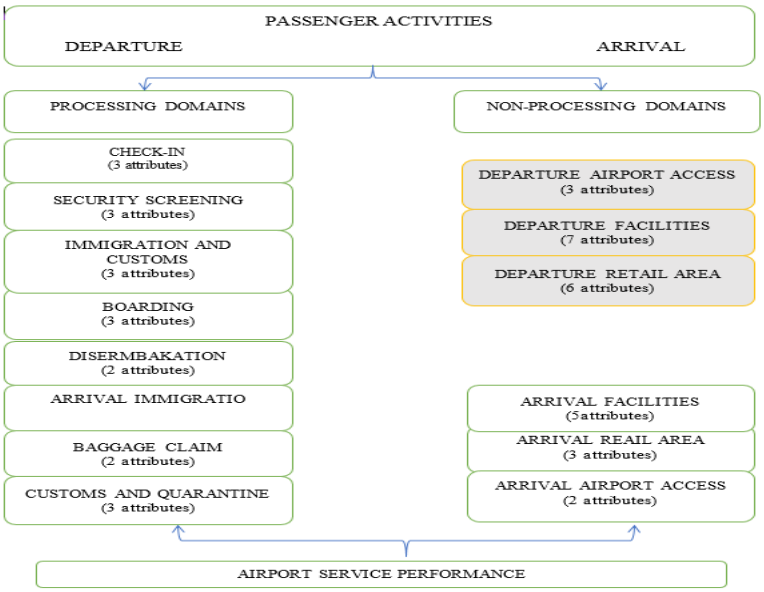

Figure 5: Validated PCAM
Source: Wiredje et al. (2019), Researcher, (2024)

5. Discussion

Airport arrivalretail area,airport arrivalfacilities, and airport arrivalaccessibility were hypothesized to have a direct, positive,and significant relationship with international tourist satisfaction.The resultsrevealed that two hypothesized relationships (departure airport accessibility with international tourists' satisfaction and departure retail area withinternational tourists' satisfaction) were statistically insignificant. This indicates thatthe relationship betweendeparture retail areas(variety of retail shops and cafes, value for money for the shops and cafes, availability of a variety of food and beverages, clear tourism information, the goodness of restaurant/cafe services, and environment and reasonable COVID-19 precaution and safety protocols) and departure airport accessibility (availability of various transport options from city to town, satisfactory taxi fare and parking facilities and accessible car parking) toward international tourists does not exist in real life. The results for the two relationships contradictthe study by Hajez and Fawzy (2021), who showed that airport retail areas, including the reputation of snack bars and restaurants, tend to influence international tourists' satisfaction. Bakır *et al. (*2022)and Bezerra et al. (2015) advancedthat airport shopping and value for money have little influence on tourists' satisfaction. Airport accessibility services and retail areas were also established to influence international tourists'satisfaction. Studies by Ansari and Agarwal (2020), Putra *et al.* (2021), Phuyal *et al.* (2018), and Olgaec et al. (2021)report that airport accessibility and retail areasservices,counting transfer services, staff attitude and efficiency tend to influence satisfaction. However, a weak direct relationship between public transport options and tourist satisfaction was reported by Adeniran *et al. (*2018).

Airportdeparture facilities (attractiveness and comfort of the waiting lounges, adequate and comfortable seats, clear information desks, displays and signs, conditions of baggage trolleys, convenient location of baggage trolleys, availability of internet or Wi-Fi, satisfactory boarding calls, cleanliness of the terminal floor, facilities, and public areas, good and comfortable terminal environment and overall terminal comfort)were hypothesized to have a direct and significant relationship with international tourist satisfaction. The results were similar to those from previous studies by Yavuz et al. (2021), Venkaiah and Gupta (2015), Prentice and Kadan (2019), Bakir et al. (2022),and Aydoğan (2021) and the reference therein. The findings documented by Mwesiumo and Halpern (2021) showedthat the absence of Wi-Fi at the airport cancause dissatisfactionamong tourists. Ansari and Agarwah (2020), Jasrotia *et al.* (2020), Sumanasiri and Dambagola (2020), Bellizzi *et al.* (2018), and Gajewicz et al. (2022) revealed that airport cleanliness, physical ambience,airport comfortability, and staff willingness helpto promote travellers'satisfaction. However, the findings from descriptive statistics showed that tourists were weakly satisfied with the taxi fares, public transport accessibility, getting clear tourism information, availability of a variety of foods and beverages, children's changing rooms, children's facilities and play areas, value for money at shops and cafes and a variety of retail shops.

6. Conclusion

This study assessed the relationship betweenairport departure non-processing service performance and international tourists' satisfaction. PCAM supported the expectancy disconfirmation theory used in this studyto meet the study objectives. From the theory, only two constructs were adopted in this study: perceived performance and satisfaction. The perceived performance was subdivided into three constructs based on the constructs forming the airport

departure non-processing domain in the PCAM. The theory missed airport serviceindicators. Hence,the study adopted indicators from thePCAM. Other indicators from the literature were added to the construct and statistically tested. The study findings revealed that two hypothesized relationshipswere not significant, while one hypothesized relationship was significant.Thus,the modelwas validated to accommodate the added indicators. The study recommends that airport operators should deliberate close and the samemonitoring of airport service performance for the significant and insignificantrelationships. Service improvement should be made for the weak, satisfying indicators to improve airport service performance.

Additionally, precautions should be taken whileoffering services to tourists toavoidunnecessary complaints that may causea loss ofrepeat tourists. Researchers can extend the model by adding more indicators based on the study areato improve airport service performance. Future studies can integrate local and international tourists in assessing tourists' satisfaction at the airport terminal. Moreover, the studyis based ona reflective measurement model. Thus, future research can use the formative measurement model to assess the relationship.

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