

Research Article

Customer Satisfaction towards Paragliding Services in Pokhara

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Abstract

Customer satisfaction is an important aspect of successful business. So, every business should maintain a good relationship with its customers to enhance loyalty and increase profit. Many tourists participate in paragliding in Pokhara. Its revenue contribution is Rs. 300 million to Rs. 500 million per year. This research aims to assess the overall satisfaction of customers in paragliding through measurement of perceived service quality and perceived service value applying descriptive and analytical methods. The former is measured by the constructs: Reliability, Assurance, Tangibility, Empathy, and Responsiveness while the latter is measured by the constructs: Price, Scenery, and Thrill. The landing site near Phewa Lake was chosen as the study area. A convenient sample of 150 respondents was selected for the study. Questionnaire was constructed to elicit primary data on independent variables and was evaluated on five-point Likert Scale. Focused group discussions supplemented the study. Mean score of different variables revealed that the contribution of perceived service quality to customer satisfaction is higher than that of perceived service value. Among the four significant variables- Reliability, Price, Scenery, and Thrill, the Reliability has higher contribution in Perceived Service Quality measurement. Similarly, the Price has higher contribution in Perceived Service Value Measurement. Overall, the level of satisfaction in paragliding among customers is found good. Further studies are needed to establish causal relationship between customer satisfaction and other demographic variables.

Keywords: *Customer satisfaction, Paragliding, Perceived, service quality, service value*

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Introduction

Customer satisfaction is customer's reaction to the state of satisfaction and customer's judgment of satisfaction level (Kim, Park & Jeong, 2004). Satisfaction of the customers can help the brands to build long and profitable relationships with their customers (Eshghi, Haughton & Topi, 2007). Therefore, a firm should concentrate on the improvement of service quality and charge an appropriate fair price in order to satisfy their customers, which would ultimately help the firm to retain its customers (Gustafsson, Johnson & Roos, 2005). Satisfaction may influence the concerned company by repurchase, purchase of more products, positive word of mouth and willingness of a customer to pay more for the particular brand. Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing (Anderson, Fornell, & Mazvancheryl, 2004).

Now a day's measuring customer satisfaction becomes an important issue for most of the business organization. In this regard, there is a rumor by Lord Kelvin (19th century) 'If you cannot measure something, you cannot understand it'. In recent decades importance of customer satisfaction has increased. Thus, many organizations considered 'measuring customer satisfaction' should be set as a parameter of business success. 'It also considered as reliable feedback and it provides an effective, direct, meaningful and objective way of the customers' preferences and expectations.

Paragliding or parasailing is an increasingly popular hobby as people try to find new and more adventurous activities. A paraglider consists of a double-layered cloth with partitions. It attains its final profile only when air streams through the chambers and provides sufficient lift. The pilot is airborne when the glider has reached take-off speed. The glider has four to six risers and two brake lines. Pulling one-line results in a change of direction; pulling both lines acts as a brake. The low center of gravity provides for a high stability of the pendulum. The pilot sits in a harness suspended below a fabric wing. Wing shape is maintained by the suspension lines, the pressure of air entering vents in the front of the wing, and the aerodynamic forces of the air flowing over the outside. All one needs to fly is a foldable glider and a harness to sit in. It is a unique kind of soarable aircraft because it is highly portable – the entire kit can be packed into a large rucksack and carried on the pilot's back,

making it considerably easier to access a number of soaring sites, and expanding the options for landing sites from which one can return (Rahman & Tator, 2008).

Oliver offers on his formal definition (p- 13), (as cited Zeithaml in et al.2013 p-86) "Satisfaction is the consumer's fulfillment response". It is a judgment that a product services features, or the product or service itself, provides a pleasurable level of consumption-related fulfillment.

Customer satisfaction is one of the most important issues concerning business organizations of all types. Business organizations try to give the best service to the customer and also look for the reason that can increase the satisfaction level. According to Hokanson (1995, 13), these factors include friendly employees, knowledgeable employees, Helpful employees, the accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity, and quick service.

"Service quality a critical element of customer perception in the case of pure services (e.g. health care, financial services education) service quality will be the dominant element in the customer's evaluation"(Zeithmal, Bitner, Gremler, Pndit, 2013 P- 93). Fisk, Brown & Bitner 1993, (as cited in Baron & Harris, 2003) "service quality has been identified as the single most researched area in service marketing till the date".

Parasuraman et al. (1988) defined reliability as the ability of a firm to perform the promised service dependably and accurately. Nguyen & Leblanc (2001) mentioned that considering the reputation about reliability, customers' past experiences are related to the reliability of service quality.

Tangibles have been defined as personal appearance, physical facilities like store decorations, display and equipment (Parasuraman et al., 1988). Tangibles are basic elements such as access to the facilities and the safety and convenience for customers (Bellin, 2005). Tangibles are used by firms to convey their image and signal quality (Zeithaml et al., 2006).

Parasuraman et al. (1988) and Zeithaml et al. (2006) defined empathy as the firms' personalized attention for their customers and for giving them care and assistance. This dimension is also more suitable to companies that are trying to build a relationship with customers as opposed to "transaction marketing". This ensures the firm's survival (Andaleeb

& Conway, 2006). Empathy has several ways that can be shown to customers such as knowing the customer's name, preferences and needs. Many companies use this competence to provide customized services as a competitive advantage over other firms (Zeithaml et al., 2006).

According to Parasuraman et al. (1988), responsiveness is the employee's express willingness to help customers and provide quick service. This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively. When it communicates to its customers, a firm needs to know how to be responsive and how long it would take to get answers and solve problems. If companies want to be successful, they need to look at the viewpoint of the customer rather than the company's perspective (Zeithaml et al., 2006).

Parasuraman et al. (1988) defined assurance as the trained courtesy of employees and also the ability to inspire trust and confidence from them. According to Zeithaml et al. (2006), assurance represented the personnel who link the customer to the organization by trust and confidence. It's about traditional selling and relationship marketing expressed information and shared an understanding to the customer (Ndubisi, 2006).

Perceived value has been defined as the benefit from services which customers believe they receive in consideration for the cost of that service (McDougall & Levesqu, 2000). Rust and Oliver (1994) stated that if the price was too high and service is of good quality, then customers rated it as a poor value service. Heskett (1997) found that high value was not necessarily associated with low prices, because services with a high perceived value may, in fact, have high or low prices. When perceived value increases, maybe customers will stay loyal and have increased expectations, whereas a decrease in value will result in customers being more receptive to competitors' marketing (Grönroos, 2000). Companies can employ two strategies, one is adding more benefits from their services, and another is reducing the costs associated with the purchase that will enhance the customers' perceived value (Lovelock and Wirtz, 2007). Perceived value is the trade-off between what customers receive and what they have to pay to obtain a service (Monroe, 1991; Zeithaml, 1988). Customer perceived costs are often represented and measured by price (Brady and Cronin, 2001). Other

non-monetary costs include time and physical and mental effort (Zeithaml, 2009). These types of costs are different across individual consumers and situations (Tam, 2004).

Sweeney & Soutar, 2001(as cited in Raza, Siddiquei, Awan & Bukhari 2012) Suggested five dimensions of perceived value.

| | |
|--|---|
| Emotional value | " The utility derived from the feelings or affective states that a product generates" |
| Social value (enhancement of social concept) | - "The utility derives from the products ability to enhance social self- concept" |
| Function value (price /value for money) | "The utility derived from the product due to the reduction of its perceived short term and long-term costs" |
| Functional Value (performance/ quality.) | "The utility derived from the perceived quality and expected performance of product. |

Price is a major determinant of consumer choice (Kotler, 2009). That is it's the cost incurred in making a purchase (Tse, 2001), which together with perceived service quality and perceived value influence spending behavior (Rust & Oliver, 1994). Consumers will determine what price can be paid based upon their discretionary spending limits (Monroe, 1990). High price products and services are believed to be high-quality products and services and their prices are normally higher than lower-quality equivalent products or services as price impacts perceived quality (Curry & Riesz, 1988). If consumers have no experience in obtaining a service, they, therefore, make a decision based upon their expectation, image, perception of quality and price (Monroe, 1990). 2.6 Perceived Quality Perceived quality is judgment superiority by customers about a product's overall excellence or (Zeithaml, 1988) it's like an attitude (Zeithaml, 1988; Parasuraman, 1985). Perceived quality is defined as the customers compare between their expectation and perception of service performance (Lehtinen & Lehtinen, 1982; Gronroos, 1984; Parasuraman et al., 1988). Prior to purchase, customers may use price as an indicator of quality and set expectations in regard to the service. Although increasing customers' perception of service quality adds in high customer

satisfaction and perceived value, the effect of perceived service quality on perceived value might be offset by high perceived sacrifice. (Tam, 2004)

Paragliding is an exciting form of air adventure that satisfies the tourists' need, thereby explaining why it has become a popular adventure activity ("Guide to Paragliding in Pokhara" n.d.).

Novelty and search for new knowledge are considered as important factors for adventure tourists (Weber, 2001). Exploratory, novelty and variety seeking behavior of adventure tourists increase the importance of this dimension of value in adventure tourism (Zuckerman, 1994).

Paragliding has become a center of attraction for both domestic as well as international tourists. Yearly, thousands of customers experience paragliding in Pokhara because, it is one of the top five commercial paragliding locations in the world, provided with all the proper and accurate elements such as the stable thermals, suitable landing and launching sites along with the safety of one of the biggest lake and mesmerizing mountain views ("Guide to Paragliding in Pokhara" n.d.).

Nepal is one of the best paragliding venues after Switzerland. The climate & geographic similarities between the two countries have made it sound more relevant encouragingly; Pokhara has been nominated as the fifth best location to paraglide in the world in the context when paragliding is being seen as key product entrepreneurs. paragliding history is not very long the first and only registered paragliding company in Nepal is sunrise paragliding based in Pokhara was established in 2000 AD with the help of Adam Hill, a British national and a paragliding pilot paragliding can be a perfect alternatives adventure sports in Nepal, geographically and climatically "Paragliding in Nepal", (n.d.). Yearly approximately 60 thousand people participate in paragliding event in Pokhara. Among them, 60 percent foreigners and 40 percent Nepali participate in paragliding. Currently, there are 50 paragliding companies running with the investments of 700 million rupees with the involvement of approximately 1000 employees, including the pilot and other staff. Its income is around 300 million to 500 million rupees per year which is a significant portion of the GDP of Nepal contributed by the tourism industry, (Bhandari, I. P., personal communication, April 20, 2019). Lack of sufficient research in such area, question arises whether customers are fully satisfied with the services provided by paragliding companies? This study aims to

examine the service quality and services value of the company as perceived by the customer and determine their level of satisfaction.

Conceptual Framework

On the basis of literature review, the following conceptual model has been used for the study.

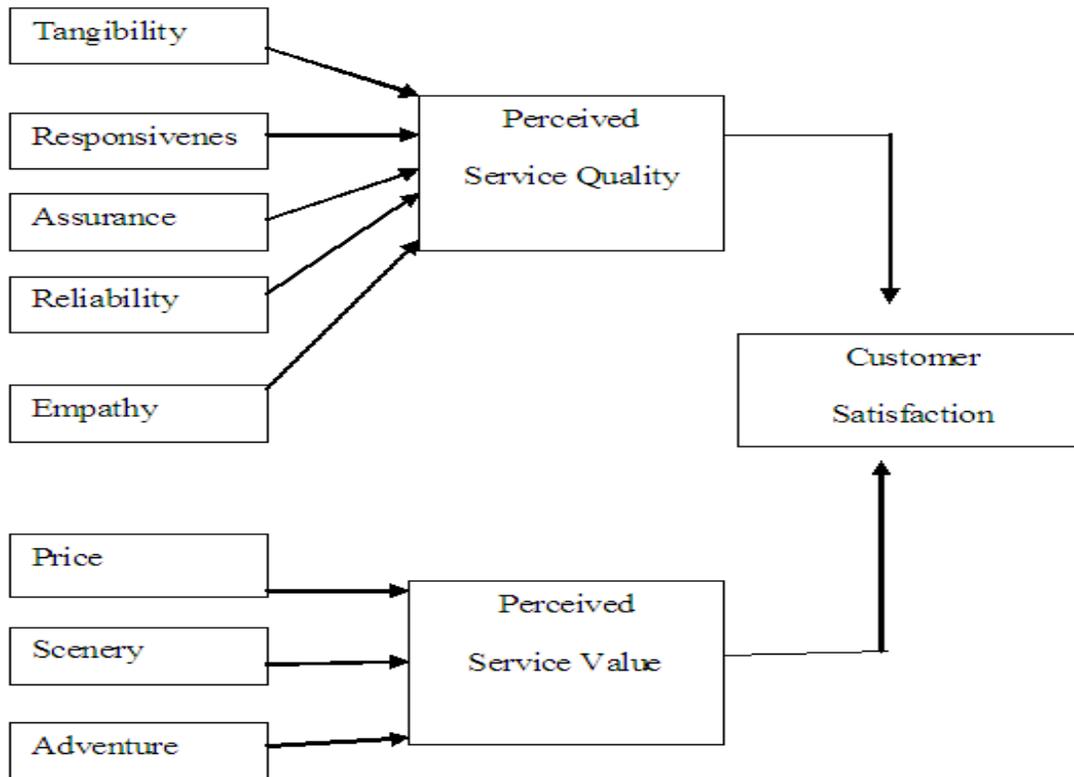


Fig1. Conceptual Framework showing the relationship between various variables

Data and Methods

This research aims to find out the overall satisfaction of paragliding customers through perceived service quality and perceived service value. For this purpose, descriptive and analytical research designs were used to find out the result.

The only landing site near Phewa Lake was chosen as the study area. All paragliding customers were regarded as population and 150 customers (at 5% level of significance and 8% margin of error) were chosen in researchers' convenience for the survey of the study. Survey Questionnaire with structured questions was constructed to elicit information from the sample customers on independent explanatory variables RATER (Responsiveness,

Assurance, Tangibility, Empathy, and Reliability) of “Perceived Service Quality” & PST (Price, Scenery, and Thrill) of “Perceived Service Value” (which jointly explain “Customer Satisfaction”) so as to obtain the responses evaluated on five-point Likert Scale (1 = Strongly disagree, 5 = Strongly agree). Questionnaire was constructed based on SERVQUAL model and other review of literature. The Service Quality Model or SERVQUAL Model was developed and implemented by the American marketing gurus Valarie Zeithaml, A. Parasuraman and Leonard Berry in 1988. It is a method to capture and measure the service quality experienced by customers. Mulder, P. (2018). A smaller version of the SERVQUAL Model is the RATER model. Where the SERVQUAL Model works with 10 dimensions to measure the quality of service, the RATER model works with five dimensions. Mulder, P. (2018). FGD was conducted to verify the results obtained from the quantitative analysis.

Univariate (mean and standard deviation), bivariate (Pearson’s correlation coefficient) and Multivariate (binary logistic regression) techniques were used to analyze the data.

Univariate descriptive statistical measures: such as mean & standard deviation and for bivariate analysis, Pearson's bivariate correlation coefficient between dependent dichotomous variable "Satisfaction" and different independent construct variables "RATER" and "PST" involved in this study were calculated and the results obtained were analyzed. Pearson's correlation coefficient ($P\text{-value} = 0.05$) were used to examine the association between variables under study and “level of satisfaction”. In general, those variables, which had shown a statistically significant association in bivariate analysis, were selected for multivariate analysis. In multivariate analysis, a logistic regression model was used because Pearson's correlation coefficient only shows an association between explanatory and response variables, but it does not state the cause and effect relationship between them.

Customer satisfaction is measured in terms of perceived service quality and perceived service value. Perceived service quality is measured simultaneously by Responsiveness(R), Assurance (A), Tangibility (T), Empathy (E) and Reliability (R) whereas, perceived service value is measured simultaneously by Price (P), Scenery (S) and Thrill (T). By using computer application SPSS (version 25.0), Perceived Service Quality Score (PSQS) was prepared from a mean score of RATER. Similarly, Perceived Service Value Score (PSVS) was prepared from a mean score of PST. Finally, the mean score of PSQS and PSVS was calculated and the satisfaction score was prepared. This variable (Satisfaction score) was re-

coded into same but dichotomous variable as “high level of satisfaction” for the satisfaction scores more than mean satisfaction score and “low level of satisfaction” for the scores less than mean satisfaction score. Thus, level of satisfaction was dichotomized. In this situation, the logistic regression method is one of the best methods for analyzing data (Neter et al. 1996).

In binary logistic regression, the response variable contains two categories like true or false (yes or no), etc. The mathematical form of the binary logistic equation is given as;

$$P = \frac{1}{1 + \text{Exp}(-Z)}$$

Where, p = estimated probability, Z = predictor

But for the multivariate case, z can be expressed in terms of a linear combination of other predictor variables as $Z = b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n$ then the logistics function reduces to the form;

$$P = \frac{1}{1 + \text{Exp}[-(b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n)]}$$

The ratio of probability of success and not success is also known as Odds

$$\text{Odds} = \frac{P}{1 - P}$$

Hence the binary logistic function reduces to the form

$$\text{Logit}P = b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Logistic regression can also be expressed as in probability form

$$P(x) = \frac{\text{Exp}(b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n)}{1 + \text{Exp}(b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n)}$$

Odds ratio: Odd ratio has been used to compare the relative change in the response variable with respect to predictor variables. The odds ratio is given by

$$\frac{\Omega^*}{\Omega} = \text{Exp}(b) \quad \text{Which leads to } \log \frac{\Omega^*}{\Omega} = b$$

Where, Ω has its usual meaning.

This odd ratio gives the change in response variable when there is a unit change in one predictor variable keeping rest of the variable constant multiplying the odds by a certain exponential factor.

Content validity of the questionnaire was ascertained by consultation with subject-experts, researcher-advisor, faculties, stakeholders of paragliding, and colleagues. The issue of external reliability was addressed by pilot-survey on 15 customers in the similar settings before finalizing the questionnaire.

Purpose of data collection was explained to the respondents before interviewing. Privacy and confidentiality of all respondents were maintained regarding their information. To enhance higher response rate, verbal informed consent from respondents was taken and questionnaire was administered hand to hand.

Results and Discussion

Among the means of RATER, mean assurance score has a maximum value (4.6190) with standard deviation 0.64 and mean tangibility score has a minimum value (4.0794) with standard deviation 0.68. Tangibility scores and reliability scores have mean smaller than overall mean (4.494) of RATER (i.e. mean of PSQS) whereas assurance score, empathy score, and responsiveness score have mean greater than mean PSQS.

Among the means of PST, mean scenery score has a maximum value (4.6267) with standard deviation 0.6 and mean price score has a minimum value (3.92) with standard deviation 0.43. Scenery score has arithmetic mean, greater than overall mean (4.27) of PST (i.e. mean of PSVS) whereas price scores and thrill scores have mean smaller than mean PSVS. Similarly, the mean satisfaction score is 4.3603 with a standard deviation of 0.4. This means satisfaction score lies above mean PSVS and below mean PSQS. These results indicate that the contribution of perceived service quality to customer satisfaction is higher than that of perceived service value.

Table 1
Descriptive Statistics

| S.N. | N | Mean | Std. Deviation |
|-----------------------------|-----|--------|----------------|
| 1. Responsiveness score (R) | 149 | 4.5604 | .67512 |
| 2. Assurance score (A) | 147 | 4.6190 | .64461 |
| 3. Tangibility score (T) | 149 | 4.0794 | .67606 |

| | | | |
|---|------------|---------------|---------------|
| 4. Empathy score (E) | 148 | 4.5878 | .68937 |
| 5. Reliability score (R) | 150 | 4.4133 | .58344 |
| 6. Service quality score (Composite Mean score of RATER) | 150 | 4.4494 | .57106 |
| 7. Price score (P) | 150 | 3.9206 | .43246 |
| 8. Scenery score (S) | 150 | 4.6267 | .59974 |
| 9. Thrill score (T) | 150 | 4.2667 | .90240 |
| 10. Service value score (Composite Mean score of PST) | 150 | 4.2713 | .48808 |
| 11. Satisfaction score (Composite Mean score of Service quality score and service value score) | 150 | 4.3603 | .40071 |
| Valid N (list wise) | 147 | | |

1=Extremely dissatisfied, 2=Somewhat dissatisfied, 3= Neither satisfied nor dissatisfied, 4= somewhat satisfied, 5= Extremely satisfied

Source: Field Survey, 2018

Correlation table below shows that there is a positive and significant (at $P=0.01$) correlation between "Satisfaction score" (dependent variable) and each of the independent construct variables "Responsiveness", "Assurance", "Tangibility", "Empathy", "Reliability", "Price", "Scenery" and "Thrill". Correlation coefficient between "satisfaction score" and "reliability score" is the highest ($r = 0.591$) which implies that professionalism of office staff, pickup-drop service and performance of pilot play strongly positive role in making customers satisfied. Similarly, the lowest value ($r = 0.381$) of correlation coefficient between "satisfaction score" and "Scenery" shows comparatively less important role of scenery in making customers satisfied. This signifies the need of study of cause-effect relationship among the constructs under consideration by using regression model.

Table 2
Pearson's Correlation of 'Satisfaction Score' with RATER & PST

| Satisfaction score | | Score | Score | Score | Score(E) | Score(R ₂) | Score(P) | Score(S) | Score(T) | |
|--------------------|---------------------|-------------------|-------|-------------------|----------|------------------------|----------|----------|----------|------|
| | | (R ₁) | (A) | (T ₁) | | | | | | |
| Satisfaction core | Pearson Correlation | 1 | .532 | .504 | .396 | .539 | .591 | .426 | .381 | .550 |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 150 | 149 | 147 | 149 | 148 | 150 | 150 | 150 | 150 |

R₁ = Responsiveness, A = Assurance, T₁ = Tangibility, E = Empathy, R₂ = Reliability, P = Price, S = Scenery, T₂ = Thrill

Source: Field Survey, 2018

To the satisfaction scores, thus prepared by calculating mean between PSQS and PSVS, "high level of satisfaction" is assigned to the values above mean satisfaction score and "Low level of satisfaction" is assigned to the values below the mean satisfaction score. Thus, we prepared the dichotomous outcome of the dependent variable "satisfaction". The cause and effect relationship between independent construct variables (RATER and PST separately) on "satisfaction" is studied through binary logistic regression model by using SPSS (version 25.0).

Binomial Logistic Regression Analysis

i) Dependent variable: satisfaction (Value "1" = low level of satisfaction and "2" =high level of satisfaction).

Independent variables: Responsiveness(R), Assurance (A), Tangibility (T), Empathy (E) and Reliability (R). Under Omnibus Tests of Model Coefficients, we see that our model is significant. Nagelkerke R²= 0.617 means 62 percent of total variation in satisfaction level is explained by the predictor variables RATER (Also, -2 Log likelihood= 110.625).

Table 3
Logistic Regression Analysis between RATER and Satisfaction

| Variables in the Equation | B | S.E. | Wald | Df | Sig. | Exp(B) | 95% C.I.for EXP(B) | |
|---------------------------|---------|-------|--------|----|------|--------|-----------------------|--------|
| | | | | | | | Lower | Upper |
| Responsiveness score(R) | 1.445 | .908 | 2.530 | 1 | .112 | 4.242 | .715 | 25.164 |
| Assurance score(A) | .508 | .700 | .527 | 1 | .468 | 1.662 | .422 | 6.550 |
| Tangibility score(T) | -.425 | .499 | .725 | 1 | .394 | .654 | .246 | 1.739 |
| Empathy score(E) | .961 | .662 | 2.107 | 1 | .147 | 2.615 | .714 | 9.575 |
| Reliability score(R) | 2.860 | .790 | 13.094 | 1 | .000 | 17.455 | 3.709 | 82.148 |
| Constant | -24.348 | 4.038 | 36.355 | 1 | .000 | .000 | | |

The Wald test ("Wald" column) is used to determine statistical significance for each of the independent variables. The statistical significance of the test is found in the "Sig." column. From these results it can be seen that only Reliability score (at $p = .05$) added significantly to the model/prediction.

The Exp (B) column presents odds ratio and indicates that reliability is 17.455 times more likely to make customers feel high level of satisfaction than feel low level of satisfaction. In other words, unit change in reliability score is accompanied by 17.455 times change in probability of making customers satisfied in the same direction. The confidence interval for reliability is 3.709 to 82.148 which indicate that reliability is between 3.709 to 82.148 times as likely to make the customer feel a high level of satisfaction than, feel a low level of satisfaction. This variable has a higher confidence interval compared to other variables. This is because it is the only variable which is significant. This shows that the variable has explanatory power compared to others.

From the table, reliability, assurance, empathy and responsiveness are positively related to customer satisfaction because of the positive sign of their regression coefficient (B). Furthermore, their odds ratio is greater than 1. One variable, tangibility has a negative relationship with satisfaction as its odds ratio is below 1.

ii) Dependent variable: satisfaction, value "1" = low level of satisfaction

value “2” = high level of satisfaction

Independent variables: Price (P), Scenery (S) and Thrill (T).

Under Omnibus Tests of Model Coefficients, we see that our model is significant. Nagelkerke $R^2 = 0.555$ means 56 percent of total variation in satisfaction level is explained by the predictor variables PST (Also, $-2 \text{ Log likelihood} = 125.969$).

Table 4
Odds Ratios from Logistic Regression Analysis between PST and Satisfaction

| Variables in the Equation | B | S.E. | Wald | df | Sig. | Exp(B) | 95% C.I. for EXP(B) | |
|---------------------------|---------|-------|--------|----|------|--------|---------------------|--------|
| | | | | | | | Lower | Upper |
| Price score(P) | 1.814 | .679 | 7.140 | 1 | .008 | 6.134 | 1.622 | 23.204 |
| Scenery score(S) | 1.512 | .514 | 8.657 | 1 | .003 | 4.538 | 1.657 | 12.428 |
| Thrill score(T) | 1.716 | .359 | 22.888 | 1 | .000 | 5.564 | 2.754 | 11.239 |
| Constant | -21.371 | 3.724 | 32.934 | 1 | .000 | .000 | | |

Source: Field Survey, 2018

From these results of Wald’s test, all of PST scores (at $p = .05$) added significantly to the model/prediction. The Exp (B) column presents odds ratio and indicates that Price is 6.134 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. In other words, unit change in Price score is accompanied by 6.134 times change in probability of making customers satisfied in the same direction. Scenery is 4.538 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. Moreover, Thrill is 5.564 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. The confidence interval for Price is 1.622 to 23.204 which indicate that Price is between 1.622 to 23.204 times as likely to make a customer feel a high level of satisfaction than, feel a low level of satisfaction. Similarly, those of Scenery and Thrill are between 1.657 to 12.428 and 2.754 to 11.239 respectively. Price has a higher confidence interval compared to other variables. This shows that Price has explanatory power compared to others.

From the table/model, Price, Scenery and Thrill are positively related to customer satisfaction because of the positive sign. Furthermore, their odds ratio is greater than unity.

Moreover, divergent views of customers during FGD were found to verify the result of quantitative analysis.

Conclusion

Data revealed that overall average satisfaction score was found good. Still, there is much space for paragliding companies to improve basic physical facilities and to perform the promised service accurately. Poor scores in variables Price and Thrill indicate the need for revising price or service to increase the level of satisfaction. Likewise, the positive and significant value of correlation coefficient between satisfaction and constructs/variables (RATER and PST) showed that improved response in these variables leads to an increase in the level of satisfaction of customers. Among these variables; Reliability, Price, Scenery and Thrill play a key role in the improvement of customer satisfaction.

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