**Additional file 1: Variable measurement**

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| Ký hiệu | **IN-FLIGHT SERVICES (INF)** |
| INF\_1 | Meal variety |
| INF \_2 | VNA has in-flight entertainment service (newspapers and magazines) |
| INF \_3 | Cabin comfort |
| INF \_4 | Availability of flight information |
| INF \_5 | Friendliness of crew service |
| INF \_6 | In-flight amenities |
|  | **FLIGHT CREW (FLI)** |
| FLI\_1 | Experience of the pilots |
| FLI\_2 | Employees’ speed handling request/ complaint |
| FLI\_3 | Employees are professional |
| FLI\_4 | Employee’s willingness to help |
|  | **BOARDING/DEPLANING/BAGGAGE (BDB)** |
| BDB\_1 | On-time performance |
| BDB\_2 | Handling of delayed flight |
| BDB\_3 | Availability of flight information |
| BDB\_4 | Waiting rooms are comfortable |
| BDB\_5 | Availability of guiding information |
| BDB\_6 | Efficient check in / baggage handling services |
| BDB\_7 | Assurance of the baggage |
|  | **AIRCRAFT (AIR)** |
| AIR\_1 | VNA has contemporary fleets |
| AIR\_2 | The aircraft has clean and comfortable seats |
| AIR\_3 | Safety records |
|  | **RESERVATION (RES)** |
| RES\_1 | Ease of reservation/ticketing |
| RES\_2 | Ticket distribution is comfortable |
| RES\_3 | Quick response to the passengers’ reservation change |
| RES\_4 | Friendly ticketing employees |
| RES\_5 | Aircraft seats are available for ticketing passengers |
|  | **CHECK-IN (CHE)** |
| CHE \_1 | Correctness of the check-in employees |
| CHE \_2 | Courtesy of VNA check-in employees |
| CHE\_3 | Check-in employees pay individual attention to passengers |
|  | **SATISFACTION OF SERVICE QUALITY (SAT)** |
| SAT\_1 | My choice to use VNA was wise one |
| SAT\_2 | I think that I did the right thing when I decided to use VNA |
| SAT\_3 | VNA values customer’s comments |