

Factors influencing repeat purchase intention in low cost carriers (LCC) in air transport in Tanzania the Case of Fast Jet Airline in Tanzania

Ruth Peter Chalamila

MSc International Transport and Logistics Dissertation

University of Dar es Salaam, Business School, 2017

This study examined the factors which influence repeat purchase intention in Low Cost Carriers in Air transport in Tanzania, the case being Fast Jet. The study had three objectives. The first objective was to identify factors which contribute to Low Cost Carriers in Tanzania and the factors which influence repeat intentions behavior of LCC in Tanzania. The second objective intended to determine customer satisfaction obtained in LCC in Tanzanian airline industry and the relationship between factors and purchase intention. The third objective established the relationship between LCC factors and customer satisfaction and the relationship between repeat purchase intentions and customer satisfaction levels. The study deployed the theory of reasoned action. The study covered 260 respondents both at Julius Nyerere International Airport (JNIA) and other Fast jet booking offices in Dar es Salaam city. Also, interview was conducted and it involved 5 respondents (staff) from Fast jet Airline Company. A questionnaire designed was developed to focus on issues related to the assessment of customer satisfaction and repeat purchase intention while the interview guide was designed to focus on issues related to the factors for Low Cost Carriers and factors for repeat purchase intention. In first case, of survey, the correlation and factor analysis was used in data analysis while in the second case, responses were transcribed and analyzed.

The findings reveal that reliability, empathy and assurance as factors of customer satisfaction had a significant relationship with the repeat purchase intention and that higher level of customer satisfaction increases positive customer responses towards use of low cost carrier such as Fast jet airline. The main conclusion was that, customer satisfaction and low cost carriers both with their elements within it, have significant relationship with the repeat purchase intention. It was recommended that in order to enhance repeat purchase intention in low cost carrier, airline companies need to add up customers' perceptions in terms of service offered so as to meet their expectations.