

PERCEPTIONS OF SERVICE QUALITY IN NORTH CYPRUS AIRLINE INDUSTRY

A Path Analysis Application

Kashif Hussain
Eastern Mediterranean University
Erdogan H. Ekiz
The Hong Kong Polytechnic University

This study diagnoses the perceived service quality of a national airline company in North Cyprus. Results revealed that among the independent dimensions of this study, airline tangibles was found to be most significant for the perceived service quality and also perceived service quality is positively related to customer satisfaction in the case of the national airline of North Cyprus. Results and implications are discussed in detail.

KEY WORDS: *perceived service quality, customer satisfaction, Path Analysis, national airline, North Cyprus.*