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Tez Danışmanı

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ONAY SAYFASI

Maryam Mussa MOHAMED, tarafından hazırlanan “The effect of airport atmospheric features on passengers’ behavioral intention at Abeid Amani Karume International Airport (AAKIA) Zanzibar” adlı tez çalışması aşağıdaki jüri tarafından oy birliği ile Ankara Yıldırım Beyazıt Üniversitesi Sosyal Bilimler Enstitüsü işletme bölümü. Anabilim Dalı’nda Yüksek Lisans tezi olarak Kabul edilmiştir.

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Ankara Yıldırım Beyazıt Üniversitesi Sosyal Bilimler Enstitüsü işletme bölümü Anabilim Dalı’nda Yüksek Lisans tezi olması için şartları yerine getirdiğini onaylıyorum.

Sosyal Bilimler Enstitüsü Müdürü Ünvan Ad Soyad

ETHICAL DECLARATION

I hereby that all information that has been presented from this thesis follows ethical and academic rules. As required by these rules and behavior 16/12/2021.

Signature

Maryam Mussa MOHAMED

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Maryam Mussa MOHAMED

ÖZ

Bu araştırma, Abeid Amani Karume Uluslararası Havalimanı'ndaki (AAKIA) Havalimanı atmosferinin yolcuların davranışları üzerindeki etkilerini incelemektedir. Çalışma, Zanzibar uluslararası havalimanının havacılık endüstrisine dağıtılan anketlerden elde edilmiş gerçek verileri içeren nicel metodoloji yöntemini kullanmaktadır. Çalışma 2020 – 2021 arasını kapsamaktadır. Araştırma, tanımlanan iki ana değişkeni kullanmaktadır: Bağımsız değişken olan havalimanı yolcuları ve bağımlı değişkenler olan davranışsal niyetler. Bu çalışma, havalimanı yolcuları için yerleşim düzeninin erişilebilirliği, tesis estetiği ve havalimanı güvenliği algısı, havalimanı temizliği ve oturma konforu gibi olguların değişkenlerini geliştirmek için kullanılabilecek yöntemleri göstermektedir. Aynı zamanda davranışsal niyet bağlamında, çalışma isteği, yeniden ziyaret etme amacı, elektronik ekipman görüntüleme ve müşterilerin memnuniyetini geliştirmektedir.

Bu çalışmada tahmini sonuçları ortaya çıkarmak için istatistiksel teknikler uygulanmıştır. Bunlar, sonuçları elde etmek için istatistiksel doğrusal regresyon denklemini içermektedir. Araştırma aşağıdaki sonuçları ortaya koymuştur: Düzen erişilebilirliği ve havaalanı temizliği davranışsal niyet üzerinde önemli ve olumsuz bir etkiye sahiptir. Bağlılık, havaalanı güvenliği algısı, tesis estetiği ve oturan havaalanı konforu davranışsal niyeti etkilemektedir. Zanzibar'daki havacılık endüstrisiyle ilgili politikalarda söz sahibi olanlar, özellikle Abeid Amani Karume Uluslararası Havaalanı, düzen erişilebilirliği ve havaalanı temizliğinin verimliliğini artırmak için etkili bir politika geliştirmelidir. Ayrıca tesis estetiğine, havaalanı güvenliği algısına ve oturma konforuna daha fazla çaba gösterilmelidir.

Anahtar Kelimeler: AAKIA, Havaalanı yolcularının ozellikleri, Davranışsal niyet.

ABSTRACT

This research investigates the atmospheric Airport's features on passengers' behavioral intention at Abeid Amani Karume International Airport (AAKIA). The study is a quantitative methodology that involves the actual data from the questionnaires that have been distributed to the aviation industry of Zanzibar international airport. The study was spanning from 2020 to 2021. The research uses the two main variables identified: airport atmospheric features on passengers' which is the independent variable, and behavioral intentions are dependent variables. The study develops the proxies' variables for airport atmospheric air passengers such as layout accessibility, facility aesthetics, perception of airport safety, airport cleanness, and sitting comfort. In the context of behavioral intention, the study develops the proxies of willingness to spend, intention to revisit, electronic equipment, and display, and customers 'satisfaction. The study applied statistical techniques to reveal the estimated results. These include a statistical linear regression equation to obtain the results. The research revealed the following results. The layout accessibility and airport cleanliness have a significant and negative effect on behavioral intention. Adhere, perception of airport safety, facility aesthetics, and sitting airport comfort affect behavioral intention. The policymakers related to the aviation industry in Zanzibar, especially Abeid Amani Karume International Airport, should develop an effective policy to enhance the efficiency of layout accessibility and airport cleanness. Also, more effort should be implemented to the facility aesthetics, perception of airport safety, and Airport sitting comfort.

Keywords: AAKIA, airport atmospheric features on passengers', Behavioral intention

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LIST OF ABBREVIATIONS

AAKIA……...Abeid Amani Karume International Airport

A ……Agree

AVM ……...Aviation Management

ACI…… Airport Council International

ACL……. Airport cleanness

AOPs……... Aviation Operations

ASQ……... Airport Service Quality

CAD……. Civil Aviation Department

DAOP……. Department of Airport Operations

D……...Disagree

FA……Facility aesthetics

GA……General aviation

IAA……. International Airport association

IB……Intention behavioral

ICAO……International Civil Aviation Operation

LA……Layout accessibility

NAA……National Aviation Authority

NASP……. National Aviation Security Program

N……. Neutral

PAS……. Perception of airport safety

SA……. Strong Agree

SARPs……. Standards And Recommended Practices

SC……Seating comforts

SD……. Strong disagree

SMS……Safety Management systems

SSP …… …State Safety Program

SWA…… Somewhat Agree

SWD……. Strong What Disagree

QC……. Quality control

ZNZ……. Zanzibar

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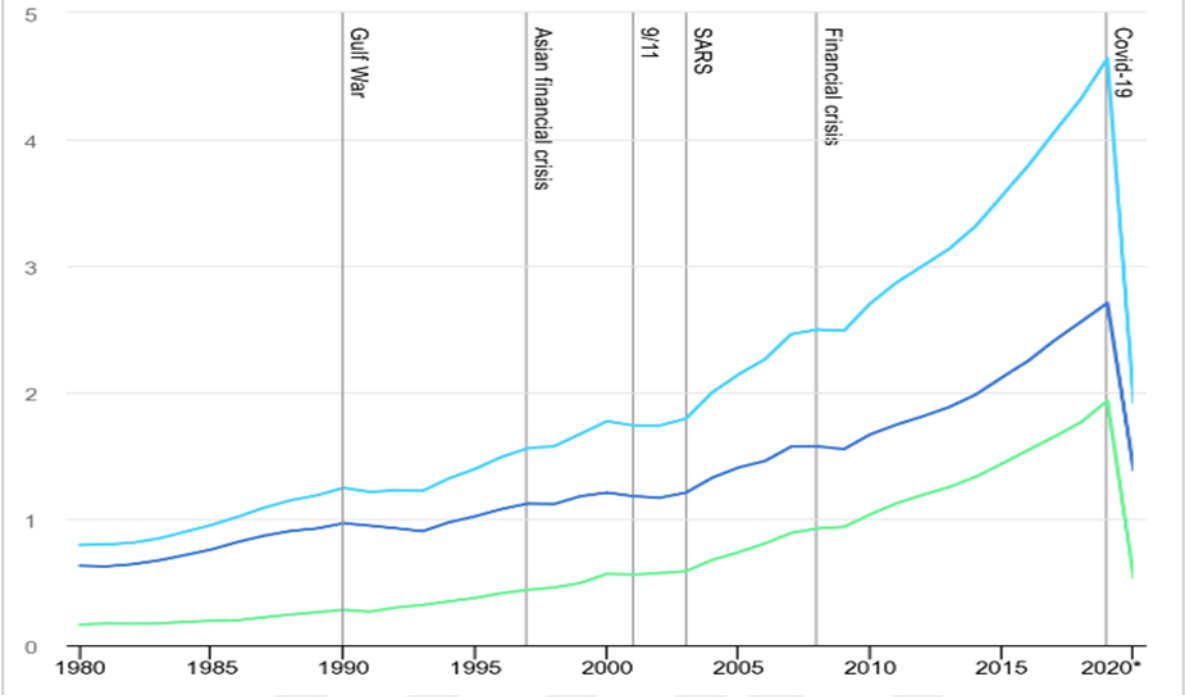
CHAPTER ONE: INTRODUCTION

In general aviation (GA) the demand for the passenger services of the international Airport worldwide increases as the number of airline passengers increases (Munoz and Cordoba, 2019). The airline customers demand more airline services from the international airport. As the airline customers are satisfied with the services perceived from the international airport it increases the number of airline passengers to use the airline services (Gures and Tun, 2014). As long as AAKIA is among the top five international airports in East African countries, thus this study shows an interest to investigate the airport atmospheric features on passengers' behavioral intention (Bennett, 2018).

In brief, Abeid Amani Karume International Airport is found in Zanzibar is founded in Zanzibar Island (ZNZ). It is in Unguja, the capital city of Zanzibar, situated 5km from the southern part of Zanzibar. The Airport of AAKIA has flights from East and South African countries, Europe, the Middle East, and the rest of the world. However, the Airport was identified as Kisauni Airport but later converted to Abeid Amani Karume International Airport in 2010. The reason to yield the name was to give the honor and appreciation of the first president of Zanzibar, who is known as Abeid Amani Karume. It is among the fourth largest international Airport in East African countries. The AAKIA is composed of three terminals these are terminal 1, terminal 2, and terminal 3. But in a recent state, the terminal one is not under operation, and it is kept as a storage place for cargo and logistic transportation, and frankly, this terminal was used by Britain for security purposes. The terminal is so small and has been embedded in terminal two and it is used as the small office by terminal two. Though currently, this terminal is used as the small office building of AAKIA. Terminal two is active for all landing aircraft. Terminal three provides the services for international airline passengers, while terminal two serves domestic airline passengers.

It carries airline passengers from the rest of the world and follows the international civil aviation operation (ICAO). Therefore, during the summer season, AAKIA receives a massive number of airline passengers in East African countries. It is because AAKIA has a good marketing strategy that convinces tourists to visit Zanzibar (ZNZ). Also, AAKIA has an excellent strategic location and a favorable environment to provide good services to the airline passengers in East Africa. Furthermore, the good weather and its natural beauty attract more tourists to come to Zanzibar for tourism (Liberato, 2018). These justify why AAKIA Zanzibar recognizes having many airline passengers to visit in Zanzibar using AAKIA as an international airport. The number of airline passengers at AAKIA gradually increases year by year, expanding the aviation services in Zanzibar airport. The airline passengers receive all necessary airline services as much as supposed to be (Aung, 2019). Figure one below demonstrates that the number of international and domestic airline passengers increases gradually as the number of years elapses.

Figure 1.1: Air Traffic Passenger Evolution 1990-2020



Source from the World air traffic passenger evolution 1990-2020

The graph above comprises three lines that indicate the gradually increasing number of passengers from 1980 to 2020 Worldwide. Before the World was attacked by the coronavirus, the number of airline passengers was very high (Haischer and Hunter, 2020). The airlines and international airports acted as vectors to transmit this disease from one person to another; the mitigation of fighting against this disease and new policies that have been significantly imposed affected airline passengers (Berry and Keiningham, 2020).

Most of the people could not use the flights as before because of declining sharply of this graph. However, the airlines and the international airports' services are efficient and more secure for domestic and international airline passengers. At the beginning of 2021, some of the international airports started to operate from region to region and country to country (Al-Bsheish and Scarbrough, 2020). Passengers were allowed to travel with restrictions such as wearing masks,

keeping social distance, getting a test of covid-19 before traveling, and being vaccinated once you travel from one country to another (Voorhees and Bone, 2020). These policies have been implemented under the international airport Association (IAA) condition to fight against the spreading of coronaviruses. As a result, the demand for airline passengers has started increasingly to the perspective airlines (Dambagolla and Sumanasiri, 2020).

The increasing numbers of airline passengers at international airports have noticeably contributed to different factors. The number of airline travelers increases, and the national airports' services increase (Tovar and Martin, 2009). This thesis investigates the services connected to Airport atmospheric features on passengers' behavior intention at AAKIA in Zanzibar Island. The study examines how the passengers are satisfied with the AAKIA environment. The attributes of AAKIA on behavior intention, the attractiveness of the physical environment towards the satisfaction of airline customers, and the validation and motorization role of apparent safety between behavioural intention and airport atmospheric at AAKIA. This research includes the proxies' variables of airport atmospheric on passenger's behavioral intention (Baharuddin and Mahdzar, 2020).

Perception Of Airport Safety: This variable is based on checking the security and safety of airline passengers. The variable is essential since the passengers are integrated due to safety and security issues (Kim and Choi, 2020). The Airport is the getaways of passengers to come in and out from the respected country. Therefore, the safety and security of the passengers must give priority. Not all passengers have a good intention to travel (Nissen and Heir, 2020). According to the Interpol security policy, officers arrest some terrible people who have bad intentions for the country. Thus, the establishment of security and safety for airline passengers is necessary. (Hassan and Salem, 2021)

Layout Accessibility; - Increasing the number of airline passengers leads to the tremendous accessibility of services in international airports (Park, 2018). Furthermore, the reliability of the passengers to have good services during the boarding and departure in the Airport lead to facilitates the customer's satisfaction (Park, 2019). The proxy of layout accessibility at this research has been embedded intentionally to investigate the services provided at the AAKIA in Zanzibar. Generally, it focuses on delivering services from the AAKIA to the airline passengers at the Airport. Therefore, the layout accessibility has a wide range of services at international airports. In another way, the layout accessibility can be focused in the context of travel time, access cost, trip distribution, daily air parking rate, passport and visa control, boarding and departure of airline passengers, airline grounding system, cargo services system, and environmental views (Pasha and Hickman, 2016). Furthermore, this thesis investigates the inflight services including seat comfort, cleanliness, security stability when there are unexpected situations, inspections of the passengers, in-flight material services, and programs (Chen, 2005).

Facility Aesthetics;- These facilities are based on the physical interior structure which maintains the airport environment free and provides the airport accessibility and all necessary equipment at the international Airport (Moon and Han, 2017). Thus, the variable observes the environment structure of AAKIA. Usually, the AAKIA has two terminals which are identified as terminal one and terminal two. All these terminals accommodate both domestic and international airline passengers. The primary goal of introducing this proxy is to examine the effect of facility aesthetics on customer emotions of the interior structure on customers' emotions and behavioral intentions in the AAKIA (Maeng and Park, 2015).

Airport Cleanliness; - The quality control (QC) and standard services in the Airport become

paramount in the different international airports across the globe (Neigiem and Suter, 2018). However, the modern scientific equipment of cleaning tools has become highly challenging to the other international airports, including AAKIA. Cleanness maintains the health status of airline passengers (Weijers, 2019). Therefore, this component has been introduced to measure the level of operation cleanness in AAKIA.

Willingness to Spend More; Most of the international Airport contains sub-buildings. Such buildings are built for currency changes, cafeterias, instant cultural activities, morals, and other businesses(Kefallonities and Kaligiannis, 2019). Therefore, these buildings enable the passengers to spend their income on different activities within the airport. Various companies purposely invest in the Airport to allow passengers to spend their income while waiting for their journey. AAKIA is among the international Airport where the level of the willingness of the customer to pay must be considered. The AAKIA is built by the cafeteria, banking services, restaurants, and traditional and cultural shops (Han and Yu, 2020).

Seating Comfort: It refers to the designation of the seat arranged in the international Airport. The identification of the seat in the Airport enables the airline passengers to feel comfortable from their journey. Due to the fact, the passengers spend their time for connection from one flight to another. In particular, having a better place to stay helps them to travel without tiredness. But if the seating comfort is not well organized, it can cause them to be uncomfortable environments. This investigation of seating comfort is an essential element of this thesis (Jalil and Zainuddin, 2016).

Intention to Revisit; The airline passenger's revisiting the destination has become a major goal of the satisfaction of passengers in the airport service quality (Seetanah and Nunkoo, 2020). The international Airport is the trade center that connects different customers with different

consumption under the safety management system (SMS). Therefore, the passengers will have other preferences for purchasing various goods and services in the international Airport. Thus, the study shows the critical correlation between intention to revisit and airport features on passengers (Chuchu, 2020). If the international Airport provides an excellent service to the airport customers, it will attract them to use it again. Therefore, this entity of intention to revisit is introduced to measure the effect of the airport features on passengers' behavioral intention at AAKIA.

Electronic Equipment and Display; - Under this modern world, most international airport managers worldwide attract most passengers by implementing the quality and standard electric component in an international airport (Ashford and Beasley, 2013). It investigates the functioning and quality of electric elements in the Airport and plasma display, which is among the vital figure indications for travelers' information. In addition, the passengers have updated their information through the plasma screen(Katepha and Manyahoba, 2020). Therefore, this research investigates the quality and standard of electronic components in all terminals at AAKIA.

Customer Satisfaction: In the aviation industry, airline passenger's satisfaction is the Airport's image, which goes proportional to the demand of the needs of the passengers (Dambagolla and Summanasiri, 2020). Passenger satisfaction may affect the behaviors of different elements such as repurchasing, willingness to pay, or intention to revisit; the satisfaction of the passengers or customers is the goal or strategy in any business industry and the most pillar in the management. (Gambo, 2016).

1.1 Problem Statement

The research problem is to investigate airport atmospheric features on passengers' and behavioral intention at Abedi Amani Karume International Airport (Ratnasari Kirana, 2020). By reading

different articles, it is found that many scholars measure the atmospheric features on passengers' and behavior intention as one dependent variable, but this research investigates the behavioral intention is the dependent and airport features on passengers' is the independent and tested one by each variable (Lee and Kim, 2015).

1.2 Research Questions

Different scholars' thoughts have discussed how the customers are satisfied with the services delivered in the Airport. The study as the following questions related to the International Airport of Zanzibar. In Zanzibar, especially at AAKIA, there is less study has been conducted. Therefore, this study is involved and addresses the following research question.

i. How do airport atmospheric features on passengers affect the behavior intention at AAKIA?
ii. What type of proxy variable of airport atmospheric features on passengers significantly influences behavior intention at AAKIA?
iii. Which proxy variable of airport atmospheric features on passengers shows a less significant contribution to the behavior intention?

Therefore, the followings are hypotheses connected with specific research.

1.3 Hypotheses

The research tests the hypotheses to determine the relationship between airport atmospheric features on passengers' and behavioral intention at AAKIA in Zanzibar. Thus, the hypotheses have been tested according to the thought of scholars as having been applied from the previous studies (Schwedler and Reinhard, 2021). Furthermore, testing hypotheses follow the requirements of statistical conditions analysis (Simmons and Simmonsohn, 2011). Therefore this research tests twenty hypotheses from proxies of airport atmospheric features on passengers' intention of behavior. Furthermore, to examine the correlation between the proxies of dependent and independent variables, individual independent variables were tested with representatives of dependent variables. Generally, 20 hypotheses have been created and tested.

The testing hypothesis from Layout accessibility to the proxies of behavioral intention: Different studies have been used to test the effect of layout accessibility on the willingness to spend more, customer satisfaction, electronic equipment, and display, and intention to revisit (Moon and Han, 2020). The studies show the different outcomes from the research. Some studies show that the hypothesis of null is being rejected and the alternative is accepted, and others indicate that the null hypothesis has been taken while the alternative hypothesis was refused. Thus there are no consistent results for testing layout accessibility on proxies of behavioral intention (Maeng, 2015). Thus, the followings are the hypothesis tests for layout accessibility on proxies variables of behavioral intention.

i. The Hypothesis of Layout Accessibility (LA):

Different studies use layout accessibility to test for willingness to spend, intention to revisit, customer satisfaction, and electronic equipment and display. The layout accessibility and the desire to devote test have been analyzed from the study of quality services and customers ' willingness to consume more for travelers. Dean and Morgan tested the hypothesis that the desire to spend more positively affects layout accessibility (Dean and Tan, 2002). Also, Prentice and Kadan investigate the role of layout accessibility of airports and destination choice. From this study, Prentices investigate the intention to revisit the airline customer to the Airport. The study tested the hypothesis that started that layout accessibility has a negative influence on destination choice. The null hypothesis has been rejected and alternatively shows validity (Prentice and Kadan, 2019). On top of that, the study conducted by (Moon, 2017) is related to the impact of Airport atmospheric features on passengers' behavioral intention. This study tested the hypothesis that layout accessibility positively influences customer satisfaction (Moona and Han, 2017). Finally, (Wakefield and Blodgett, 2018) investigate the effect of services on customers' behavior concerning intentions in a leisure setting. Wakefield's study tested the hypothesis that electronic equipment and display positively impact layout accessibility. From this study, the result revealed that electronic equipment and production positively influence layout accessibility(Wakefield and Blodget, 2018). Thus, the hypothesis of layout accessibility and proxies of behavioral intention is represented as follows.

H1a: Layout Accessibility has a positive effect on the willingness to spend more.

H1b: Layout Accessibility has a positive effect on the intention to revisit.

H1c: Layout Accessibility has a positive effect on electronic equipment and display.

H1d: Layout Accessibility has a positive effect on customer satisfaction.

ii. **Hypothesis of Facility Aesthetics (FA)**

Facility aesthetics many researchers revealed that most of the passengers are more attracted or desired in the physical environment which involves the attractiveness of the quality of the architectural interior design and this influence passengers satisfaction due to the expected of the structure interior designer of the buildings terminal at the airports (Baharuddin and Mahdazar, 2020). Different hypotheses of aesthetics and proxies of behavioral intention have been applied to test the relationship between the required variables. For example, from their study, Ali and Dyun (2016) have introduced aesthetics as the physical environment at the Airport. Therefore, the study's hypothesis has been created as facility aesthetics influences the positive effect on passenger's Airport (Ali and Ryu, 2016). Maeng (2015) investigated the impact of the physical environment in an airplane. He tested the hypothesis that aesthetics positively influences positive customer satisfaction (Maeng and Park, 2015). Thus, the following are the hypothesis related to the facility aesthetics on proxies of behavioral intention.

H2a: Facility Aesthetics has a positive effect on willingness to spend more.

H2b: Facility Aesthetics has a positive effect on the intention to revisit.

H2c: Facility Aesthetics has a positive effect on electronic equipment and display.

H2d: Facility Aesthetics has a positive effect on customer satisfaction.

iii. Airport Cleanliness (AC)

Some existing studies found that airport cleanliness is a crucial element of the physical environment, including the features on passengers' and reliability (Ros, 2019). As cleanliness can influence passengers' first feelings or impression of the quality of the services delivered, it also represents the Airport's image. Passengers expect the cleanliness to be effective because they spend

some time at the Airport, which is part of the pleasure of the service. Bharuddin (2020) investigate the features of passengers'. This study tested the hypothesis that is airport cleanliness has a significant contribution to the intention to revisit (Baharuddin, 2020). The hypothesis is used to validate the relationships that were existing between the variables. This study tests the theory of the independent variable of cleanliness connected to the proxies of behavioral intention. The following are the hypothesis that is connected to the specified independent variable.

H3a: Airport Cleanliness has a positive effect on willingness to spend more.

H3b: Airport Cleanliness has a positive effect on the intention to revisit.

H3c: Airport Cleanliness has a positive effect on electronic equipment and display.

H3d: Airport Cleanliness has a positive effect on customer satisfaction.

iv. **Perception of the Airport Safety (PAS)**

Safety and security are the most critical issues concerned passengers' services. The insight of the safety specifies the airport customers and general feelings created by the airport's physical environments. Safety plays a vital role in the passengers' satisfaction because it impacts the passenger on analyzing the process and choosing the airline company and its destination (Borgenstrom and Moreira, 2021). The study conducted by Ceccato (2017) is based on the environment and passengers' satisfaction with safety. This study tests the hypothesis that perception of airport safety influences customer satisfaction (Ceccato and Masci, 2017). But this study test the independent variable of perception of airport safety with the proxies of behavioral intention. Thus, the following is the perception of airport safety with representatives of behavioral intention.

H4a: Perception of airport safety has a positive effect on willingness to spend more.

H4b: Perception of airport safety has a positive effect on the intention to revisit.

H4c: Perception of airport safety has a positive effect on electronic equipment and display.

H4d: Perception of airport safety has a positive effect on customer satisfaction.

iv. **Seating Comfort (SC)**

Passengers have at least to spend two hours before the departure at the Airport. So, the arrangements and materials of the seats must be designed to provide comfortability to the airline customers. The seating comfort plays an essential key to the physical surroundings in giving pleasure to the passengers. Bgicevic (2016) studied the airport and airport customers. The study tested the seating comfort provide the comfortability environment to the travelers (Bogicevic and Bujisic, 2016)

H5a: Seating Comfort has a positive effect on willingness to spend more.

H5b: Seating Comfort has a positive effect on the intention to revisit.

H5c: Seating Comfort has a positive effect on electronic equipment and display.

H5d: Seating Comfort has a positive effect on customer satisfaction.

1.4 Significance of the Study

Findings from the study give directions from divergence found in the literature of correlation between airport atmospheric features on passengers' on behavior intention at AAKIA in Zanzibar. In addition to that, the result will help policymakers decide and develop policies that will lead to the high efficiency of aviation performance. Furthermore, the study expects to increase the values

of the existing research, and contribute to development in literature. It will surely provide a better understanding of the challenges of atmospheric airport customers and behavioral intention at the international Airport. Additionally, this research will be essential and even crucial because it addresses many questions regarding the airline customers in a multi-ethnic and culturally diverse environment contributing to the existing literature.

1.5 The Limitation and the Objective of the Study

The study investigates the effects of atmospheric features on passengers' behavior intention, which is based in Zanzibar. The main objective is to examine the airport atmospheric features on passengers' behavior intention performed at AAKIA in Zanzibar. Thus, this research needs to analyze the relationships between atmospheric features on passengers' behavior intention. Specifically, this research aims to reveal the impact of features on passengers' and intention behavioral of passengers in AAKIA in Zanzibar. Thus, the study focuses on the following facts: -

i. The effect of the layout accessibility services at AAKIA
ii. The impact of Facility aesthetics
iii. The impact of cleanness environment
iv. The effect of Willingness to spend more of the customers
v. The conditions of intentions to revisit
vi. The quality and standard of the electronic equipment and displays
vii. The perception of the airport security and
viii. The seating comfort
ix. Customer satisfaction

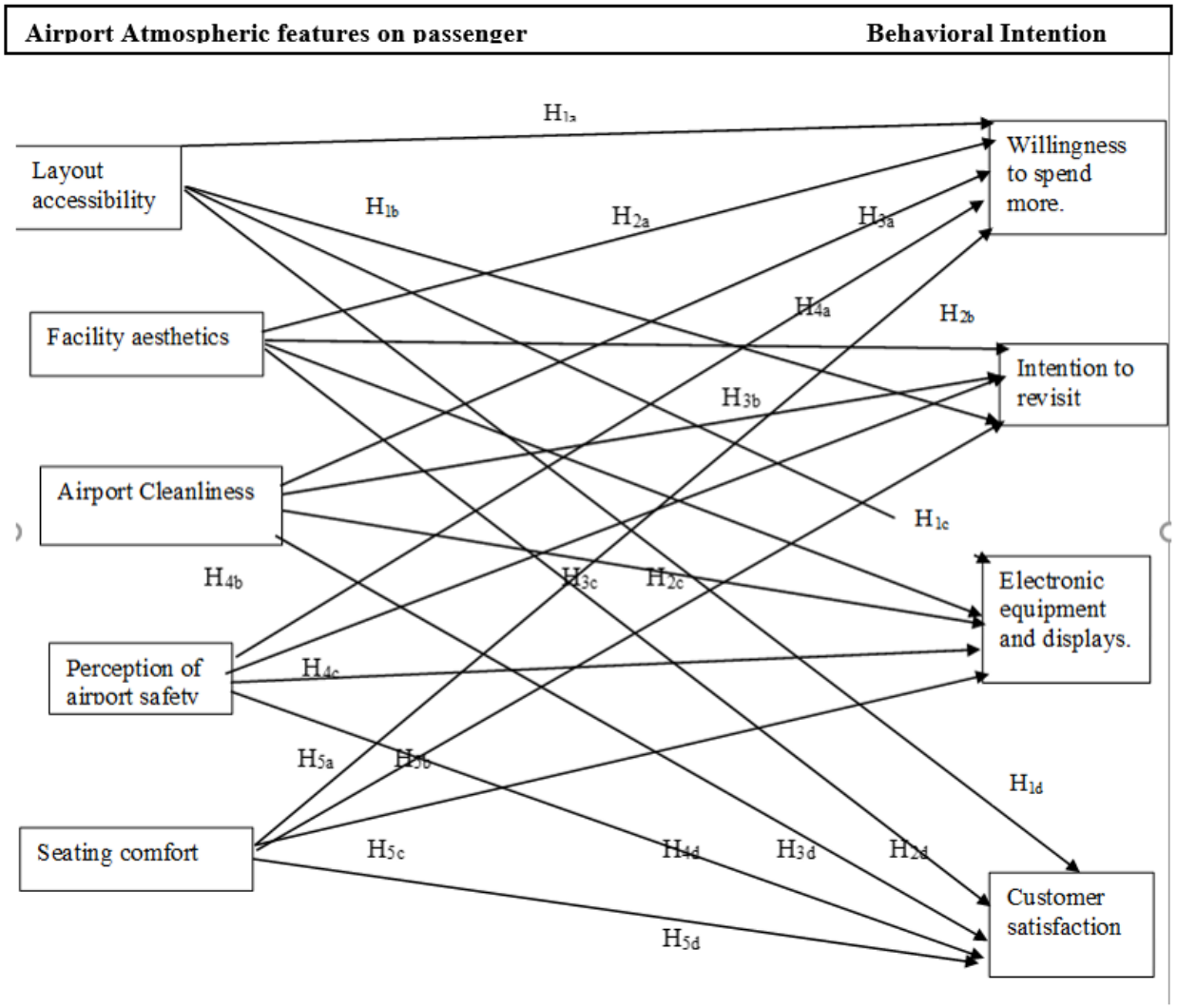
All these nine elements are essential factors towards measuring atmospheric features on passengers' and behavior intention. Most of the research explains more about the impacts of organizational performance on employee satisfaction in aviation industries.

The thesis is organized with the second chapter as a literature review. It is related to different thoughts of different scholars and their arguments concerning the aviation management (AVM) industries related to customer behavior. The gap analysis and the contribution of this research have been clarified through chapter two. Moreover, Chapter three is related to the methodology and empirical result. Chapter four discusses and estimated effects, and finally, chapter five includes the conclusion and policy recommendations. The effective policy development has been detailed in this chapter, and policy recommendations have been implemented.

CHAPTER TWO: LITERATURE REVIEW

Conceptual Framework:- The research created the model for investigation concerning the effect of Airport atmospheric features on passengers' and behavior intention at AAKIA. Therefore, it develops the theoretical model as shown below.

Figure 2.1 Aiport Atmospheric Features on passengers' and Behaviour Intention Model



Source AAKIA in Zanzibar

The conceptual frame model represents the features of passengers. Features on passengers' can be measured by using variables of layout accessibility, facility aesthetics, cleanliness, seating comfort, electric equipment and display, intention to revisit, and willingness to spend more due to the presence of the services found within and practice of the airport safety (Jarry and Feron, 2021).

Generally, the conceptual framework was created to represent the relationship between air atmospheric features on passengers' and behavior intention.

As we know, the aviation industry sector is growing significantly faster across the world. Therefore, the global international airports should copy the speed of growth of these industries to provide efficient services to the airline passengers because the effectiveness of the management organization in the international airports determines the better services to the airline customers and makes them well satisfied. Also, various studies show that airline customers are satisfied if the services provided at the Airport are standard and quality. On top of that, the structure of international airports is composed of different departments with different functions. Therefore, this department and its operations aim to ensure that the customers perceive better services from the respective international Airport (Park and Ryu, 2019).

Abeid Amani Karume International Airport is among the EastAfrican international airports that provide airline services worldwide. The research observes the following variables, the layout accessibility services, the facility of the aesthetics based on the interior and exterior constructions of the Airport, the perception of the airport safety services to the airline customers for onboard and checking out, the airport cleanliness services that associated with modern equipment, seating arrangement for domestic and international customers who are ready to travel at waiting rooms, the benefits for the customers to spend more or less at the Airport, once the customers receive the

better services from the Airport hence if they have the intention to come back to Zanzibar airport and how the airline customers being satisfied from the services that have been providing from the Abedi Amani Karume International Airport.

Ever since the revolution in aviation industries, airports have ceased to be just a transitory place where passengers stay for a while, waiting for their departure to become a genuine industry through which billions of dollars are made (Jou and Hsn, 2011). From those perspectives, the international Airport becomes the main center of the services facilitating air passenger transit from one destination to another (Rodrignez-Sanz and Perez, 2021). As a result, scholars on aviation management give attention to the array of issues related to airport passengers, from their overall satisfaction with the environment and the services delivered (Lien and Wang, 2021). Accordingly, as noted by Lunacek (2018), "modern airports are increasingly recognized as potential centers of profitable retailing and drivers of global travel and tourism," and with that, the need of ensuring the features on passengers' (Lunacek and Philips, 2021). Furthermore, according to Moon (2016), physical environments have a powerful impact on consumer behaviors; therefore, airport management must focus on enhancing these settings' appeal (Allen and Mazzella, 2021).

What other factors influence features on passengers' and intention, and how does that happen. Many authors tried to answer these questions and give new insights into this broad phenomenon. However, it is essential to state what airport atmospheric and customer satisfaction are meant before moving forward. According to Kotler (2001), The most critical component of the total product is bought. Therefore, the atmosphere is the main product (Jang, 2021). Airport atmospheric refers to the aesthetic of airports or the aware scheming of space to create a certain impact on customers or produce specific outcomes in customers that enhance their purchase probability (Kotler, 2001). The airport atmosphere includes surrounding air and physical; the visual dimension

consists of the color, brightness, size, and shape; the aural consists of the volume and pitch; the olfactory includes scent and freshness. Thus, all these factors combined lead either to satisfaction or dissatisfaction of passengers at airports (Bogiecevic and Bujisic, 2013).

Concerning consumer satisfaction, it is worth noting that there is no consensual definition of consumer satisfaction. According to Kotler (2000) apud Singh (2006), satisfaction is “a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) concerning his or her expectations.” On the other hand, Hoyer (2001) claims that satisfaction can be associated with feelings or happiness. In this sense, a satisfied customer is the one who reached or exceed their expectation regarding the delivery of a good or service (Eren, 2021). Different thought of schools has been discussed the effect of features on passengers’ on behavior intention and airport atmospheric features on passengers. The scholars develop a further argument that explains the impact of features on passengers’ on the aviation industry. Most of them argue that change in the civil aviation industries and customer services depends on the country's technological development, economic performance, and the strategy and influence of the international trade of the country (Hong and Chae,2020).

Also, both management operational and secured systems act as a valuable factor that leads to the establishment of effective management in the aviation industries. For example, Koksamis (2019) investigated the correlation between functional operation management and airport security management transportation systems. From his study, Koksamis revealed that indicated that functional operational management and airport security transportation system have efficiency contributions to the airport management organization's systems (koksamis, 2019). On top of that, the airport operational management systems in the international airport must be advanced in such a way that all the flight passengers are being updated from their journeys. For

stance the passengers should aware of the flight connections from one destination to another, the passengers should know about the checking and time to fly. Thus, the operating system must be friendly to be well understood by the flight passengers (Junior and Bortolotto, 2021).

Ordinally, the systems of airport operation vary from developed and developing states. Most of the developed states do not have advanced and effective airport operational management systems compared to the higher-income countries (Farrell and Vanelsander, 2015). The justification of this statement can be expressed that a country like China has got 68.7 million passengers and 65.8 million domestic passengers in 2020 (Flight global, 2020). The United Kingdom about 153.7millions in 2019 and, United States of America from 2020 USA carries 557 million, 2019 carries passengers about 927 million, 2018 carries about 889 million (Newsroom, 2020). Turkey expects to travel airline passengers up to 660 million (Korkmaz and Akgungor, 2021). The number of airline passengers is proportional to the operational services of the grounding flights to the respected international airports. Thus, the number of airline passengers is enormous from developed countries compared to developing countries. On the sides of the developing countries, the statistical information shows that countries like Kenya in 2019 received a few airline passengers compared to turkey and U.S.A. In this context, the airport operational management of Kenya cannot be the same as developed countries (Isa and Tan, 2020).

Different studies depict layout accessibility and the willingness to spend at international Airports (Alfarhan and Hua, 2021). However, the Airport, layout accessibility, and the desire to spend more in the Airport. For instance, Mobolaji (2021) investigated the Rapid Transit Airport (RTA) and access to the airport ground. From his study, he found that the layout accessibility increases once the airport customers demand more services. Thus, the customers are willing to spend more by obtaining more services like visa controlling, transportation, car

parking, and cargo system services. Therefore, in the Airport, the demand for customer services also increases (Mobolaji and Cszar, 2021).

Choi and Xia (2020) conducted a study investigating the low-cost carrier (LCC) in the international Airport. The study investigated at Incheon International Airport has been created due to the traffic world of Airflight grounding. Therefore, the idea of making the park the air terminal at a low cost has been completed (Cheung and Zhang, 2020). It is found that having the layout accessibility of building the flight parking terminal in the Airport generates more layout accessibility. In this context, the flight has a higher purchasing power in the low-cost carriers than the full-service- cost. So, the low-cost carriers are more meaningful by providing high layout accessibility (Choi and Xian, 2020).

Prentisa and Kadan argued that there are strong reports between the layout accessibility and the construction of the destination airport if the Airport is expansive and have more than three terminals meaning that the rate of the services that are being delivered is higher compared to the Airport with the small destination (Presinta and Kadan, 2019).

Chen had the following postulates, " the better operational management systems established in the international airport the more airline passengers use and enjoy the services that are provided (Chen, 2008). The good services that are provided in the airport attract more customers the customer to use the international airport. As it is well known that the international airport can be used by the business men to travel with respective with their goods from one place to another as well as it can be used for domestic people between one region to another and the last to those people who are going for tours, even diplomatic purpose. Thus, the airport operational management systems are an essential factor that enables airline

passengers to travel from one point to another either globally or regionally. (Antwi and Xu, 2020). The airport operational management systems should be a compactible and comparative advantage due to the international demand (Marks, 2013). Operational management systems in the aviation industry depict that to establish effective and strong systems from one international airport to another the system should be connected from one airport to another as international Aviation Airport agreed (Pollack and Ranganathan, 2018). Abeid Amani Karume International is the strategic international airport that has been connected to those airports across the international airports (Kanje and Andersson, 2020). The diplomats, tours, businessmen, and citizens use AAKIA as the gateway to getting in or departure from Zanzibar Island. Different studies have been focused on the relationships between features on passengers and service quality in the aviation sector. In addition to that, several existing types of research focused on the effects of atmospheric features on passengers' behavior intention in different aspects such as airports, especially how to understand the behavior of the airline's passengers. All in all, the research has aimed to gain an accurate investigation of the impact of air atmospheric on behavior intentions (Chen and Practice, 2008). According to the survey conducted by Halpern (2021) that investigated on segmentation of passenger's preferences for using digital technologies at the Airport in Norway, Halpern argued that the passenger preferences based on technological enhancement, which is electronic equipment and display, can help the airport passengers to have good intentions on making their decision (Halpern and Brathen, 2021)

The results of these studies can give the rationality and relevance of the model as a put into the expansion of the aviation departments in Zanzibar airports and numerous other airports in the universe. (Chen and Lee, 2013). The effect of the layout accessibility can be explained more to the positive impact of arriving early at the Airport. The earlier the passengers arrive at the Airport, the

better they meet, the higher overall satisfaction. This can be caused by the passengers' stress and pressure before check-in and instantly before boarding. Previous research found that the airline passenger's amount of stress is associated with the quantity of time obtained for observing the need for the airlines' inspections. Also, the entire time that the passengers can spend at the Airport is frequently more significant than their processing time. So, the passengers who arrived early at the Airport feel more relaxed and avoid a high queue of lines. Thus, passengers undergo feelings of excitement, stress, and anxiety that might behave abnormal and get tired before starting the journey (Di Mascio and Moretti, 2021)

In intention to revisit, it can be compared to the business sectors and hospitality fields. Several scholars have observed the essential relationships between intention to review and customer satisfaction. According to (Ali and Omar, 2014). Confirmed the roles of the facility quality and satisfaction in clarifying behavioral intention. Their results indicate a higher level of happiness escalates the customers' choices for purchasing and endorsing the goods and products. And, in their investigation of visitors, the creation of intention to revisit has shown that intention revisit has a positive meaning to satisfaction. Researchers have highlighted the satisfaction of customers in developing loyalty and encouraging behaviors in the generosity and tourism industries.

Customer gratification is conducted in every aspect of services like sporting programs viewers' general satisfaction has positive effects on teams' documentation. Assumed this, it is reasonable that outlying occasion satisfaction, such as satisfaction with advertising events as another important skill given during sporting programs, would ultimately impact sports consumers' team identifications. (Lee and Kang, 2015). Furthermore, the physical atmosphere in several firms such as hotels and restaurants has been conducted to the specific characteristics of the Airport's physical surroundings, reflecting the strong analyst of customer emotion and improving the satisfaction

level. Nevertheless, investigation of the correlation among airports physical atmosphere, behavioral intention, and customer satisfaction in the airport field still lack to the industry, instead of the atmosphere, which is unseen we emphasize on the visible environments since passengers are expected to notice the touchable surroundings and therefore, make assessments created on the untouchability of the services. Thus, based on the physical atmosphere study, nine elements of the air atmosphere are presented and practical at AAKIA in Zanzibar setting in this research (Moon and Han,2017).

The passenger feels safe to the airline companies once they consume the best services from the international Airport. The willingness to spend more is the cash that passengers would like to pay more for better-quality goods than fewer quality services. It was found from the literature review that there are numerous studies planned on assessment of the service quality. They have outlined the expansion of the service quality and are one of the innovator scholars on this matter (Demir and Aydinli, 2015).

Layout accessibility, facility aesthetics, and airport cleanliness are the three main elements of the physical environment. The physical surroundings are observed at the airports, but it also plays an essential role for banks, restaurants, hotels, and outlets. It also generates a clear image and marks behavior. Similarly, the physical atmosphere has a legal effect on the passion of the passengers, such as excitement and entertainment. Therefore, the tensed that the quality of the airport services is initiated to directly or indirectly affect value, airport image, passenger performance, and satisfaction.

Additionally, all airports have the final goal of passenger satisfaction. Therefore, the ineffective services in the Airport will cause a decrease in the numbers of airport customers to perceive

benefits. Thus, airport approval will be low, and passenger's insights into the airport services will be harmful if the airports could not meet all the facilities efficiently (Gao and Qu, 2021). Moreover, the distance of time that the passengers want to be in service is also absolutely obstructed by the satisfaction of the servicescape. However, the physical environments that affect passenger satisfaction and satisfaction are still restricted, particularly in international airports (Nur and Mazlina, 2020).

Despite various previous research on how physical environments impact numerous aviation industries. They were founded on the research conducted and suggested four scopes for analyzing the physical environment at airports: facility aesthetics, layout accessibility, functionality, and cleanliness. These scopes do cover some features of international airports' physical environments. Nevertheless, (2015) overlooked other essential parts of the environment, such as passengers with special needs and Wi-Fi connections/internet. Cleanliness is a critical element of relaxation services surroundings, especially where passengers must spend a long time. Some scholars emphasized the significance of hotel rooms cleanliness concerning visitors' features on passengers' and behavior (Rengaraian and Reddy, 2021).

Cleanliness is essential for show attendees. It is a critical factor of positive passenger's emotions, especially food service area, restrooms, and walkways that exist within an airport affect passenger's pleasure. (Ali and Ryu, 2016)

Facility disappointment is a service or goods that cannot reach a predictable level for some errors in the service distribution process. As a result, uncertain facility failure is not achieved effectively, leading to the passenger's disappointments, which may cause passengers' complaints or critics. Unhappy passengers are doubtful to remain loyal to the company and are disposed to spread

negative comments about their experiences. As an outcome, presented the idea of various businesses within the tourism and hospitality fields to allow them to deal with the service recovery and resolve passengers' issues rapidly to go about the features on passengers' levels once things go wrong (Efthymiou and Randall, 2018).

An airport is a place that brings uncertainty and nervousness. Therefore, the significance of the practical or valuable structure is relevant, and their negative impact can even be magnified from the air tour perspective—considering that airports are complex facility settings wherever the effectiveness of the atmosphere is compulsory for the passengers (Bogicevic and Bujisic, 2016).

In behavioral intention, passenger's emotions make an adaptive act movement and their motivational behavior. That expands the relationship between motivation and passionate reactions, leading to the passenger's behavior, such as some effects. Passenger emotions are significant elements of behavioral intention in various studies; for example, passenger feedback to service quality and air atmospherics found out atmospheric had a positive result on feelings which makes the purpose of revisiting and positive comments (Sahiner. F, 2016).

Air companies and airports around the globe consider the features on passengers' of their airline's passenger's, each mission well-identified and recognize their supplies and model procedure so that they can meet passenger's needs. Although all airlines have specific approaches and requirements for investigating their passengers' satisfaction surveys, the Airport Service Quality (ASQ) methods are applied in cooperation with ACI. ASQ is the world-famous and worldwide recognized benchmarking program measuring the features of passengers' while traveling through the Airport. The ASQ database delivers the studies tools and organization information to understand the passengers' opinions and what they need from airport goods and services (Drljaca and Raad, 2019).

2.1 The Gap of the Research

The gap analysis is extracted from the previous scholars' literature reviews created and arose from the research. Most of the studies have been focused on features on passengers' and behavioral intention only. But this research investigates the effect of layout accessibility services on behavioral intention, facility aesthetics services to the behavioral purpose, seating comfort of the airline passengers to the behavioral intention, airport perception on behavioral intention, and airport cleanness services to behavioral intention. Therefore, the research invites all these proxy variables to examine the effects of features on passengers' behavioral purposes. However, this research combines all of them, exploring the airport atmospheric of the features on passengers' and behavioral intention at AAKIA. The data has been collected using the questionnaires distributed to the airline passengers in the aviation industries at Zanzibar airport. The questioners have been integrated into the statistical analysis to get the precise estimated results.

Most of the studies use secondary data to analyze the fact about the aviation industries and customer services. For instance, the survey conducted by Mohammed and Gutta based on the customer services on aviation industries use secondary data from the International Air Transport Associations (IATA); the research collects all the data from the primary sources. As a result, the results give real pictures of the effectiveness of the aviation industries in Zanzibar.

Although different studies have explained about the industries on features on passengers. For example,(Ahmad and Jihandir, 2018) explore the effect of employee motivation on customers. The airline industry is among the factors that determine the assessment of airline services in the Airport. Effective airline customer services are used to determine how to improve the international Airport's behavioral intention can create a good model or perform better to meet the international standard

of the world aviation industries. This academic research will contribute and share some knowledge with the Zanzibarian universities, even with other universities in the world. In addition, the estimated results give an actual color about the aviation environment of different airline customers in Zanzibar. The information about the performance of aviation industries will help the policymakers rebuild the new construction about the performance of the aviation industries in Zanzibar.

The ministry of industry of aviation and construction can use the information found to empower the AAKIA and improve the status of the conditions of the airline customers by providing favorable terms to the management of the aviation industries might be the reason to improve the performance of different aviation departments in Zanzibar. The better performance of these aviation organizations helps the expansion or extension of the economic growth of Zanzibar. In addition, it creates better social development within the communities in Zanzibar. Therefore, there is a secure connection of performing better for the organizations in aviation industries and the customers to enjoy their services at AAKIA. Furthermore, the literature shows that customer satisfaction significantly impacts the aviation industry (Jiang and Zhang, 2016).

When the customers are satisfied with favorable conditions, they can achieve the maximum utility of their consumption for better international airport services. The organization's efficiency in the aviation industries is being created once, and then there is a good environment in the international Airport. The insufficiency in performance could increase if customers are not well satisfied with their international Airport. Satisfaction of the customers leads the good results in terms of the organization's performance. The study will add more skills and knowledge that is related to organizational management in the aviation industry.

Furthermore, it contributes by causing of creation of the different policies related to the organizational management in the Republic of Tanzania, Zanzibar. Moreover, a new dimension of the policymakers will help improve the organization's performance of the aviation industries in Zanzibar. For instance, implementing a strict policy for all organizations in the aviation industries in Zanzibar provides an effective procedure that will improve the organization's performance in the aviation industry.

CHAPTER THREE: DATA ANALYSIS AND RESEARCH METHODOLOGY

The study is quantitative research designed to fulfill the purpose and objective of the investigation. It uses the chain survey questionnaires to collect data at AAKIA in Zanzibar, the research center. Different departments at AAKIA in Zanzibar received the questionnaires for data collection. Data is an essential instrument for information analysis. Thus, the statistical tools were used to expire the analysis and get the estimated results.

The sample size used was 400; this study was conducted at Abedi Amani Karume International Airport, a government organization. However, priorities have been made between the airline passengers (customers) and employees from the aviation industry as the main actors in this research. Therefore, most of the questionnaires were asked of them. Thus, a sample size of 400 questionnaires from the aviation industry at AAKIA was distributed into different departments. The questionnaires were prepared to determine the effect of airport atmospherics' features on passengers' behavior intention at Abeid Amani Kurume International Airport in Zanzibar. Specifically, it aims to reveal which element from physical circumstances influences features on passengers'; and ascertain perceived airport protection as features on passengers' behavioral intentions. To investigate the effect of airport atmospheric features on passengers' behavior intention, conceptual and theoretical frameworks should be created. Thus, the next section is related to the conceptual framework.

3.1 Research Design

The research adapts the descriptive survey to practical methods to give the required results. The descriptive statistics explain the mean, standard deviation, median, and standard variation. This research is designed to collect data from AAKIA.

3.2 The Research Environment

The study involves the entire international Airport of AAKIA in Zanzibar. Different levels from strategic management, executive management, and operations as employees and airline passengers have been asked and investigated to understand the levels of atmospheric features on passengers'. All most twelve departments of aviation departments at AAKIA have been involved.

Research's Sampling Procedure and Data Size

There were 400 passengers selected to participate in this study. About 376 agreed to participate in the survey, while 24 participants' members were refused to participate. So, it makes 94% participated in this research, and 6% rejected to participate in this investigation. The number of responders is higher than the number of refuses. Thus, the inquiries from the analysis phase give clean results. The sample size collection follows the rules of Gotham's principle. Gotham (2004) states that if the sample is two-thirds of the total sample size representing the population in the applied research, the sample size can be used in the research analysis. The justification of the sampling is to give the number of samples that will be used in the study. Therefore, this sample helps to perceive appropriate information of satisfied or unsatisfied employees in their organizations.

3.3 Research Variables

The research develops proxies of atmospheric features on passengers' behavior intention. The study aims to investigate the airport atmosphere customers and behavior intention. Using the independent variables of layout accessibility, facility aesthetics, cleanliness, seating comfort, perception of airport safety as the proxy of atmospheric features on passengers' and willingness to spend, intention to revisit, and electronic equipment and displays for behavior intention. Therefore, the justifications for applying these variables from the existing literature are some studies investigated using proxy variables.

3.4 Demographic of Airline Passengers

This section describes the characteristics of members who participated in this research. It describes the characteristics based on gender, age, marital status, education level qualification, and jobs.

Table 3. 1 Gender' Participation

Sex	Frequency	Percentage
Male	217	57.71
Female	159	42.29
Total	376	100

Source from the questionnaire

Table 1 above shows the demographic profile of members who participated in this research. It has been shown that the male and females who were questioned in the study were 217 and 159

respectively which can be expressed in terms of the percentage as 57.71% and 42.29%, respectively. Eventually, the rate of the female and male participants in this research is slightly different. Nevertheless, these are the noticeable results because the percentage change indicates the females effectively participated in this research.

Table 3.2 Age of the participants

Age boundaries	Frequency	Percentage
20 – 30	52	13.83
30 – 40	97	25.80
40 – 50	115	30.59
50 – 60	42	11.17
60 -70	62	16.49
70 – 80	8	2.1

Source from the questionnaire

The above table indicates the age size of the members who participated in this research. The tables show that the age between 40 to 50 has the highest level of about 30.59 %, followed by 30 to 40, which is 25.80 %. And the lowest rank is 70 to 80, which contributes about 2.1%. The figure also explains the age diversity of airline customers interviewed at the AAKIA in Zanzibar. The topic is concerned with the effect of atmospheric features on passengers' behavior intention at the AAKIA. The age of 30 to 40 years seems to be very high compared to the other generations. Thus, the ages of 60 to 70 are almost a few because most of them are not involved in the workplace due to the different circumstances such as illness and efficiency to work is virtually becoming low.

Table 3.3 Marital Statuses

Status	Frequency	Percentage
Single	114	30.32
Married	262	69.68

Source from the questionnaire

Table four indicates that the number of participants who participated in this research is mainly married. The investigation shows that 69.68% are married people. The remaining part, 30.32%, is based on the people who are not getting married. The table shows that the percentage number of the people who have the marriage is higher than the single-family.

Table 3.4 Educational Backgrounds

Level		Frequency	Percentage
High School		54	14.36
College		98	26.06
University			
1	Bachelor’s degree	136	36.17
2	Master’s degree	71	18.88
3	Ph.D. degree	17	4.52

Source from the questionnaire

The table includes different levels of educational status. The academic group is assigned from the high school level to the Ph.D. level. The highest level involved from this research in connection to the educational level is a Bachelor's degree. It is about 36.17% as the highest number of the members who were interviewed from this research. However, there some students from high school and college were involved in this research. The inclusion of this part in this research applies different educational status levels because every group in the aviation industry has significant contributions towards constructing effective policies.

On top of that, the level of the Ph.D. scholars is found to be tiny compared to the other ranks. Therefore, the research is investigating how to make the airline customers and the compound of the Airport environmentally better-off. It is also based on the behavioral intentions of these customers in connection to the AAKIA in Zanzibar.

It shows that most of the customers interviewed from this research are bachelor's degree levels, and a few belong to the Ph.D. levels. But in fact, the education level is fundamental to be identified, but the main point here is how to make the airline customers well satisfied according to their ranks. The information will open up the mindset of why many of the visitors are bachelor degree levels if this is the case meaning that most of them are entrepreneurs dealing with different economic activities within and outside of Zanzibar. And why the rate of the Ph.D. holders is minor, maybe some fewer numbers conferences are conducted on the Island of the Zanzibar. Thus, to create atmospheric airport features on passengers', it needs diverse ideas from a different perspective to satisfy the airline customer.

Table 3.5 Participant's Status

Status	Frequency	Percentage
Student	49	13.03
Government/Private employee	89	23.67
Self-employees	129	34.31
Not employee	67	17.82
Retired	42	11.17

Source from questionnaire

The airline passengers have different statuses and special intentions to visit Zanzibar Island. Table 6 indicates that most of the passengers are self-employees. These customers have their businesses. The next group is belonging to the government and private status. As Zanzibar Island is a sovereign state with different government activities, the behavior or structure of the government staff is different from the private workers. However, they have the same meaning to facilitate social-economic development within and outside Zanzibar.

The number of retired people who visit Zanzibar either for family visiting or tourism seems very small. Zanzibar has a diversity of cultures and traditional activities connected to the tourism sector. It has to make a good plan for those retired people to visit Zanzibar. It is the strategic country that connects the different countries in East Africa. Zanzibar is a unique Island for business and trade across East African countries. Most of the business people come to Zanzibar. There are types of transport that are generally used to bring passengers to Zanzibar. The first is flight transportation using AAKIA in Zanzibar and the second is navigation using the sheep and

ferryboat. This part has been introduced in this research to understand the behavior of the customers in the Airport. The information has a significant role in investigating the effect of atmospheric features on passengers' in the context of the environment presented in the Airport to make these passengers well satisfied according to their behavioral intention. Apart from the different needs demanded by the airline customers, there is the need to understand the priorities of the airline customers.

Table 3.6 Trips' Purpose

Trip	Frequency	Percentage
Business	98	26.06
Visiting family/ Friend	34	9.04
Leisure	97	25.80
Personnel	119	31.65
Diplomatic	28	7.45

Source from questionnaire

The table above indicates all the participants of this research with regards to their purpose of visiting AAKIA. This information creates the awareness for identifying the kind of passengers coming to Zanzibar concerning their preferences. It creates awareness about the air passenger's behavior. Table 7 shows that most air passengers coming to Zanzibar are traveling purposely for holidays. Zanzibar is among the most beautiful island in the world. Many tourists come to Zanzibar with their families to enjoy the excellent weather found only in Zanzibar. It is the island of peace, cultural and commercial centers for seafood in East Africa. The reason why there are vast numbers of tourists is coming to Zanzibar. Consecutively, Zanzibar Island is a sovereign

state that has different government activities as the country has an additional meeting to be conducted on this Island. Therefore, there is the interaction of diplomatic discussions to be undertaken in Zanzibar. Yes, there is issues of personnel just looking for opportunities of digging job, etc. Thus, the explanation about the purpose of the airline passengers in Zanzibar has a significant meaning towards establishing a solid and effective policy for aviation industries.

It consists of different numbers status of the airline passengers who are coming to Zanzibar. Therefore, the main task is to show the highest rate of the passengers with their interest areas for coming to Zanzibar. However, it is elementary to understand, especially for the flow rate of airline passengers coming in and out in the AAKIA in Zanzibar. for instance, the number of personnel visiting the Airport at the AAKIA is higher compared to the rest of passengers in Zanzibar. Therefore, the policymakers could create effective policy for improving the other passengers by improving the services delivered in the Airport and making them well satisfied.

3.5 About the Questionnaire

The questionnaires are designed in tabular form, which is represented in the form of rows and columns. Therefore, in column one, each table contains the number of the perceptions; in the second column, the table has the specific perception related to the variable, and column three up to seven consists of the symbols aggregated together with percentages. These symbols are as follows; -

SA% means Strongly Agree; A% means Agree, SWA% means somewhat agree, N% percentage of Neutral, SWD% implies the rate of somewhat disagree, D% percentage of Disagree, SD% percentage of the Strongly Disagree (Jebb and Tay, 2021). All of the entity provides information from the interviewers once they are requested to participate in this questionnaires research. It starts

with the proxy variable of Airport atmospheric features on passengers' intention behavior. Therefore, the following is the table of the proxy variable of Airport atmospheric features on passengers' such as layout accessibility, facility aesthetics, cleanliness, and perception of airport safe (Moon and Han, 2017).

3.6 The Empirical Analysis

The questionnaires' data are estimated using the SPSS software and transformed from the theoretical phase to the empirical estimations. This section develops some questions from the questionnaire and is integrated into the real world. The results from these sections are represented by using graphs and described in the form of a percentage. Thus, the contribution of the specific variable is easy to be identified in the form of contribution share. Therefore, this section has been started by the main variable of airport atmospheric features on passengers with its proxy variable of layout accessibility at Abeid Amani Karume International Airport in Zanzibar Island.

Table 3.7 Layout Accessibility (LA)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	The facility layout makes it easy to get the airport services at AAKIA	9.31	20.21	13.29	14.63	29.26	10.64	2.66
2	The facility layout such as travel time, access cost, trip distribution, passport and visor control, boarding and departure airline passengers, airline grounding systems,	1.86	23.40	3.47	17.05	11.94	2.39	39.89

	cargo systems are easily accessible at AAKIA.							
3	The airport's layout arrows and displaying plasma make it easy to get where you want to go.	1.86	17.55	10.37	1.34	2.66	51.86	14.36
4	Do the bags of airline passengers at AAKIA through cargo system are preserved and secured?	5.00	7.00	8.00	7.00	27.00	17.00	29.00
5	Does the AAKIA has the services to get easy access for the hotels	18.00	26.00	9..00	8	13	19..00	7
6	Do the information desk personnel's of AAKIA are very reliable to help the essential information to the airline passengers	12.00	10.00	23	26	10	11.00	8
7	Do the employees at AAKIA are not friendly to deliver the airport services to the airline passengers?	24.00	20.00	21.00	13.00	2.00	13.00	7
8	Do the workers at AAKIA are so active in terms of passengers services	10	12.00	20.00	13.00	20..00	16	9
9	It is easy to find the gates of the AAKIA.	17	18	3	4	14.	19	27
10	Does the AAKIA have the buses from the departure to the plane	14	9	16	39	14	5	13

Source from questionnaire

This table depicts the layout accessibility of the different services at Abeid Amani Karume International Airport in Zanzibar. About 29.26% of the airline customers indicate that the facility layout of the somehow agreed services is higher than the other evaluations. Therefore, most airline passengers somehow decided to have the accessibility of layout services at AAKIA in Zanzibar airport. In addition to that, the table indicates that there are good services for passport inspection and visa control, perceiving information for all boarding and departure airline passengers. The rate of the airline passengers somehow agrees there is higher compared to the other evaluations. Is about 39.89% somehow decided to have good accessibility for the layout accessibility at AAKIA in Zanzibar? Thus, the case of the presenting arrows has been placed very well to show the directions of the airline passengers.

Table 3.8 Facility Aesthetics (FA)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	Do the airport terminals are constructed by painting in attractive colors?	3.99	15.43	11.17	18.09	5.05	43.88	2.39
2	Doe, the interior wall and the floor of AAKIA schemes are most attractive to airline passengers?	6.52	19.05	9.04	14.63	47.32	2.13	1.31
3	Do attractive characters have constructed the AAKIA buildings.	19.68	18.35	12.77	31.65	9.84	4.52	3.19
4	This aesthetic facility is	30.58	16.75	13.83	22.34	8.25	5.86	2.39

	decorated attractively.							
5	Does AAKIA is an attractive airport facility in East Africa	29.79	18.19	13.70	18.60	12.23	3.61	3.99
6	Does the airport terminals at AAKIA designed in a modern construction?	12	13	15	8	20	18	14
7	Does the lighting at AAKIA are designed well	14	11	21	15	16	8	15
8	Does the airport interior shops are well designated	11	17	14	10	14	17	17
9	Does the AAKIA hotels are decorated in modem style	13	13	11	22	19	14	8
9	Does the car parking at AAKIA designed or structured to fit the demands of the employees and airline passengers?	24	16	14	17	4	12	13
10	Does the airport busses for picking up passengers are designed in a modem fashion	14	14	12	11	17	15	17
11	The decoration of the seats is attractive	12	16	13	17	10	16	16

Source from questionnaire

The table has full content about the facility aesthetics at AAKIA in Zanzibar Island. The tables show that most airline passengers agreed that the terminals of AAKIA had been painted with the most attractive colors. Therefore, most of the customers enjoy the AAKIA environment since it has beautiful settings for all airports. Here is the case the interior design has schemed it very well, and the interior wall is likely to be attractive for airline passengers. Thus, the building of AAKIA is beautiful. Moreover, they have a good representation in the context of decolorizing design. Thus, the airport of AAKIA is among the best international airport in East African countries.

Table 3.9 Airport Cleanliness (AC)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	Do the resting rooms and waiting rooms of AAKIA are clean for hosting airline passengers?	11.70	13.04	12.23	20.74	14.63	15.69	11.97
2	Does the traveling restaurant at AAKIA maintain a clean food service?	12.76	10.37	9.05	16.76	12.5	17.29	21.27
3	Do the walkways, entrance, and exit doors of AAKIA maintain cleanness?	16.75	15.96	14.36	15.69	12.23	17.30	7.71
4	Do all buildings of the AAKIA and its compound is kept clean all the time?	13.29	15.96	7.713	20.50	15.42	13.03	14.09
5	Do the buses of AAKIA that are used to pick up the airline passengers are kept clean and safe all the time?	9	13	11	15	17	16	19

6	Do the hotels belongs to AAKIA for airline passengers and cabin crew are kept clean and safety all the time ?	10	8	6	10	22	20	22
7	The CIP rooms at AAKIA are kept clean	11	7	13	15	14	19	21
8	Does the restaurants at AAKIA are clean all the time	12	10	11	13	17	23	12
9	Do the check in desks are kept clean at AAKIA	17	14	13	10	18	13	13
10	The VIP sitting rooms at AAKIA are kept safe and clean?	10	15	18	20	10	15	10
11	Do the services which are provided at AAKIA are safe and clean for Covid 19	15	20	17	15	10	15	8

Source from questionnaire

This table includes the information about the cleanliness at Abeid Amani Karume International Airport. The information on cleanliness services has been collected through the questionnaires. The airline customers have been questioned with specific questions to get precise information about the cleanliness of the airport at the AAKIA in Zanzibar Island. From this table has been collected. It is found that most of the airline passengers didn't evaluate the standard and quality of the waiting rooms and restrooms of AAKIA. Though the passengers who somehow agreed to have clean resting rooms and waiting rooms are not higher, compare to those who are neutral. The food services in most cafeterias and restaurants at AAKIA are healthy and secure. The food provision from the AAKIA meets the international standard requirements. Owing to these, the airline customers are enjoying the variety of food from those restaurants and cafeterias. The entrance and

exit doors of the AAKIA in Zanzibar Island maintain cleanliness. But most airline passengers are neutral in keeping the AAKIA building, and it is compound clean all the time.

Table 3.91 Perception of Airport Safety (PAS)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	Do the AAKIA services are safe for all traveling passengers?	1.06	2.39	3.19	15.96	16.75	30.07	30.58
2	The airline customers feel safe while staying at the AAKIA airport?	1.33	1.06	2.66	18.62	17.82	25.79	32.72
3	I'm not comfortable and safe with the services at are provided here at AAKIA?	1.86	1.59	2.13	17.29	15.43	33.77	27.93
4	Does the AAKIA airport security use advanced technology to protect and secure the airline passengers and Cabin crew?	3	5	9	14	24	27	35
5	Do the AAKIA airline passengers and its employees are protected from covid 19.	11	9	10	11	26	18	30
6	Does the AAKIA reduce touchpoints for the passengers to feel safe when traveling due to covid 19	13	15	7	10	18	25	37
7	According to the pandemic disease, which is identified as covid-19. Does the	7	4	10	13	17	22	33

	AAKIA provide the safest measurements as standard and quality to measure the scannable temperature to allow the airline passengers to go or vice versa?							
8	It is easy to find hand sanitizers at AAKIA	7	10	5	12	23	21	26
9	AAKIA advertises information about pandemic diseases to alert the passengers.	11	10	13	13	14	20	19
10	Does the AAKIA provides masks for the airline passengers	14	11	17	12	17	15	14

Source from questionnaire

Table 11 represents the information about the safety of the AAKIA. According to the airline passengers, the AAKIA is the safe international airport among the East African international airport. It is a safe international airport, and all the airline passengers and their bags are secured. The percentage of the airline customers who agree and somehow agreed that AAKIA is about 30.07% and 30.58%, respectively. In this situation, the passengers agreed and somehow decided that they were safe and comfortable with 25.79% and 32.72%, respectively. Thus, the customers enjoy and feel happy due to the security and good services provided at AAKIA. Though other customers express their statement that they are not well satisfied with the services at AAKIA. This is because most of the passengers come from different places. Thus, the other except to receive the benefits as the frontier countries.

Table 3.92 Seating Comfort (SC)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	In the waiting area, the seating arrangements provide plenty of space.	14.62	11.97	7.45	23.94	13.30	15.95	12.76
2	This facility provides comfortable seating.	1.06	11.17	8.50	39.20	11.97	12.70	15.40
3	Does AAKIA provide comfortable seating for the passengers?	25	20	14	5	9	15	12
4	The VIP seats for the AAKIA are so comfortable for critical passengers.	7	9	10	21	21	15	17
5	The seats at AAKIA are well designed for the happiness and connectedness of travelers.	13	11	18	17	16	15	10
6	AAKIA passengers are not feeling comfortable with the seating arrangements.	21	20	12	7	13	15	12
7	The seats at AAKIA have short storage space for the passengers due to pandemic covid-19.	12	15	18	5	18	20	12
8	Does AAKIA manage to provide distance between passenger's seats due to covid-19	15	10	14	12	18	15	16
9	At the waiting area, the new arrangement due to the pandemic Covid-19, it is easy to find the seat	15	20	14	23	7	10	10

Source from questionnaire

The table indicates that the seating arrangement for all passengers is plenty in space. However, the passengers noticed that the idea of plenty in space was not recognized. According to the World Health organization, the sitting arrangement has been arranged, especially in combating and

fighting with covid-19. The airports act as the vectors of spreading the pandemic covid -19, which kills a hundred people. Therefore, precaution must be taken to prevent the spreading of the covid-19 from one passenger to another. Thus, there is seating comfort for airline passengers at AAKIA. The seating comfort itself provides comfortability for the airline customers in the waiting rooms. Therefore, it gives the customers satisfaction to the passengers waiting to travel outside of the AAKIA in Zanzibar. The seats have been designed to provide comfort to airline customers. Therefore, the airline customers agreed to have the customer comfort in the AAKIA. Thus, the airline passengers can have time to lie on the seating or sleep entirely. The seating comfort is necessary because some customers can take even six to seven hours to wait for connections from one airport to another. Therefore, it is good to have a seating arrangement that allows the airline passenger to sleep.

Intention Behavior

This section is based to investigates the effect of the behavior intention in the analysis. The behavior intention includes the proxy of behavior intention such as willingness to spend more, intention to revisit, electronic equipment and display, and customer satisfaction. Thus, the section starts with the proxy of the desire to spend more.

Table 3.93 Willingness to Spend More (WSM)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	Does it acceptable at AAKIA to pay some more money for services like purchasing some food and beverage, buying clothes, and buying products for customer services?	16.75	17.85	13.55	14.89	25.26	6.19	5.50
2	Generally, airline passengers are not willing to spend more at this airport.	27.39	19.68	12.50	12.50	11.70	8.24	7.99
3	The passengers do not intend to spend extra money at this airport.	16.75	23.67	18.35	12.23	13.56	7.99	7.45

Source from questionnaire

This table explains the willingness to spend more at the AAKIA. It shows that the airline customers agree to pay more at the Abed Amani Karume International Airport in Zanzibar Island. In fact, within the AAKIA, different services are subjected purposely for the airline customers. The airline customers can buy and spend according to their income. Therefore, the airline customers are willing to pay according to their capability. However, the services contained in the traveling cost such as flight ticket cost for the visa, thus the airline customers can spend more in the airport without any problem.

Table 3.94 Intention to Revisit (IR)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	I intend to review this airport shortly.	10.12	9.574	14.89	17.82	28.46	11.97	7.18
2	I will likely revisit this airport.	4.79	6.12	12.76	34.57	19.95	14.09	7.72
3	I hope to come back to AAKIA next time that I am traveling to another city or country.	7.45	5.07	14.09	33.77	16.75	10.37	12.55

Source from questionnaire

The table above contains the information that discusses the willingness of the airline passengers to revisit Zanzibar through the AAKIA. According to the table depicts that somehow the airline passengers show the attitude of reviewing the Zanzibar. The airline passengers that show to revisit are about 28.46%, the highest of the other percentages. This is due to the efficient services that airline passengers perceive from the AAKIA. Although some of the others do not know as they come back to Zanzibar and pass the AAKIA. It is usual for airline passengers to be uncertain because people do not know about tomorrow whether he could exist or not. Therefore, the airline customers show a preference to come back to Zanzibar. Thus, more work should be done to improve the accessibility of the customer services to attract more airline passengers to go to Zanzibar using the AAKIA. As is well described, the intention to revisit is due to the good services at the airport, the way of the best safety, and accessibility of the clean food and environment of AAKIA.

Table 3.95 Electronic Equipment and Displays (EEAD)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	The electronic equipment, plasma screen display does not provide light intensity and information.	9.57	22.60	14.09	12.76	30.85	5.585	4.54
2	This airport has high-quality electronic displays.	34.31	5.59	10.64	13.03	7.180	24.73	4.521
3	The electronic facilities (e.g., television screens, electronic billboards) add excitement to the airport.	6.12	20.21	19.95	10.11	35.11	5.05	3.45

Source from questionnaire

This table contains the details about the functions and operations of the electric equipment and plasma displaying allocated within the AAKIA in Zanzibar Island. The electric equipment on all the sides has been fixed very. It gives the light and makes it shine, especially during the night. The electric equipment has been selected with the help of professional engineers based on civil aviation services.

This is why most airline passengers agree that there is light intensity and a good plasma screen for providing the light intensity and directive information to the airline passengers, especially while boarding the passengers. Nevertheless, the information on the plasma screen was very friendly so that every customer could understand the information. Thus, the AAKIA has quality electronic equipment, and aviation such as electronic facilities, television screens, electronic billboards add excitement to the airport.

Table 3.96 Customer Satisfaction (CS)

Serial no	Perception	SD%	D%	SWD%	N%	SWA%	A%	SA%
1	Overall, I am satisfied with my experience at this airport.	14.89	4.26	9.04	11.97	2.93	46.81	10.10
2	My decision to use this airport was wise.	3.46	6.65	11.97	7.17	11.44	9.04	50.27
3	Overall, I have enjoyed myself at this airport.	10.11	5.32	10.64	3.99	53.99	8.78	7.18

Source from questionnaire

The table above explains the passenger's customer satisfaction at AAKIA. The efficiency services are being measurable due to customer satisfaction. When the customer is satisfied with the services provided in the airport, we regard that there are good services offered to the customers. Therefore, from this table, the research investigates customer satisfaction due to the Abeid Amani Karume International Airport's. of Zanzibar Island. Thus, the airline passengers agreed to be satisfied with the services that are provided to the airport. The percentage to be satisfied from the service is 46.81%, which is the most effective rate compared to the other evaluations. Thus, the decision to use the AAKIA for traveling is correct. In this context, the percentage is strongly agreed to about 50.27%. In this context, the decision to come to Zanzibar and use the AAKIA is correct because the airline customers are satisfied by the services delivered at AAKIA. Therefore, the airline customers enjoy the services that are provided at the AAKIA.

3.7 Empirical Analysis

This section explores the correlation between the airport atmosphere features on passengers' behavior intention. The results show that there are positive correlations between airport atmospheric features on passengers' behavior intention. The following are tables showing the empirical analysis of the relationship between the features on passengers and the proxy variables of the behavioral intentions. In the statistical section, the linear regression model is applied to analyze the data that has been transformed from the questionnaires to the statistical analysis.

The data has been created by considering the demand of the thesis's model that includes applied variables. This thesis uses the proxies of layout accessibility (LA), Facility aesthetics (FA), Perception of airport safety, Seating comfort, and Cleanliness (CL). Creating the linear regression model observes how the LA, FA, SC, PAS, and CL affect the intention behavior (BI).

The effect here is either the variable of independent affect positivity or negativity towards the dependent variable. From this explanation, the coefficients of the variables significantly contribute to the interpretation of the linear regression equation. Thus, the linear equation can be transformed into the ordinary least square (OLS) method by including the constant and the error term. According to the empirical analysis that has been executed from the SPSS software program, we have the following table of the results. The study is started from the descriptive analysis. The statistical analysis of this research consists of the proxy variables: layout accessibility, Facility aesthetics, Airport cleanliness, Perception of airport safety, and seating comfort. The second column contains the coefficient values of the applied variables, the third includes the standard deviation values, the next column contains the t-statistic values, and the last column contains the probability values of the used variables. The empirical analysis with the null hypothesis defined the respected variable's probability value as more significant than 5%, meaning that the variable is

insignificant; therefore, the variable does not affect the dependent variable. On the other hand, if the probability of the respected coefficient variable seems to be less than 5%, this means that the variable has a significant contribution to the dependent variable.

Table 3.97 Descriptive Analysis

Variable	LA	FA	ACL	PAS	SC	WSM	IR	EEAD	CS
Mean	4.1622	3.7132	4.1446	4.9077	4.0183	3.3626	4.2615	3.6330	4.8360
Standard deviation	1.78759	1.75438	1.90646	1.68077	1.89740	1.83788	1.59490	1.75188	1.7997
Std. Error	.09219	.09048	.09832	.08668	.09785	.09478	.08225	.09035	.09282
Median	4.5000	3.9091	4.2727	5.2000	4.0000	3.3333	4.0000	3.6667	6.0000
Variance	3.195	3.078	3.635	2.825	3.600	3.378	2.544	3.069	3.239
Range	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00
Maximum	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00
Minimum	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Kurtosis	-1.166	-1.208	-1.182	-.783	-1.195	-.992	-.515	-1.323	-.590
Skewness	-.244	-.006	-.142	-.535	-.058	.377	-.191	.054	-.871

This table contains the values which explain the descriptive statistics perception. These statistical values such as mean, standard deviation, standard error, skewness, and kurtosis are well defined. The main objective of this table is to show that the data collected from the questionnaires are either normally distributed or not normally distributed. Knowing this assumption helps to identify which kind of statistics we can apply. Is it parametric or nonparametric for the data analysis? Owing to this situation, examining the skewness of the data is found to be between - 1.96 and + 1.96. Thus, the data provide the information generally distributed since the skewness and kurtosis meets the conditions. Therefore, the only parametric statistical methodology is applied to analyze the results. By the way, the highest values of the average mean of this investigation come from customer satisfaction which is about 4.8360(SD = 1.8), while the smallest average mean is found from the

willingness to spend more (SD = 1.879). The table also includes the range obtained by taking the difference between the maximum and minimum values, apart from the standard error.

Log Application

All the results are expressed in logarithmic form. This is because the logarithmic form which is equivalent to percentage is easy to be interpreted (Villadsen and Wulff, 2021). On top of that the natural log, it described the coefficients of variables clearly (Simba and Oztek, 2019).

Table 3.98 Scale Inter-Rater and Agreement Reliability

Variables	Inter Rate agreement	Interrater Cronbach's α	Eigenvalues	Variance explained in %
Intention behavioral	0.85	0.75	2.34	65.71
Layout accessibility	0.83	0.83	2.31	65.64
Facility aesthetics	0.72	0.94	2.04	65.02
Airport cleanness	0.87	0.79	2.45	67.03
Perception of the Airport safety	0.89	0.83	2.01	65.01
Seating comfort	0.86	0.76	2.34	65.71

Source from questionnaire

This table shows the consistency and integrity of the data as applied to the results of the estimation. Consistence and data integrity is so important. Owing to this description, all the data related to the inter rate agreement is greater than 70%, Cronbach's α is greater than 75%, and Eigenvalues are more significant than 1.00. It demonstrates that the internal integrity of the data is consistent and acceptable for delivering the estimated results. Therefore, that data is reliable for processing the calculated results. The reliability of the information means that the data is free from errors.

3.8 Linear Regressions and Equation Model

The analysis of the linear regression models of the investigation has been done by considering the proxies variables of the behavioral intention. Thus, each variable has been investigated induvial. Then the effect of the respected variable has been observed. We can see those four proxies of behavioral intention, such as willingness to spend more, intention to revisit, electronic equipment and display, and customer satisfaction. Thus, the investigation starts with the desire to spend more like the dependent variable. Since the data are normally distributed and it is found to be parametric by estimation, in this context the linear regressions model has been applied (Menezes and Chakraborty, 2021). The linear regressions model from this research has been applied to find the relationship between the independent variable and dependent variable (Montgomery and Vining, 2021).

Table 4.1 Willingness to Spend More (WSM)

Independent variable	Coefficient	Std Error	t-statistic	P-values
Log LA	4.249	11.024	.149	.700
Log FA	24.928	7.880	10.009	.002
Log ACL	25.167	10.431	5.821	.016
Log SC	39.014	8.567	20.741	.000
Log PAS	-44.216	11.407	15.024	.000

Source from the questionnaire

This table indicates the facility aesthetics, airport cleanliness, perception of airport safety, and seating comfort. The investigation shows that the layout accessibility has no significant impact on the willingness to spend more. Therefore, more work should be done on layout accessibility to show the considerable desire to spend more. The perception of the airport safety at Abeid Amani Karume has been found to impact willingness to pay positively. AAKIA is the best and safest place destination. It keeps and maintains security for all passengers who are coming to visit Zanzibar. It communicates and connects to the rest of the international institutions for preserving world security. However, the airport can sometimes act as the gateway of the wrong people with bad intentions to destroy civilian peace and security.

Therefore, AAKIA is the champion to ensure that nothing wrong could be allowed to happen on their face. Thoroughly some of the bad gangs are arrested at AAKIA, and all people who violate

human dignity and liberty are arrested. This is happening due to the establishment of solid security at AAKIA. For this reason, the research uses empirical analysis to demonstrate that the perception of airport safety positively affects behavioral intention. It is the place where the airline passengers feel happy and in harmony once they land at AAKIA.

Seating comfort is among the proxy variable of airport atmospheric features on passengers' that has been used in this research to investigate the impact of the customers ' being satisfied on willingness to spend more. This proxy was used to measure the effectiveness of the atmospheric airport customer to the willingness to spend more. The proxy finds to be a positive impact. The seating arrangement of the AAKIA is well arranged in such a way that all the passengers are relaxing, and they feel very comfortable while they are waiting to board the flight. Nevertheless, the customers can take the time at the airport waiting to board just for contenting to their traveling.

Table 4.2 Intention to Revisit (IR)

Independent variable	Coefficient	Std Error	t-statistic	P-values
Log LA	15.156	10.043	2.277	.131
Log FA	23.563	7.650	9.488	.002
Log ACL	-1.453	7.320	.039	.843
Log SC	10.995	7.051	2.431	.119
Log PAS	9.595	6.139	2.443	.118

Source from the questionnaires

The table represents the linear regression model is connected to revisit as the dependent variable. The tables show that only facility aesthetics has a significant impact on intention behavior. The rest variable of airport atmospheric features on passengers' such as layout accessibility, airport cleanliness, seating comfort, perception of airport safety does not significantly impact the intention behavior. Most of the variables do not show significant results; therefore, more effort should be made to improve the performance of these variables.

The empirical analysis of this research revealed the positive impact of the Facility aesthetics on intention to revisit. The efficiency of the aesthetics comes due to the excellent design and

constructions of the Abeid Amani Karume International Airport in such a way that most passengers are more attracted and conversed with the structure of the AAKIA buildings.

Consecutively the physical interior structures and all necessary equipment at the AAKIA are well designed and create a favorable environment for the airline customers. For instance, the domestic and international terminals provide an excellent environment for the customers while waiting for the flight to travel from the AAKIA to the other airport; these terminals accommodate domestic and international airline passengers. The terminal comprises the restaurants and cafeteria where the customers can have a cup of coffee, drink tea, and have access to the internet to operate with their different programs. In addition, there are VIP and CIP terminals to host the diplomatic and top businessmen once they come to Zanzibar. The terminals are composed of conference meetings through which the first meeting of the presidential protocols can have the first meeting before arriving at the state's house. All these facts nourish the AAKIA in Zanzibar to possess a positive effect on behavioral intention.

Table 4.3 Electronic Equipment and Display (EEAD)

Independent variable	Coefficient	Std Error	t-statistic	P-values
Log LA	11.680	9.928	1.384	.239
Log FA	26.941	7.804	11.919	.001
Log ACL	-7.102	7.433	.913	.339
Log SC	19.567	7.042	7.721	.005
Log PAS	6.891	6.787	1.031	.310

Source from the questionnaire

The table indicates that facility aesthetics and seating comfort show significant results to the electronic equipment and display. But the variables like layout accessibility and perception of airport safety do not significantly affect electronic equipment and production.

The equation indicates that more work should be done to improve layout accessibility, airport cleanliness, and perception of airport safety. For example, the airline passengers have a good

sitting arrangement from the waiting rooms. The sits have been arranged in rows and columns. The distance that has been fixed from one seat to another enables the airline passengers to sleep. The environment is very comfortable and very long that holds the passengers without any problem. In the context of the softness, yes, some of them are very soft while the others are plastic oriented but in most cases are customer-friendly users' consumptions. There are frequently checked of these sites due to the brokerage and shortage from the scrambling of the airline passengers. Therefore, the above explanations detail how the seating comfort at AAKIA in Zanzibar Island positively impacts electronic equipment and display.

Table 4.4 Customer Satisfaction (CS)

Independent variable	Coefficient	Std Error	t-statistic	P-values
Log LA	31.429	9.369	11.252	.001
Log FA	42.500	7.293	33.961	.000
Log ACL	-19.754	7.052	7.847	.005
Log SC	-1.600	6.648	.058	.810
Log PAS	2.540	6.127	.172	.679

Source from the questionnaire

In connection with the linear regression equation model, this table investigates the effect of proxies of airport atmospheric features on passengers' on customer satisfaction. The findings revealed that the two variables, such as layout accessibility, facility aesthetics, and airport seating comfort, significantly impact customer satisfaction. The layout accessibility: - The research revealed the positive effect of the layout accessibility services at AAKIA in Zanzibar Island. The layout accessibility services provided at AAKIA goes proportional to the customer satisfaction services. It means that the layout accessibility for passengers that needed services at the airport of AAKIA is directly proportional to the services provided to the airport. At the same time, the variables such as seating comfort and perception of airport safety do not significantly impact customer satisfaction. Therefore, to make the airline passengers well satisfied, there is a need to improve the services related to seating comfort and airport perception of safety.

The analysis part of this research discovers the negative effect of airport cleanliness on customer satisfaction. The negative sign here represents the weakness of the airport cleanliness to the

AAKIA. The disadvantage is based on the modern equipment tools for conducting the cleaning activities within the whole compound of the AAKIA. Due to this study, find the negative effect. The quality and standard services in the airport become paramount in the different international airports across the globe. However, the modern scientific equipment of cleaning tools has become highly challenging to the various international airports, including AAKIA. Moreover, cleanness maintains the health status of airline passengers. Therefore, the cleanness component has been introduced to measure the level of operation cleanness in AAKIA.

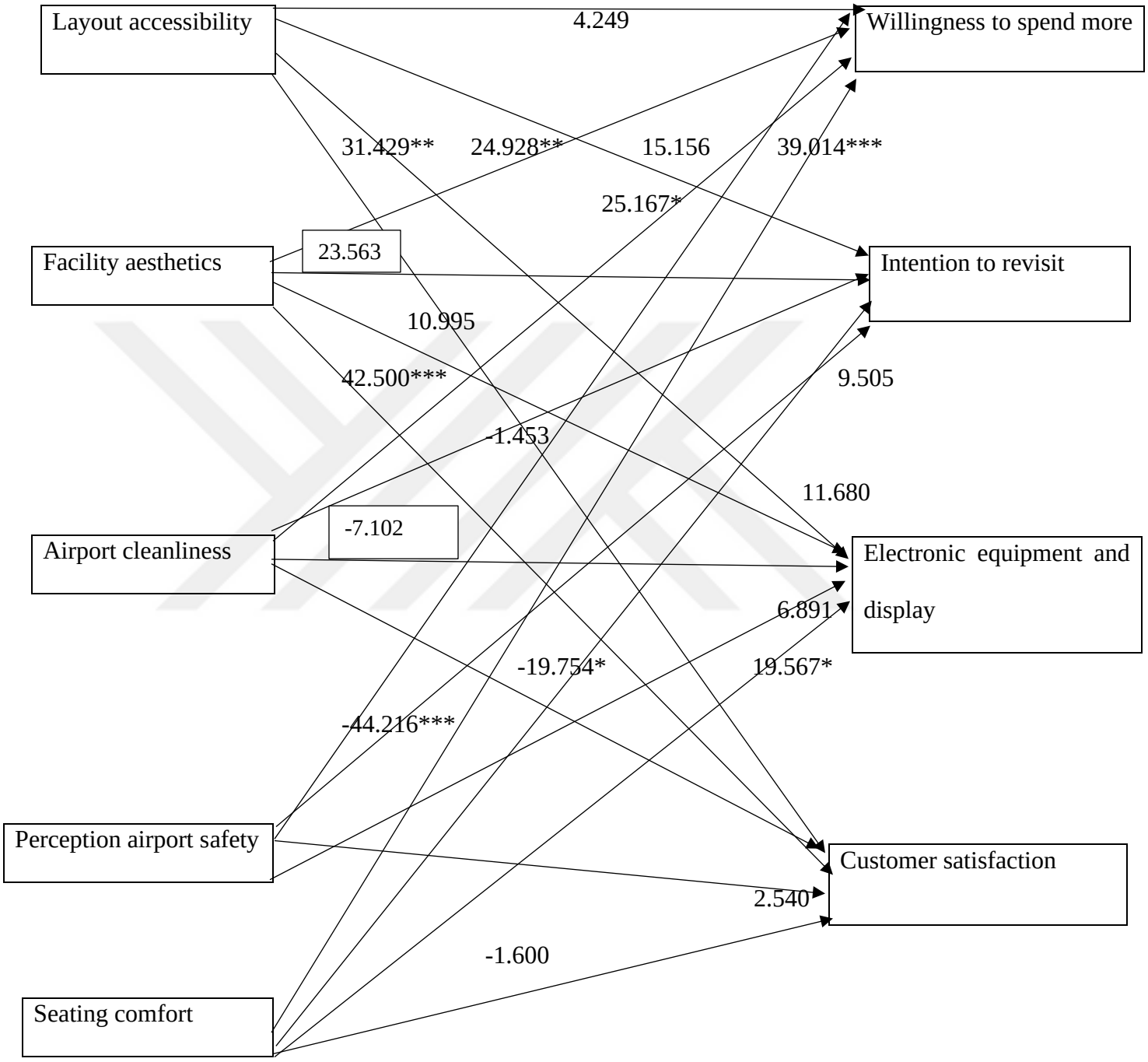
To sum up, the general effect of atmospheric airport features on passengers' behavioral intention against atmospheric airport customer satisfaction has been investigated.

CHAPTER FOUR: DISCUSSION AND ESTIMATED RESULTS

This thesis investigates the effect of the airport's atmospheric customer satisfaction on the behavioral intention at Abeid Amani Karume International Airport in Zanzibar. The research adopts a quantitative methodology whereby the chain survey questionnaires have been distributed to the various international passengers at Abeid Amani Karume International Airport. The questionnaire contains specific questions that focus on investigating the effects of the airport atmospheric features on passengers' behavioral intention at Abeid Amani Karume in Zanzibar Island. However, the research contains two main variables that are airport atmospheric features on passengers' and behavioral intention. Thus, to measure the effectiveness of both variables. Furthermore, in the airport atmospheric features on passengers' point, proxies like layout accessibility, Facility aesthetics, Perception of airport safety, Airport cleanliness, and seating comfort have been developed. The intention of using these proxies is to measure the effect of atmospheric airport customers towards behavioral intention.

On the side of behavioral intentions, the research develops the proxies of behavioral intention by including the representatives of willingness to spend more, customer satisfaction, Intention to revisit, electronic equipment, and display. Indeed, the intention behavioral acts as the dependent variable and the proxies of airport atmospheric features on passengers act as the independent variables. From there, the effect and correlation between these variables can be examined. On top of that, it is a quantitative methodology that uses statistical techniques and tools to investigate the results of the two variables. The linear regression model with the help of the ordinary least-square has been used to examine the impact of airport atmospheric features on passengers' behavioral intention at Abeid Amani Karume International Airport in Zanzibar. From the conceptual framework connected to the empirical analysis, the research revealed the following.

Figure 3.1: An Estimated Conceptual Framework



Source from questionnaire

The figure above describes the relationships between the proxy variables of airport atmospheric features on passengers' behavioral intention. According to the testing that has been made, some of the proxies show some effect while the other proxies do not indicate significant effects. The P-values have been used to determine the impact on the variable. The description below describes the effect of the variable from the dependent variable to the respective independent variable. Starting with

Layout Accessibility: - The layout accessibility shows some effect only to the customer satisfaction but not for the willingness to spend more, electronic equipment and display, and Intention to revisit.

Facility Aesthetics: - This variable affects all proxy variables of behavioral intention except electronic equipment and display.

Airport Cleanliness: - This variable shows some effect on willingness to spend more and customer satisfaction. In contrast, two proxies of behavioral intention, intention to revisit and electronic display, do not show some effect.

Perception of the Airport Safety; - The variables indicate the effect on the willingness to spend more. However, it does not mean some products to revisit, electronic equipment and display, and customer satisfaction.

Seating Comfort: This variable shows the effect of willingness to spend more on electronic equipment and display. It does not show the impact on the intention to revisit and customer satisfaction.

DISCUSSION AND POLICY RECOMMENDATION

The airport atmospheric features on passengers' affects the behavioral intention on the negative and positive sides. Therefore, there are some proxy variables of airport atmospheric features on passengers affected by its negativity. These elements include layout accessibility and airport cleanliness, while the three proxies' variables, such as facility aesthetics, perception of the airport safety, and seating comfort, affect their positivity. Those proxy variables with positive impact show the customer satisfaction to the behavioral intention. Still, most of the proxy showed the highest rate of airport atmospheric features on passengers' in seating comfort. Thus, the factors that contribute to customer satisfaction on behavioral intention include design and the structure of the building at AAKIA. In addition, the security system at AAKIA in Zanzibar makes customers well satisfied from the place, and the sitting design and arrangement at the airport at AAKIA makes the customers well comfortable with the environment at Abeid Amani Karume International Airport.

On top of that, the empirical analysis of this research rejects the null hypothesis that the atmospheric airport features do not affect behavioral intention at AAKIA. The rejection of the null hypothesis is that the percentage rate of the statistically calculated values is less than the t-statistical value. Then we can accept the alternative, which states that airport atmospheric features on passengers' affects the behavioral intention at Abeid Amani Karume in Zanzibar Island. Therefore, there is no neutral relationship between airport features on passengers' behavioral intention at AAKIA. These results justify the effects of the relationship between features on passengers' behavioral intention at Zanzibar.

The hypothesis represents the effect on how customers can be satisfied with the behavioral intention. Thus, the analysis revealed that the exogenous values have both negative and positive contributions to the indigenous values in the regression analysis. Therefore, this research verifies one of the hypotheses that have been mentioned above. The hypothesis's clarifying helps us make the analytical decision, which will contribute to this research.

The study's general objective is to investigate the impact of the airport's atmospheric features on passengers' behavioral intention at Abeid Amani Karume International Airport. And the specific aim of this research is described to determine the effect of the layout accessibility services at AAKIA, the impact of Facility aesthetics, the impact of a clean environment, the impact of Willingness to spend more of the customers, the conditions of intentions to revisit, the quality and

standard of the electronic equipment and displays, the perception of the airport security and the seating comfort. Thus, all specific objectives were identified from the empirical analysis. In addition, some customers do not be aware of the significance of researching behavioral intention. The workforce for collecting data from one source to another is minimal due to the less budget that has been prepared for data collections. But all in all, the research is successful because most of the data collected are very clean and show integrity and consistency. The research justifies the organizational management theory, which states that the theory explains the effectiveness of the behavioral intention is created from features on passengers'. The model from the conceptual framework represents the relationship of the proxy variables including layout accessibility, facility aesthetics, perception of airport safety, seating comfort and airport cleanliness for atmospheric airport features on passengers' and willingness to spend more, intention to revisit, electronic equipment, and display, customer satisfaction for Behavioral intention.

CHAPTER FIVE: CONCLUSION AND POLICY RECOMMENDATION

This research is based on a quantitative investigation of the impact of atmospheric features on passengers' intention at Abeid Amani Karume International Airport at Zanzibar Island. It adopts a quantitative methodology that uses questionnaires to collect data from the airline passengers at Abeid Amani Karume International Airport. Due to the pandemic disease, the primary data of this research has been collected to both physical interviews and through online chain survey (google form). The study uses two main variables: airport atmospheric features on passengers' behavioral intention based on the Abeid Amani Karume International Airport. Thus, these variables generate the proxies' variables to measure the effect of the airport atmospheric features on passengers' behavioral intention.

The research illustrates that airport atmospheric features on passengers affect behavioral intention. The hypotheses validate that behavioral intention depends on the airport atmospheric features of passengers. Therefore, the research reveals the regression between the Airport atmospheric features on passengers' behavior intention. Based on the Airport atmospheric and behavior intention investigation, this article involves the proxy variables such as Layout Accessibility, Facility aesthetics, cleanliness, seating comfort, perception of airport safety, the efficiency of electronic equipment, intention to revisit, willingness to spend more. In this context, some proxies of airport atmospheric features on passengers indicate customers' satisfaction on behavioral intention. At the same time, other passengers are not being found any be satisfied with the behavioral definition.

Based on the findings, the study recommends: the government of Zanzibar, through the aviation industries, should improve the efficiency of the layout accessibility services at Abeid Amani Karume International Airport. Through the aviation sector, the government of Zanzibar should

impose modern equipment tools to maintain the clean environment of the airport. More effort should be improved to the departments of facility aesthetics, seating comfort, and perception of airport safety. This research has several implications for the department of airport operation (DAOP) and aviation operation (AOPs) managers concerned with organizational performance. The efficiency and effectiveness of the customers lead to better corporate performance. Thus, the following facts should be considered: the variables such as layout accessibility and airport cleanliness are the critical determinants of customer satisfaction and aviation performance. Zanzibar government should impose the aviation industries based on the management and organization aviation policy that needs all the institution aviation to improve the international airport services under the national aviation authority (NAA) and national aviation security program (NASP).

The research advises the international management organizations in the aviation industry at Abeid Amani Karume International Airport to provide services to disabled passengers. With the help of the software services, artificial intelligence should be applied to help blind people perceive the international airport services without help from other persons. In modern economics, the airport acts as a strong component to increase the country's economic growth. The international airport acts as the gateway of economic performance. Adhere most of the tourists come to Zanzibar using the AAKIA in Zanzibar Island. Therefore, the government should increase the budget to increase the services to the AAKIA as the problem statement of this research aims to investigate the effect of airport atmospheric features on passengers' behavioral intention at AAKIA. The thought has been generated due to the challenges that face the AAKIA especially in the Management organization and aviation industries. Thus, the empirical analysis revealed that some management organization departments show negative effects while others are positive. For instance, the issues

department of the layout accessibility, airport cleanness and seating arrangement, facility aesthetics, and perception of the airport comfort indicate the positive impact. More effort should be made to improve all the negative proxies, while those proxies with optimistic the aviation industry of Zanzibar should have to manage it. Furthermore, the empirical analysis findings from the estimated results provide the answers to the research questions. For sure, the Aviation industry in Zanzibar, by communication with AAKIA departments, should ensure strong collaboration among the departments themselves and from the AAKIA to the central government of Zanzibar.

In addition to that, the AAKIA in Zanzibar Island uses the considerable budget to fix the challenges that have been raised due to the minor maintenance as the means to control the maintenance and operations.

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