

# **The effect of the quality of the aviation and road industry services on the loyalty of passengers according to their satisfaction role**

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**The category of loyalty and satisfaction for all organizations such as services and production is of great importance. In the meantime, this component has a special place for passenger companies. The main objective of this research is the effect of the quality of the aviation and road industry services on the loyalty of passengers according to their satisfaction role. According to this objective, the main question of the research is that the impact of the quality of aviation and road industry services on the loyalty of passengers according to their satisfaction role? The statistical population of the study is the passengers of Iran Air Airlines and Seir- o- safsar Travel Company. The sampling method in this research is available, Quotas and non-probable. Given the fact that the statistical society in the research is of an infinite nature, the Cochran formula of the unrestricted community was estimated as the sample value. The number of final samples in this study is 380. After investigating the questionnaire, the researcher ed 190 questionnaires on Iran Air and 190 questionnaires on Seir-o-safar for final analysis. Data gathering method in this field research and data gathering tool, a questionnaire was used. This research has been used to measure the validity of content validity and also to measure the reliability of the Cronbach's alpha coefficient, whose values for all variables of a model higher than 0/7. All analysis of data collected was done through SPSS and PLS software. To investigate the research hypotheses, confirmatory factor analysis and structural equation modeling with partial least squares approach have been used. The results of the research hypotheses have confirmed all the research hypotheses.**

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