

LEVEL 7 ASSESSMENT SPECIFICATION



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Programme:	DBA		
Module:	Converting Research into Practice		
Module code:	HKBM7020	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Dr Alice Te	Internal Verifier:	Prof. Eddie Yu
Assignment Title:	Report	Word count (or equivalent):	8249words
Submission deadline:	17 February 2025	Return date of provisional marks & written feedback:	17 March 2025 (Tentative)
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 50% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

Upon the successful completion of this module, the student should be able to:

- Create and interpret new knowledge through original research and advanced scholarship; to extend the forefront of business and management studies;
- Demonstrate a systematic acquisition and understanding of a substantial body of knowledge which is at the forefront of business and management studies and organisational/management practice;
- Conceptualise, design, and implement a research project for the generation of new knowledge and understanding at the forefront of business and management studies and communicate the findings and contributions to academic/practitioner audiences;
- Conduct a pilot study, gather, and analyse original empirical data and develop the findings to write a paper in the format of an academic journal article;
- Write a research-based academic paper making that makes informed judgements on complex issues and makes a clear contribution to both business and management theory and organisational/management practice.

TASK DESCRIPTION

Use of Generative AI in Assessment

(Lecturer to indicate Yes or Not against each element)

RESEARCH	For this assessment, you can use Generative AI to support you in research, including searching for bibliography, using tools to summarise, compare and interrogate materials.	Yes ☐ No ☒
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes ☐ No ☒
PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including rephrasing of your own work within specific standards.	Yes ☒ No ☐
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Exploring the Impact of Service Quality, Corporate Image, Perceived Value and Customer Satisfaction on both Long-haul and Short-haul Customer Loyalty in Hong Kong's aviation industry. Case in Cathay Pacific.

Chapter 1. Introduction

The aviation industry plays a very important role in the transportation industry. However, the fuel prices have continued to rise in recent years, and since the emergence of covid 19, which has caused certain operating pressure on the entire industry. Low-cost airlines not only serve short-haul routes (Anwar & Asad,2024).However, which also develop long-haul routes to increase the competitiveness. For example, Hong Kong Airline Company has developed international Long-haul routes from Hong Kong to Canada and Australia and the prices are also lower than traditional routes. In terms of short-haul routes, GBA airline is the new airline established in Hong Kong in 2024, which company mainly focuses on low-cost short-haul routes. Faced with numerous competitors, traditional high-end airlines face a huge contradiction between the high-quality services and high-priced products (A Baker,2013). Therefore, traditional airlines need to better understand different kind of customer needs from multiple aspects and make targeted deployments to deal with strategies to reverse difficulties and keep the loyalty of existing customer.

As Hong Kong is an international hub and an important area for international air transportation, which has routes all over the world and has a great influence in the international aviation industry. Cathay Pacific Airways is the most prominent and influential airline in Hong Kong (Wong,2022).However, the business has huge debt crisis has occurred with many factors. At the same time, these factors have also led to a decline in customer loyalty. If they are not handled properly, the group will suffer serious losses and go bankrupt, which will seriously affect the

operation of international air transportation and have serious consequences.

In addition, previous studies on customer loyalty in the airline industry have not analyzed long-haul and short-haul passengers, and similar studies have not been conducted in Hong Kong. Furthermore, refer to research outcome by Suhartanto et al. (2013), which lack of analysis the direct relationship between perceived value and customer loyalty.

Therefore, based on the above issues, this study via the case of Cathay Pacific and targeting the Cathay Pacific's customer be a research object to established a relationship model between customer service quality, corporate image, perceived value, and customer satisfaction, and conducted research and analysis on the impact of long-haul and short-haul customer loyalty in Hong Kong Aviation industry; and provide practical suggestions through the research results to contribute for the aviation industry development and society and addresses the existing gap in this field. The research object is an international aviation listed company: Cathay Pacific Airways Limited.

Research Rationale

Hong Kong is an international hub and an important region for international air transportation. Cathay Pacific has been the most representative airline in Hong Kong's aviation industry for many years and has the most counters and parking spaces at Hong Kong International Airport (Wong,2022). Moreover, the cargo volume ranks first in the entire Hong Kong aviation industry, and the position is very prominent. Unfortunately, since 2018, the company has suffered a huge impact from investment failures and the COVID-19 pandemic in 2019-2023, the group's debt ratio has increased, and needs financial assistance from the Hong Kong government (Westbrook,2022).

During the epidemic, in order to control operating costs, the company took a series of actions that were criticized by existing customers and the public. For example, Cathay Pacific laid off a large number of employees and cut employee benefits despite government support. This move was

considered to have damaged the company's image and was criticized by the public and society sees this as lacking in CSR(Westbrook,2022).

In addition, due to the the attrition of a significant workforce due to layoffs and cuts in benefits, the quality of customer service has seriously declined (Khoo,2020), including the shortage of ground and flight attendants, which has led to the reduction of flight routes and temporary cancellation of flights due to lack of manpower, especially long-distance flights. The impact was greater, and there were problems such as flight delays (Tse,2024). As a result, the number of customers satisfaction and loyalty lost has also increased; and the quality of in-flight services, including meals, cabin services, and cabin crew has dropped significantly, causing unnecessary losses to customers (Toh & Deng,2023). In particular, in 2018, Cathay Pacific reduced the number of cabin seats due to cost-cutting issues. The increase has reduced cabin space, and long-haul passengers have reduced comfort due to cramped seats and complained about a significant drop in service quality, which has greatly affected customer satisfaction and loyalty. In addition, customers' perceived value and brand image had also been damaged and negative in word mouth of loyalty, which complained about the decline in the quality of airline food poisoning incident, especially short-distance customers (Mok, 2025). In the past, even short-distance passengers had rich meals, but now only snacks are provided to save costs. Compared to other low-cost airlines, Cathay Pacific's fares are twice as expensive, but the price is inconsistent with expectations (Slack et al.,2020).

Conversely, Cathay Pacific is perceived as a large-scale traditional airline with a positive perceived value due to the safety and reduced accident risk on both long-distance and short-distance routes. However, customers still choose other low-cost airlines due to high perceived value and loyalty, which is not related to loyalty (Suhartanto et al.,2013). This research results are polarized from the general public and warrant further exploration by researchers.

Coupled with many unfavorable factors such as the emergence of competitors, the company

needs to conduct in-depth research on different types of customer loyalty (Suhartanto et al.,2013). Continuous improvement is necessary to avoid bankruptcy due to poor management. As Cathay Pacific has routes all over the world and has a great influence in the international aviation industry, this study proposes the analysis results based on different types of customer loyalty, provides practical suggestions, and continues to contribute to the aviation industry and society.

Hong Kong government has the authority to enforce immigration controls on foreign nationals entering, staying, and departing the region (Ho & Mckercher,2014). The region has identified eight short-haul countries and six long-haul countries, with the distances between them being 3,000 km and 7,000 km respectively. The trip time by air is measured count on over five hours above was the Long-haul; Short-Haul within five hours (Bao & McKercher,2008). (see Table.1)

Table 1 Distance and Air Travel Time between Hong Kong and Major Gateway Cities of Markets Examined

	Distance to Hong Kong (km)	Trip time by air
<i>Short-haul source market</i>		
Taiwan (Taipei)	807	1:12
Japan (Tokyo)	2,964	3:44
South Korea (Seoul)	2,067	2:41
Indonesia (Jakarta)	1,751	4:03
Malaysia (Kuala Lumpur)	2,535	3:14
Philippines (Manila)	1,144	1:36
Singapore	2,555	3:15
Thailand (Bangkok)	1,688	2:14
<i>Long-haul source market</i>		
USA (New York)	12,972	15:29
Canada (Toronto)	12,569	15:00
UK (London)	9,647	11:34
Germany (Frankfurt)	9,169	11:01
France (Paris)	9,606	11:32
Australia (Sydney)	7,372	8:54

Source from (Ho & Mckercher,2014)

This study will take Cathay Pacific as an example to explore the Impact of Service Quality, Corporate Image, Perceived Value and Customer Satisfaction on both Long-haul and Short-haul Customer Loyalty in Hong Kong's aviation industry

Research Gap

Although there have been previous studies on customer loyalty in the aviation industry, none of the studies focused on analyzing the customer loyalty of long-haul and short-haul customers, and the research was not conducted in Hong Kong;

In addition, refer to research outcome by Suhartanto et al. (2013), which lacks analysis on the direct relationship between perceived value and customer loyalty. Therefore, this study addresses the existing gap in this field.

Research Importance

As Hong Kong is an international metropolis and an important area for international air transportation, Cathay Pacific has been the most representative airline in Hong Kong's aviation industry for many years, which has the most counters and flight parking areas at Hong Kong International Airport. Moreover, the cargo volume is the highest in the entire Hong Kong aviation industry, and the status is very prominent. However, since 2018, the company has suffered from investment failures and the huge impact of Covid 19, and the group's debt ratio has increased, requiring financial rescue by the Hong Kong government. And because The Company needed to control operating costs and cut back on services, and also carried out large-scale layoffs, which damaged the corporate image (Toh& Deng,2023). Furthermore, the customer's perceived value was harm, who complain the meal quality decrease with expensive airline, and delay flight since have not enough flight in recent years after covid 19. The above factors has influence the customer satisfaction and loyalty, special on long haul flight had suspended, such as Maldives and some USA's city ; and cut direct flight on short haul, such as Japan's line on OKINAWA (Anwar& Asad,2024).

In addition, the competitors emerged and under many unfavorable factors, the company

needed to conduct in-depth research on different types of customer loyalty. Improvements should be made to avoid the crisis of bankruptcy due to poor operation and have serious consequences. As Cathay Pacific has routes all over the world and has a great influence in the international aviation industry, this study proposes the analysis results based on the Impact of Service Quality, Corporate Image, Perceived Value and Customer Satisfaction on Long and Short Haul of customers loyalty. Provide practical suggestions and continue to contribute to the aviation industry and society. The research object is an international aviation listed company: Cathay Pacific Airways Limited.

Research Aim

This research aim as examining the impact of service quality, corporate image, perceived value, and customer satisfaction on Short haul and Long Haul customer's loyalty behavior in HK Cathay Pacific

Research Question

1. How do the impact of service quality, corporate image, perceived value, and customer satisfaction on Short haul and Long Haul customer's loyalty in HK Cathay Pacific?
2. Which factor is highly significant on Short haul and Long Haul customer's loyalty in HK Cathay Pacific?

Research Objectives

This research is exploring the impact of service quality, corporate image, perceived value, and customer satisfaction on Short haul and Long Haul customer's loyalty in HK Cathay Pacific

Research Method

This study will utilize a mixed-method approach, incorporating both quantitative and qualitative analyses to examine primary and secondary data, based on the research frameworks established by Hussain et al(2014), thereby enhancing reliability and validity while advancing the aviation

industry's comprehension of customer loyalty.

This study will use a mixed research method to analyze long- haul and short- haul passengers separately. First, online surveys will be used to conduct pilot testing to collect 20 survey from long- haul and short- haul passengers respondents. Once the pilot testing is successfully completed, and will made that pilot test reflection to examine the most validity and reliability survey questions. The formal questionnaire survey will be conducted.

In terms of Quantitative method, the researcher via formula by Tabbachnick & Fidell (2019) to measure the sample size is minimum 100 above with data collection through online questionnaires sent to respondents of long- haul and short- haul passenger. And use Qualitative analysis method via in-person of face to face's focus group to conduct voluntary interviews with 10 of Long-Haul and 10 of Short- Haul respondents separately to collect primary data with actual surveys. Use SPSS system for data analysis to identify the triangular relationship in next step. The period of data collected of qualitative and qualitative analysis will process Sep 2025.

The literature review is derived from measurability and is crucial for formulating the study rationale (Hussain et al., 2014). The service quality, corporate image, perceived value, and customer satisfaction have been shown to impact customer's loyalty (Hussain et al,2014).

Research processing

According to general research considerations, this research process is to first determine the research question, find out the research motivation, and conduct research on relevant literature. Secondly, through research design, hypotheses are made, questionnaires, interviews and focus groups are conducted to collect primary and secondary data, and interpret the data. The procedure of gathering and analysis, and finally conclusions and research recommendations.

Research scope and objects

This study mainly explores the relationship between Cathay Pacific's service quality, corporate image, perceived value and customer satisfaction and the impact on long-haul and short-haul customer loyalty. The research will focus on analyzing Cathay Pacific's policy behavior, find relevant literature support, and use the respondents' views to analyze. The respondents are mainly consumers who have patronized Cathay Pacific intentions, understand their loyalty intentions, and make predictions about future developments for the company's reference.

Chapter 2. Literature review

In literature review session, which focus on the definition and relationship of service quality, corporate image, perceived value, customer satisfaction and customer loyalty into Cathay Pacific's policy implementation.

Service Quality

The famous scholar Regan (1963) defined service quality as intangibility, simultaneity, heterogeneity, and perishability, which are analyzed by scholars. Intangible service quality, such as a waiter's smile, is characterized by potential satisfaction that cannot be measured using data or individuals.

The concept of simultaneity refers to the simultaneous creation of services by both the customer and supplier. This is unique and meaningless if only one party is involved. Heterogeneity refers to the variation in results due to factors like time, weather, or location. Finally, perishability refers to the potential disappearance of products or offers due to customer absence or expiration.

Lovelock and Wirtz (2011) underscored the significance of design, production, and process quality in determining the future service quality of enterprises. In 2014, Cathay Pacific apologized for staff shortage-related flight cancellations, condemning the Hong Kong government for the inconvenience. These cancellations resulted in customer losses, complaints, and a negative impact on satisfaction, highlighting the need for swift resolution to maintain normal operations.

Corporate image

Corporate image refers to a company's logo, which can either positively or negatively impact customers' perception (Radovic-Markovic et al., 2017). Ekiz et al. (2006) suggest that brand image includes overall cognition, value for money, promotion, and goodwill, influencing customers' emotional response to the enterprise's information. Chang et al. (2014) found that Cathay Pacific

integrates three elements of corporate image: organizational, service, and product, and explained the corporate image is the customer's appearance and cannot be ignored without support. Yunus et al. (2022) analyzed corporate image, culture, reputation, and performance, stating that consumers pay attention to the main scene and impression of the company's activities, and the evaluation of product and brand recognition is influenced by the corporate image.

The cost life cycle of a company is similar to any other general company, and maintaining a good image requires various promotional activities and marketing plans (Pratama Hafidz and Huriyahnuryi, 2023).

Perceived Value

Perceived Value defined the mix of price, service, and product quality in a target market, with higher prices indicating better attributes (Kotler & Kevin, 2021). Perceived value is a consumer's evaluation of a product or service, considering both benefits and risks (Gan & Wang, 2017). Wu (2014) pointed out a crucial foundation for marketing work, influencing return (profitability) and risk (acquisition cost). Perceived value significantly impacts consumer relationships with organizations, influenced by factors like quality, price, and convenience (Hermantoro & Albari, 2022), which can lead to long-term benefits like increased customer trust and repeat consumption, making the essential for all marketing efforts.

Customer Satisfaction

Consumer satisfaction is the perception that a consumer receives what they expect or surpasses the expectations after using a product or service (Gupta, 2016). The emotion can be favorable or unfavorable and must align with the customer's expectations (Pratama Hafidz & Huriyahnuryi, 2023). Harmonious alignment of services is a criterion for defining happiness and serves as a benchmark for assessing client satisfaction with various services (Imran & Ramli, 2019).

Sendawula et al. (2018) claimed that the customer satisfaction is crucial for evaluating and measuring the advantages of developing opportunities and standardized performance.

A legitimate firm relies on satisfied customers, as customer satisfaction fosters loyalty and reduces the likelihood of competitors moving. Satisfied customers maintain loyalty, generate favorable word-of-mouth, and reach a broad audience, thereby enabling profitability (Harzaviona & Syah, 2020; Felix, 2017).

In contrast, Customer disappointment can lead to negative reviews and brand switching, as experts suggest that customer happiness fosters loyalty, benefiting the company and fostering loyalty (Bassan & Kathuria, 2016)..

Customer loyalty

Customer loyalty defined the confidence and loyalty customers show towards a brand, resulting in the continued use of the company's services or goods (Chiambaretto, 2020). The primarily determined by the satisfaction customers experience after using the service or product. Attitudinal loyalty is a positive expression of customer allegiance to the firm (Cifci & Erdogan, 2016). Customer loyalty offers benefits for a company, such as enhanced value and recurring payments, which are challenging assets for a corporation to obtain (Ndubisi, 2006). Customer commitment to a company is the result of the relationship between attitude and the propensity to reject other firms. Customer loyalty is crucial for a company's success, as loyal customers are essential for achieving profitability (Liat et al., 2014).

Relationship between Customer Satisfaction and Customer loyalty in Cathay Pacific

Given that traditional customer behavior concepts are based on the close relationship between satisfaction and loyalty and repurchase intention (Chiguvi & Guruwo, 2017) and are also a reflection of customer behavior in terms of satisfaction with products or services, the calculation from

corporate image, perceived value, service quality and satisfaction can be considered a preliminary one, while the calculation from satisfaction to loyalty can be considered a deeper one. Especially customers feel satisfy the service, which increase to repurchase rate (Gong& Yi,2018). Using the Customer satisfaction predict repurchase intention and the company's future profitability is the best way (Kuo et al., 2009) Chikazhe et al. (2021) contended that robust client satisfaction and loyalty are essential for a company's success. In order to increase profits, airlines should pay attention to customer churn rate. Abd-el-salam et al(2013) evaluated the relationship between attitudinal and behavioral loyalty, assuming that loyalty is formed and responds to more management insights of the company's employees and is positive. Kim and Lee (2011) asserted that customer satisfaction positively influences consumers' propensity to repurchase.

Harzaviona & Shah (2020) found that customer satisfaction can greatly help increase customer loyalty; Izogo (2017) analyzed that in addition to price, companies that obtain more customer satisfaction can maintain longer in industry competition; The higher the satisfaction, the lower the relative customer churn rate. At the same time, satisfaction is regarded as an indicator of national trends (Rahayu et al., 2020).

Thakur (2014) asserted that when customers see the wishes being satisfied, the organisation experiences more purchasing chances. Content customers are likely to repurchase, fostering a beneficial impact on the firm and establishing a link between satisfaction and customer loyalty, so enhancing customer loyalty.

Based on above statement, the subsequent hypothesis is posited:

H1: Customer Satisfaction has significant positive impact to Customer loyalty

Relationship between Service Quality, Customer Satisfaction and Customer loyalty in Cathay Pacific

Service Quality and Customer Satisfaction

a. Simultaneity

Cathay Pacific's service quality relies on the cooperation of both suppliers and customers. In 2018, a snowstorm in Tokyo caused the airport to close, forcing passengers to transfer via Osaka or Nagoya. This led to many travelers canceling trips, affecting the synchronization services provided by suppliers (Zairi, 2000), Wei & Cheng (2022) believed that the aviation industry requires competitive power to handle special events causing travel delays. Cathay Pacific often faces weather or mechanical issues, affecting passengers' travel. Despite these challenges, the airline tries to provide compensation and flexible treatment to improve service quality. This increases the chances of long-haul or short-haul passengers accepting the offer, positively impacting satisfaction and loyalty (Ilias & Panagiotis, 2010).

On the contrary, Leung et al. (2017) studied that service quality does not correlate with satisfaction when both suppliers and customers participate simultaneously. Regardless of the circumstances, long-haul or short-haul customers may still be dissatisfied with the airline's offer, leading to wasted time and money. Brady et al. (2002) argued that customer satisfaction is not a reasonable measure and that service quality is an attitude, which concluded that even if an offer is accepted, complaints can still be made, highlighting the importance of considering both factors when evaluating service quality.

b. Intangibility

According to the famous scholar Regan's (1963) four factors intangible factors explain why customers choose Cathay Pacific over low-cost airlines. The main reason is customer confidence in Cathay Pacific's service quality. Passengers appreciate the wider aircraft seats, spacious aisles,

sincere staff, higher quality in-flight meals, and more immigration check-in counters. The strategically located apron and runway, stable flight schedule, and high punctuality rate contribute to customer satisfaction (Ilias & Panagiotis, 2010). Jung et al. (2017) studied have shown that high-income foreign or business customers prefer premium long-haul flights with premium service, preferring good quality airlines and direct flights. Amwaama et al (2022) agreed that low income customer will choose low cost airline to reduce the travel, resulting in satisfaction from the low price offer, who believed the service quality have positive impact to satisfaction.

However, the Cathay Pacific food poisoning incident negatively impacted customer confidence and service quality as meal service reflects cultural differences and satisfaction is hard to achieve (Mok, 2025).

c. Heterogeneity and Perishability

The nature of a service is affected by environment and weather (Mondok et al., 2018), and airlines like Cathay Pacific adjust their airfares based on festivals and seasons. Shainesh (2012) agreed heterogeneity can improve customer satisfaction, as travel is a habit and lifestyle for today's generation. During peak seasons, such as Christmas and summer vacations, Cathay Pacific increases its airfares. However, during off-seasons, the company uses discounts and service enhancement offers to attract customers, increasing satisfaction and loyalty (Sandada and Matibiri, 2016).

Service quality is a concept that has a significant positive relationship with customer satisfaction. Perishability refers to discounts attached with a deadline, meaning customers cannot enjoy them outside the deadline, resulting in the ticket value becoming zero (Papatheodorou & Iatrou, 2014). Cathay Pacific has acquired Asia Miles and collaborates with other commercial organizations to increase rewards points, which can be used to upgrade service quality for free (Heyns & Carstens, 2011). Lu et al. (2015) found that service quality is positively correlated with

customer satisfaction and retention. Overall, understanding the heterogeneity of service and its impact on customer satisfaction is crucial for airlines like Cathay Pacific.

Conversely, Leung et al. (2017) argued that business customers often overlook price and discounts during business trips, while long-distance passengers focus on comfortable seats and rest. Budarma et al. (2018) found that short-distance travel families do not process discount periods or rewards, and discounts do not increase customer satisfaction. Service quality is crucial for success in the competitive airline industry, as demonstrated by Cathay Pacific's dedicated department for customer baggage management.

Service Quality and Customer Loyalty

Chikazhe et al. (2021) found that service quality significantly influences customer loyalty, while Pratama Hafidz and Huriyahnuryi (2023) found that leads to customer satisfaction, re-purchase activities, and passenger loyalty, providing a competitive advantage in the airline industry by focusing on creating and maintaining high-quality services. Prior studies have examined a correlation between Service Quality and Customer Satisfaction (Lu et al, 2015); and Service Quality with Customer Loyalty (Chikazhe et al., 2021), which can via that mediated relationship by Customer Satisfaction to identify the hypothesis relationship in this study. Consequently, in light of the aforementioned statement, the subsequent hypothesis is posited:

H2: Service Quality has significant positive impact to Customer Satisfaction

H3: Service Quality has significant positive impact to Customer Loyalty

H8: Customer Satisfaction mediates the relationship between Service Quality and Customer Loyalty

Relationship between Corporate image, Customer Satisfaction Customer loyalty in Cathay Pacific

Lee et al.(2011) pointed out three elements of corporate image, including: Organizational image, Service image and Product image

Organizational image

Organizational image refers to customers' reactions and attitudes towards products and services promoted by a company, based on its company and store image. Customers evaluate Cathay Pacific's contribution to society and its ability to meet the needs and satisfaction (Chang et al.,2013).

In 2022, Cathay Pacific faced financial assistance from the Hong Kong government due to the pandemic, leading to a negative assessment of the company for not fulfilling its corporate social responsibilities. Beneke et al. (2011) found that Corporate image is positively correlated with satisfaction, as both long-distance and short-distance customers have subjective views on the organization. To improve satisfaction, companies must meet customer needs, especially for short-distance, low-spending customers who often repurchase through airline rewards and discounts. This strategy is essential for improving customer happiness and securing long-term success. (Chang et al.,2013).

Oppositely, Ganglmair-Wooliscroft and Wooliscroft (2013) pointed out that in a cross-cultural study, the emotional reactions and satisfaction levels of passengers on long-haul flights in the United States and Austria were different, and that corporate image had no relationship with satisfaction, explaining that cultural awareness Service is more important.

Service image

Service image refers to customers' perceptions of a company's service, price, and promotion image

(Nadiri et al.,2008). In 2023, Toh and Deng(2023) pointed out Cathay Pacific flight attendant discriminated against a Chinese passenger, causing discomfort and damaging the company's corporate image, which incident negatively impacted the professionalism of employees and led to social media boycotts. Lai et al.(2009) explored the Corporate image have positive related with Customer satisfaction, specially some long haul customer focus on premium service and safety.

In contrast, Li & Petrick (2008) believed that corporate image directly affects customers' word-of-mouth and repurchase behavior when the customer face one necessary, but has no effect on satisfaction with services or products.

Product image

Product image refers to customers' opinions and attitudes towards products, determining the suitability and company's standing. Brand image, on the other hand, is the attitude customers form towards a product position (Radovic-Markovic et al.,2017). Leaniz & Rodríguez(2016).found that brand image positively impacts satisfaction and repurchase behavior with Long Haul customer, and suggested airlines should provide promotional activities and frequent programs, such as charity or social contribution activities, to promote Hong Kong's tourism industry and increase satisfaction, word of mouth, and repurchase intention. Zameer et al. (2015) also examined the relationship between customer satisfaction and brand image, agreeing that airlines must ensure customer satisfaction to make products or services perceived as valuable.

However, Hussain(2016) reveals that the quality of a service significantly influences customer satisfaction and favorable behavioral intentions, not related with Brand image. Kayaman and Arasli (2007) examined the factors influencing loyalty towards Internet service providers within the airline business, both long-haul and short-haul customer satisfaction is a mediating factor between service quality and repurchase intention, excluding brand image.

Corporate image and Customer Loyalty

Chikazhe et al. (2021) found that Corporate image significantly influences customer loyalty, while Pratama Hafidz and Huriyahnuryi (2023) found that leads to customer satisfaction, re-purchase activities, and passenger loyalty, providing a competitive advantage in the airline industry by focusing on creating and maintaining high-quality services. Prior studies have examined a correlation between Corporate image and Customer Satisfaction(Lu et al,2015); and Corporate image with Customer Loyalty(Chikazhe et al., 2021), which can via that mediated relationship by Customer Satisfaction to identify the hypothesis relationship in this study. Consequently, in light of the aforementioned statement, the subsequent hypothesis is posited:

H4: Corporate image has significant positive impact to Customer Satisfaction

H5: Corporate image has significant positive impact to Customer Loyalty

H9: Customer Satisfaction mediates the relationship between Corporate image and Customer Loyalty

Relationship between Perceived Value, Customer Satisfaction and Customer Loyalty in Cathay Pacific

When a long-distance passenger visits Cathay Pacific, due to the high airfare, flight times and better facilities than low-cost airlines, the passenger will have a sense of superiority, and that perceived value will affect customer satisfaction (El-adly, 2019). Kuo et al. (2009) pointed out that perceived value can be evaluated and explained from the perspective of money, quality and customer perceived benefits, and perceived value is profitable for customers, customers will have a satisfied attitude and agree that perceived value will have a great influence on customer satisfaction. At the same time, when short-distance customers purchase discounted cheap air tickets during the

promotion period, they will also feel that they have received high cost-effective treatment, which will improve the satisfaction and increase the chance of repurchase, which reflected in the value or benefits obtained in a successful transaction. Therefore, Davis & Hodges(2012) agreed perceived value will positively affect customer satisfaction and repurchase intention. Kuo et al. (2009) believed that when customers' perception of service quality exceeds the cost of obtaining the service, there will be a higher sense of service value and higher customer satisfaction.

Conversely, Syah & Olivia (2022) assert that perceived value pertains to the customer's subjective sentiment before or prior to the purchase, whereas satisfaction denotes the emotional reaction following the purchase, and the two are independent of one another. No matter which passenger chooses to patronize Cathay Pacific flights because of the higher safety of the aircraft, which will not affect the satisfaction after the sale since the higher safety is already an expectation, there is no surprise. Therefore, the satisfaction will not be particularly improved.

Perceived Value and Customer Loyalty

El-adly (2019)found that Perceived Value significantly influences customer loyalty, while Pratama Hafidz and Huriyahnuryi (2023) found that leads to customer satisfaction, re-purchase activities, and passenger loyalty, providing a competitive advantage in the airline industry by focusing on creating and maintaining high-quality services. Prior studies have examined a correlation between Perceived Value and Customer Satisfaction (Chikazhe et al., 2021); and Perceived Value with Customer Loyalty (El-adly, 2019), which can via that mediated relationship by Customer Satisfaction to identify the hypothesis relationship in this study. Based on above statement, the subsequent hypothesis is posited:

H6: Perceived Value has significant positive impact to Customer Satisfaction

H7: Perceived Value has significant positive impact to Customer loyalty

H10: Customer Satisfaction mediates the relationship between Perceived Value and Customer Loyalty

Since prior research not similar research focus on exploring the Impact of Service Quality, Corporate Image, Perceived Value and Customer Satisfaction on both Long-haul and Short-haul Customer Loyalty in Hong Kong's aviation industry separately. In this study, Researchers need to use two research frameworks to study long-distance and short-distance passengers respectively, which can fill the research gap in this study.

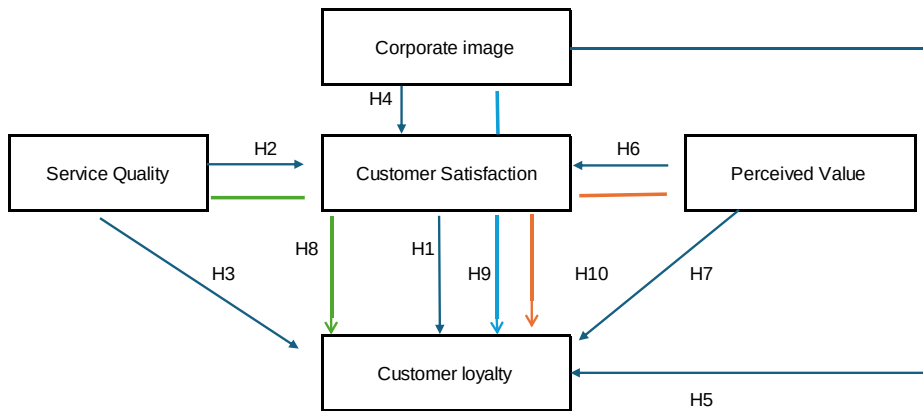


Fig.1 Construction of the Conceptual framework 1: Long Haul customer

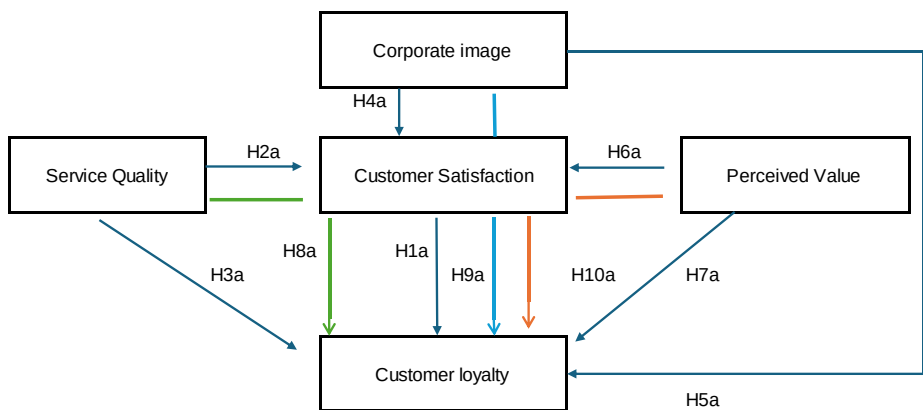


Fig.2 Construction of the Conceptual framework 2: Short Haul customer

Chapter 3. Research Aim and Objective

Research Aim

Derived from a literature review, which explored the impact of Customer Service Quality, Corporate Image and Perceived Value on Customer satisfaction and Customer loyalty. However, the research gap since there are seldom studies in the aviation industry or on a specific airline for long-haul or short-haul customers. Therefore, this study explore to conduct an in-depth analysis of the relevant classified customers to fill the research gap.

Research Objectives

This research is exploring the impact of service quality, corporate image, perceived value, and customer satisfaction on Short haul and Long Haul customer's loyalty in HK Cathay Pacific, which analyzes Cathay Pacific's policy behavior, literature support, and respondents' views to understand their loyalty intentions and make predictions about future developments for the company's reference.

Research Question

1. How do the impact of service quality, corporate image, perceived value, and customer satisfaction on Short haul and Long Haul customer's loyalty in HK Cathay Pacific?
2. Which factor is highly significant on Short haul and Long Haul customer's loyalty in HK Cathay Pacific?

Chapter 4. Proposed methodology

Research Philosophy

Ontology is a mathematical philosophy that investigates the nature and attributes of a thing, analyzing the structure and relationships (Nasution ,2018). The relationship of Research Philosophy (See Figure.1 & 2)

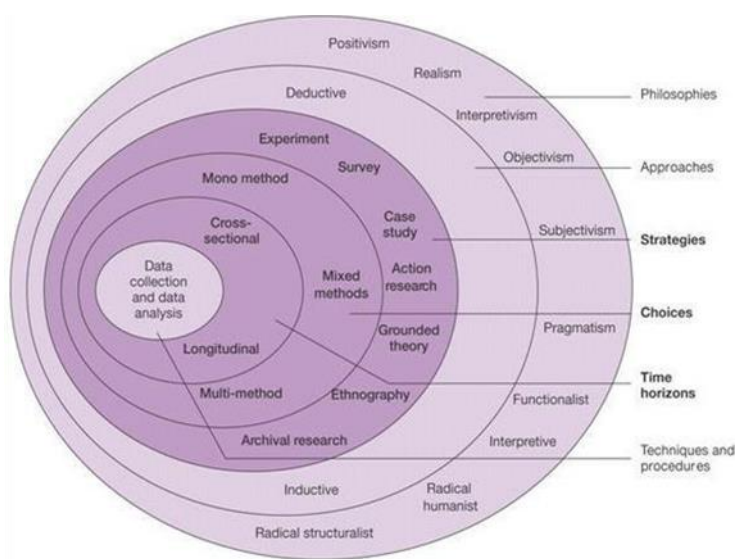


Fig.3 Research onion Source from Saunders et al(2019)

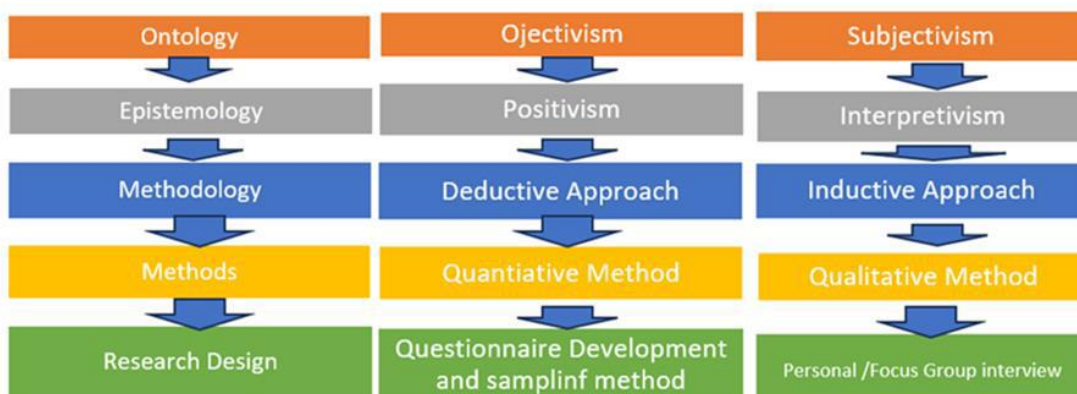


Fig.4 Summary of Research Method step Source from Saunders et al(2019)

The Ontology comprises Subjectivism and Objectivism

According to Nissen(2015), the Subjectivism posits that reality is shaped by actions and human cognition, and Wright et al.(2013) point out “objectivism evaluates scientific and mathematical funding through experience, evidence, observation, measurement, and judgement”.

This study will elucidate the influence of customer service quality, corporate image, perceived value, and customer satisfaction on customer loyalty for both distance of Short and Long Haul segments within the Hong Kong aviation industry, specifically focus on Cathay Pacific, through the lenses of objectivism and subjectivism in research ontology, as well as positivism and interpretivism in epistemology. The unit of study is the distance of Short and Long clients segment of Cathay Pacific.

The core article from Yunus et al. (2022) , suhartanto et al.(2013) and Pratama and Huriyahnuryi(2023) used objective ontology to investigate the effects of customer satisfaction from service quality, corporate image and perceived value on Short Haul and Long Haul Customer Loyalty, the study confirmed the hypothesis results and plans to adjust the variables to investigate the impact of customer service quality, corporate image, perceived value, and customer satisfaction, on Short Haul and Long Haul’s Customer Loyalty in Hong Kong Aviation industry with case in Cathay Pacific.

Epistemology

Epistemology is a discipline of philosophy that examines the categories, origins, limitations, and values of knowing. It encompasses ethical dilemmas, empirical information, evaluative criteria, constraints, societal influences, and personal significance (Stein, 2018). Theory of knowledge encompasses Positivism and Interpretivism.

Epistemology is a field that comprises two types: Interpretivism and Positivism.

According to Lincoln et al.(2011) pointed out “Positivism is a philosophical methodology that examines facts and evaluates ideas via induction, using established scientific theories as a foundation”, and Interpretivism of philosophical approach via the observation and experience to inductively measurement (Flick,2014).

This research via interpretative and positivist epistemology to examine the determinants affecting customer loyalty behaviour for Short Haul and Long Haul in the Hong Kong aviation business, identifying hypothesised outcomes using theoretical mixed method with qualitative and quantitative analyses (Denzin & Lincoln, 2005).

Research Approach

Methodology denotes the techniques skills and procedures for the research processing (Bryman, 2008). Utilise many situations, with a consistent objective, including both deductive and inductive methodologies (Saunders et al., 2019).

The deductive reasoning approach employs hypotheses and empirical theory to guarantee legitimacy, credibility, and impartiality, although it cannot be executed in the presence of uncertainty (Bryman, 2008).

The inductive method entails the observation and experimentation of assumptions (Bryman, 2008), using empirical experience and inductive reasoning to gather materials from particular facts and assess believability (Saunders et al., 2019).

The Quantitative approach employs data observation, experiential analysis, computational techniques, questionnaire surveys (Kothari, 2007), literature evaluations, and prior study for objective analysis; yet, it necessitates intricate issue intricacy and prolonged contemplation.

Qualitative approaches to created focus group with face to face method, which use brief questionnaires to comprehend the subjective meanings of Long Haul's customers (Creswell, 2014); the participants often pertain to subjective experiences to answer the survey questions (how, what, etc.). Comprehensive cognitive sensitivity and focused surveys (Padgett, 2008) are synthesized, facilitating the development of novel views and hypotheses (Merriam, 2009).

This research conduct on approach of deductive and inductive, via the methods of qualitative and quantitative to analyse the foundational articles by Yunus et al. (2022), Suhartanto et al. (2013), and Pratama and Huriyahnuryi (2023) in order to ascertain the influence of various factors on customer loyalty for Short Haul and Long Haul flights within the Hong Kong aviation sector, specifically focus on Cathay Pacific.

The study employs quantitative methodologies like descriptive analysis, reliability testing, and multiple regression to assess hypothesis validity and examine variables' interrelationships (Hair et al., 2014). Following the method by Neuman, (2006), the extensive samples will be used for theoretical validation and research inquiries (Kothari, 2007). The offering time and cost saving is via the qualitative feedback from the focus group to evaluate cognitive sensitivity.

Methods of Data Collection:

Time Dimension

Using the mixed-methods approach via quantitative and qualitative methods to gather first hand data in this research. To use the cross-sectional study for the simultaneous collection of data using quantitative approaches. Anticipate using an online questionnaire and the qualitative approach for a face-to-face focus group interview, employing a physical questionnaire to finish data collecting within 30 days from September 1 to 30 September, 2025.

Research Design

The primary data was collected via online survey to all Cathay Pacific's experience respondents, which using Google Forms create the survey and via social media tools, such WhatsApp and QR code and email to send out (Tabachnick & Fidell, 2019). This technique facilitates the analysis of large sample numbers and qualitative approaches via focus groups, enabling objective survey replies from participants (Kamper, 2020).

Measurement table and Survey questions content Validity

The survey expansion adapted the variables 'measurement table items' from the main secondary data from scholar journals and tested the validity of the survey's questions in reflecting real-life scenarios. Yunus et al. (2022), Suhartanto et al. (2013), and Pratama and Huriyahnuryi (2023).

Table.2 Table of Measurement items

Variables	Original measurement items	Sources	Adapted measurement items
Service Quality	SQ1: 'My ISP company has a professional service system for the ISP products' SQ2: 'My ISP company provides fast and precise services for the ISP products' SQ3: 'Services provided by my ISP company for the ISP products according to what I want' S4: 'My ISP company provides convenient and easy-to-understand customer service for the ISP products'	Yunus et al. (2022)	SQ1: Cathay Pacific has a professional service on Aircraft cabin and grounding SQ2: Cathay Pacific provides fast and precise services on Aircraft cabin and grounding SQ3: Cathay Pacific provided service according to what the I want S4: Cathay Pacific provides convenient and easy-to-understand service (online checkin, online purchasing)
Corporate Image	CI1: 'I have a good impression about My ISP company' CI2: 'My ISP company has a better image and big name in comparison with other companies' CI3: 'My ISP company always has the latest and up-to-date innovations' CI4: 'My ISP company has a social responsibility and often perform socialization'	Yunus et al. (2022)	CI1: I have a good impression about Cathay Pacific CI2: Cathay Pacific has a better image and big name in comparison with other companies CI3: Cathay Pacific always has the latest and up-to-date innovations CI4: Cathay Pacific has a social responsibility and often perform socialization
Perceived Value	PV1: 'I consider the price of services provided by the ____ hotel to be reasonable.' PV2 : 'The service I received from ____ hotel was excellent compared to what I had given up.' PV3: ' ____ hotel offers good value for money'. PV4: 'The products in this shop are cheap'	Suhartanto et al.(2013);Pratama Hafidz and Huriyahnuryi(2023)	PV1: I consider the price of services provided by Cathay Pacific to be reasonable. PV2 :The service I received Cathay Pacific was excellent compared to what I had given up. PV3: Cathay Pacific offers good value for money. PV4: The price of Cathay Pacific's airline ticket is cheap
Customer Satisfaction	CS1: 'I was satisfied subscribe my ISP product' CS2: 'I feel the device of my ISP product fulfilled my expectations' CS3: 'I am happy with my decision to subscribe my ISP product' CS4: 'My ISP company provides a reasonable price on ISP product devices that match the satisfaction that I felt'	Yunus et al. (2022)	CS1: I was satisfied purchase Cathay Pacific service CS2: I feel the Cathay Pacific service fulfilled my expectations CS3: I am happy with my decision to purchase Cathay Pacific service CS4: Cathay Pacific provides a reasonable price on service devices that match the satisfaction that I felt
Customer Loyalty	CL1: 'I'm still continue to subscribe my ISP product until now' CL2: 'I would recommend to people around me to subscribe my ISP product' CL3: 'I say positive things about my ISP product to the others' CL4: 'I prefer using my ISP product for the Internet than anything else'	Yunus et al. (2022)	CL1: I'm still continue to repurchase Cathay Pacific service until now CL2: I would recommend to friends to purchase Cathay Pacific service CL3: I will share the positive comments of Cathay Pacific for others CL4: I prefer to keep purchase the Cathay Pacific service for my trip

Source from Yunus et al. (2022) , Suhartanto et al.(2013), Pratama Hafidz and Huriyahnuryi(2023)

Questionnaire Development

Three components of the survey were formulated the language part in both Chinese and English, consisted of three sections: Individual information, Academic Area and General question. Especially the screening questions used to select appropriate respondents as customers of Cathay Pacific for Short Haul and Long Haul flights. The survey has a multiple-choice format using a 5-point Likert scale, ranging from "(1) Fully disagree" to "(5) Fully agree," as referenced by Yunus et al. (2022), Suhartanto et al. (2013), and Pratama and Huriyahnuryi (2023).

Inverse question

Some questions designed to elicit positive or negative responses, unexpectedly assumed the contrary character, resulting in respondents requiring explanation. The focus group survey will have 10 modified questions from Measurement items and 3 pertaining to Personal information. The responders may react to the question from a personal viewpoint. The survey used for focus group interview, official sampling, and pilot testing.

Respondent: Classified into Long- Haul and Short-Haul customers

Cathay Pacific customers is specify respondent, gender, aged group from eighteen to sixty five (Choi et al.,2014).

There will separate two group with Short Haul and Long Haul's Customer. Refer to Ho & Mckercher(2014) studied the distances between Hong Kong and other countries being 3,000 km was Short Haul and 7,000 km was Long Haul respectively. The trip time by air is measured count on over five hours above was the Long-haul; Short-Haul was within five hours (Bao & McKercher,2008). (see Table.1)

Since the expectation of Long Haul customer is higher than short Haul customer (Brady et al., 2002), For Qualitative method, the researcher will be respectively exploring related the deeply comment from Long Haul and Short Haul customer is being a respondents in focus group for this study, which can understanding more the different with Customers of Short Haul and Long Haul. For Quantitative method, the target respondents was Mix Customers with Short Haul and Long Haul.

Sample Size & Sample Method

This research makes use of a technique of sampling that is voluntary to conduct twenty for the pilot test at least (Tabbachnick & Fidell, 2019), and a sample size of 75 or more for the official collection, according to a formula developed by the researcher.

In this study, the data collection employs a voluntary sampling method targeting Cathay Pacific Customers, 20 sample size at least for the pilot test and the number of official sample size is 75, adhering to the formula $N > 50 + 8(3)$ as proposed by Tabbachnick and Fidell (2019), necessitating a value exceeding 74, The m denotes from the formula $N > 50 + 8(m)$, which is the number of independent variables, totally sample size will be targeting 100 above including pilot testing and official sample collection. The online questionnaire was sent electronically to participant's email and communication tools of social media. The sample size of 10 for Short Haul and 10 for Long Haul of customers separately via an actual survey for the face to face's focus group interview.

Research justification

This section discusses the use of surveys, focus groups, and secondary literature to improve data dependability and validity. The quantitative technique uses an online questionnaire with a 5-point scale from "strongly disagree" to "strongly agree" to gauge participants' sentiments, ensuring reliability but limiting respondents' creative input.

The face-to-face focus group interviews via surveys of the qualitative technique, tailoring questions to the central article, enhancing reliability and validity. Both strategies aim to improve the study's reliability and validity but require periodic modifications to maintain accuracy.

Data Collection

To collect 100 above samples for this study, a self-completed online questionnaire will be disseminated to participants electronically through social media communication tools, such as What's App, QR code, and email for Cathay Pacific experience customer from the researcher's contact lists (Tabbachnick & Fidell, 2019). Additionally, the sample collection on focus groups will be used in conjunction with the survey in each respondents.

Pilot test arrangements and reflection

A pilot test is anticipated after the submission of the Ethical Form, which using the quantitative approach to sent out the online survey for 20 respondents, and will scheduled for collection from September 1 to 3, 2025. Moreover, the researcher will made that pilot test reflection to examine the most validity and reliability survey questions. The official questionnaire survey will be conducted.

Data Analysis

Since the focus of this study is to fill the gaps in previous research and find new knowledge, in terms of data analysis, this study will also analyze Long-Haul and Short-Haul customers independently to find different results, and finally compare and analysis. Additionally, the data analysis will via the triangulation with Qualitative and Quantitative method to identify the results.

The research utilized the SPSS system for reliability and validity assessment (Kliemann et al., 2016), and data analysis methods such as descriptive, reliability testing, correlation testing, factor analysis, and multiple regression were employed to analyze survey responses. The validity of statistical methods for analyzing first hand data from the survey and testing study hypotheses (Hoy & Adams, 2015). The data analysis included data of mean, survey, cross-tabulations, frequency, and research purpose, with hypothesis testing results enclosed in a table.

Descriptive analysis

Descriptive analysis encapsulates the participants individual information (Hoy & Adams, 2015) derived from the SPSS system. Examine the respondent's individual profile from the survey, including statistical data, such as age group, gender, and personal salary.

Reliability analysis

“The reliability analysis evaluates the internal consistency of measurement items and assessing the Cronbach's Alpha value of each variable on the "good" concept scale using quantitative methods on participant-selected questionnaires” by Kliemann et al.(2016). The Cronbach's Alpha value is less than 0.5, which is undesirable; conversely when the Cronbach's Alpha value shown close to 1, which is much more dependable.

This research uses the reliability test to understand the impact of high and low Cronbach's Alpha coefficient values on customer service quality, corporate image, perceived value, satisfaction, and loyalty, determining acceptable or rejectable variable scales.

Correlation Analysis

Correlation analysis is a method used to examine the strength of the relationship between variables. It can be simple (analyzing only two sets of data) or complex (analyzing more than two

sets). The calculated value is from -1 to +1; $-1 \leq \rho_{x,y} \leq +1$, and the three cases are: 0 represents irrelevance; values over 0 indicate a positive connection, whereas values below 0 signify a negative correlation (Gogtay & Thatte, 2017). Using the correlation Analysis can examine the between correlation relationship with service quality, corporate image, perceived value, satisfaction, and loyalty.

Factor Analysis

Factor analysis refers to observing the variability between related variables, which may contain latent variables. Its purpose is to obtain the degree of mutual dependence between variables. It can be used to adjust data gaps and is one of the commonly used analysis methods (Child, 2006). This study will use the Kaiser-Meyer-Olkin (KMO) coefficient value criterion to test the validity of the construct with service quality, corporate image, perceived value, satisfaction, and loyalty.

Multiple regression

In multiple regression, the value of the variable is predicted based on the connection between the two variables mentioned above. This helps to determine if the hypothesis is positively or negatively connected to the other variable, or whether it has a substantial influence on the other variable. Additionally, multiple regression method helps to determine whether the hypothesis is affirmed or refuted (Fahrmeir et al., 2013). The multiple regression included components on model summary, ANOVA, and coefficients. Following the scholar by Fahrmeir et al. (2013), which used multiple regression to determine the acceptance or rejection of a hypothesis through model summary, ANOVA, and coefficient analysis.

Model summary

In this research, the value of R may quantify the significant highest dependability and validity of the conceptual framework. The R value approaching 1 indicates high reliability and validity; via measuring outcomes and may ascertain the reliability and validity of the conceptual framework including customer Corporate Image, Service quality, Perceived value, and customer satisfaction in influencing customer loyalty.

Utilized the R-squared value to ascertain the percentage of reliability and validity regarding how the independent variables (Perceived Value, Customer Satisfaction, Corporate Image and Service Quality) influence the dependent variable (customer loyalty behavior) in this study, where the strength is quantified from 0% to 100%.

ANOVA

This study used the sig value of ANOVA to identify which variable—Customer Service Quality, Corporate Image, or Perceived Value—significantly influences Customer Satisfaction and which significantly impacts Customer Loyalty. The significance criterion of $p < 0.01$ is more robust.

Coefficients

Utilized the P value to assess the significance of the hypothesis association, categorizing the significant importance. From a P value of >0.1 to <0.01 , the range is considered highly significant to not related relationship.

Multiple regression used to analyze the P value of Perceived Value, , Corporate Image, Customer satisfaction, Service Quality and Customer Loyalty in this research, can know which variable relationship is not significant to highly significant with reasonably strong and weak.

Chapter 5. Expected outcomes and contributions

Expected Research Outcomes

Firstly, refer to the research outcome can via Identify how service quality, corporate image, perceived value, and customer satisfaction influence long-haul and short-haul customer loyalty in Cathay Pacific case for this research question one, which can understanding Customer Loyalty Factors on long-haul and short-haul customer customer's expectation.

Secondly, the research outcome can explored which factor is the highly significant on Short haul and Long Haul customer's loyalty in Cathay Pacific case for this research question two.

Thirdly, the comparative analysis can examine differences in loyalty drivers between long-haul and short-haul customers of Cathay Pacific.

Moreover, assess the role of Cathay Pacific's corporate image in shaping customer perceptions and loyalty can renew the Corporate Image.

Furthermore, the result of perceived value can insights analyze how perceived value (including pricing, service quality, and additional benefits) affects customer loyalty strategies.

Finally, Customer Satisfaction Metrics can benefit for establish the correlation between customer satisfaction and repeat business in the context of Cathay Pacific.

The outcome can yield practical data and recommendations for Cathay Pacific to elevate service quality and customer satisfaction, hence enhancing loyalty and informing improvement strategy.

Contributions

Theoretical Implications

This study explores service quality, corporate image, perceived value, and customer satisfaction influence customer loyalty in both long-haul and short-haul customer in Cathay Pacific case. However, prior relation research seldom study in Hong Kong (Yunus et al. 2022), and lack of

research focus on long-haul and short-haul customer, which is research gap and valuable for new knowledge.

Suhartanto et al.(2013) found that the correlation results quite different from most other studies, which lacks on relationship of perceived value and customer loyalty. Thus, motivated the researchers to analyze from different angles, trying to find a new knowledge.

In research foundation, offer a comprehensive study that can function as a reference for the future research on long-haul and short-haul customer loyalty in the aviation sector, which contribute academics and researchers.

This study aim to fill the research gap and via the research result to contribute the aviation industry and Cathay Pacific's management.

Practical Implications

Contributions to Stakeholders

Firstly, the research result can create strategic Insights for Cathay Pacific Management, which provide data-driven insights on long-haul and short-haul customer loyalty drivers, enabling management to refine marketing and operational strategies.

Secondly, the Customer service quality improvement can through recommendations for enhancing service quality based on customer feedback, leading to increased satisfaction and loyalty. Additionally, the Cathay Pacific's training development can highlight areas where service quality to improved, guiding employee training programs to enhance long-haul and short-haul customer's different expectation and interactions.

Thirdly, Perceived value can benefit the marketing teams to create new target campaigns, use information on how corporate image and perceived value affect different customer segments, allowing for more effective marketing strategies tailored to long-haul and short-haul travelers.

Moreover, for investors and shareholders, the Performance Metrics can provide insights into factors driving customer loyalty, which can be linked to financial performance, helping to assure stakeholders of the company's growth potential.

Furthermore, at the industry standards, regulatory bodies can contribute findings that may influence industry standards and regulations regarding service quality and long-haul and short-haul customer satisfaction in aviation.

Finally, the research aims to lead to improved and enhanced long-haul and short-haul customer experiences through better services and offerings based on identified needs and preferences for customers.

Chapter 6. Research plan of work and timetable

Research Ethics

Research ethics guarantees that the study process is executed ethically, preventing damage to participants and safeguarding human rights and dignity. Only research that adheres to ethical standards can achieve the reliability and authenticity of its results.

This research employs both quantitative and qualitative methodologies, gathering data over a span of one month. Cathay Pacific performed a study in Hong Kong using online surveys, focus group interviews, and attitude assessments from September 1 to 30, 2025. Participants possess unrestricted autonomy throughout the inquiry process, and researchers are required to complete an ethical form before administering the questionnaire. The poll guarantees participant confidentiality and anonymity by explicit communication and mitigates personal identification (Mohd, 2018).

Ethical Form, Privacy and Confidentiality

The Student Research Project Ethical Review Application Form ensures study integrity, participant involvement, informed consent, confidentiality, and risk mitigation, safeguarding participants' rights, and ensuring reliability and validity based on ethical.

Schedule of the research project

The schedule of the research project design for the research processing, since the research topic to research submission, which benefit for researcher get the most effective help in time management and avoids the loss of time and out of research budget due to overtime or imbalance in research (Herroelen, 2005).

Table.3 Schedule of the research project

Exploring the Impact of Service Quality, Corporate Image, Perceived Value and Customer Satisfaction on both Long-haul and Short-haul Customer Loyalty in Hong Kong's aviation industry. Case in Cathay Pacific.	
The key tasks are as follows:	Completion Date(2025)
1. Discuss the study area and related topic	Jul 1-9
2. The project structure has been designed	Jul 1-9
3. The task involves preparing and brainstorming the study requirements.	Jul 1-9
4. Findout the suitable and review related journal articles	Jul 10-15
5. The topic and related variables have been determined.	Jul 10-15
1. The consultant supervisor discussed the topic, variables, and research processing.	Jul 15-17
2. The task involves examining related research articles and preparing a "Literature Review."	Jul 15-17
1. Identify research rational	Jul 17-19
2. Set Research Aim	Jul 19-22
3. Set Research Questions	Jul 19-22
4. Decide Research objectives	Jul 22-25
1. The task involves identifying the measurement for each variable.	Jul 25-28
2. Ethical Form and Consent Form	Jul 28-30
1. The task involves determining the sampling methods and sample size.	Aug 1-5
2. The task involves creating a Quantitative questionnaire.	Aug 5-19
3. The data collection method is set.	Aug 5-19
1. The research proposal has been finalized.	Aug 20-25
2. The questionnaire will be revised following feedback and an ethical approval form.	Aug 25-30
3. The process involves pilot testing, data collection, and reflection on survey questions.	Sep 1-5
1. Official data collection for Quantitative	Sep 6-25
2. Preliminary data Analysis	Sep 26-27
3. Filtering the significant questions for Qualitative method	Sep 26-27
4. Official data collection for Qualitative	Sep 27-30
5. Data Analysis (Long Haul & Short Haul separately)	Oct 1 -15
6. Conclude findings and formulate discussion	Oct 15- Dec 20
7. Finish Conclusions	Oct 15- Dec 20
1. Double check ' Reference List"	Dec 21-30
2. Double check " Appendices"	Dec 21-30
3. Double check grammar, spelling and other requirements	Dec 21-30

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