The Effect of Airline B2C Distribution e-Commerce Interaction Quality on Relationship Performance*

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Abstract

Purpose: This study analyzed the structural relationship between interaction quality and relationship satisfaction, towards providing managerial implications for effective relationship management in the B2B market. **Research design, data and methodology:** The following survey was conducted only if respondents had used the airline's B2C more than twice. A total of 398 copies were collected and empirical analysis was conducted using AMOS 18.0 and PASW 18.0. **Results:** The flexibility, quickness, and fairness that make up the interaction quality in airline B2C have been shown to have a significant impact on trust, relationship performance and relationship satisfaction. **Conclusions:** Usefulness, quickness, and fairness, which are sub-variables of airline B2C mutual quality, have a positive effect on trust. In addition, trust was found to have a positive effect on relationship performance and relationship satisfaction. We draw implications for the importance of interaction quality in order to strengthen and sustain relationships with users in the airline B2C distribution market. In addition, in order to build meaningful relationship performance and relationship satisfaction, interaction quality and trust level should be examined first, and interaction quality improvement should be the top goal.

Keywords: B2C, E-Commerce, Interaction Quality, Relationship Performance, Relationship Satisfaction

JEL Classification Code : L15, L84, M12, M31

1. Introduction

The airline service distribution environment is undergoing changes in the macro-trade environment, such as the crisis of the WTO system, the spread of protectionism, deepening trade disputes between the U.S. and China, and Korea. There is a change in the behavior of economic players due to the COVID-19 pandemic. The paradigm is shifting with the spread of online business (Kussusanti & Tjiptoherijanto, 2019).

As the digital economy rapidly emerges, interest in B2C online transactions is also increasing significantly in the airline transaction field. Most companies are deeply involved in business to consumer (B2C) transactions (Tran & Tran, 2020).

The distribution environment of airlines uses Internet of Thing; unmanned transportation such as IoT, AI, robotics, unmanned aerial vehicles and unmanned vehicles, 3D printing technology, and application services such as Big Data, VR, and AR. It is based on software technology as an intelligent revolution with digital technology. The automation and maximization of connectivity created by this are fundamentally changing our society (Wang & Kelvin, 2019). Therefore, in this study, online transactions are expected to

spread due to the digitization of the airline distribution environment. We would like to examine the current status and problems of online distribution transactions of airlines in Korea and seek ways to revitalize airline B2C. To this end, we will first look at changes in the B2C environment and then look at the basic concepts and status of B2C.In order to achieve this research purpose, we would like to focus on literature research related to global B2C airline distribution transactions (Dai & Lee, 2018).

According to "Digital 2022," there are currently more than 4.5 billion Internet users worldwide and more than 4 billion social media users. 70% of the world's population uses the Internet. Compared to October 2019, when COVID-19 began, the number of Internet users worldwide increased by 7% to about 4.55 billion in 2022. By January 2022, the number of social media users worldwide was 4 billion, up more than 9% from the same period last year. According to a report by e-Marketer (2022), global Internet e-commerce from 2019 to 2022 is showing an increasing trend every year (Park, 2020).

E-Marketer predicts that air distribution e-commerce will continue to grow. It is expected to account for 22% of the total market share in 2023. In line with these changes in the global aviation market, aviation distribution B2C e-commerce companies are to improve their relationship performance through interaction quality management with users (Hwang & Jung, 2018). The fierce market competition of airlines and competition and uncertainty over market share have a positive effect on stable growth by devising laws for companies to coexist. If conflicts become more frequent due to the failure of airline relationship management, information exchange and mutual trust weaken and negatively result in increasing the efficiency of competitors.

Quality management of airline-business (B2C) interactions by successful relationship management strengthens trust and focuses on relationship and improvement. Therefore, B2C airlines should understand the positive relationship results that can be obtained through the management of the relationship between companies and customers through e-commerce (Bitner et al., 2000).

As a result, airlines that have a significant impact on repurchase based on trust with customers and relationship performance are increasingly required to study effective mechanisms that continuously create efficient relationship performance. In this way, it is an important factor in activating online purchases that interact with users. Consumption using the Internet has become an important factor for people, and with the expansion of consumption through e-commerce, the impact of e-Commerce on consumers is increasing day by day. Accordingly, there is an urgent need for research on the mutual quality in airline B2C e-distribution commerce and how it affects the relationship performance that can contribute to improving airline trust and

pursuing profits (Martono et al., 2020).

Therefore, B2B companies need to understand the positive results of relationship management and understand what effective mechanisms are for continuously producing excellent performance. Until now, studies on interaction quality have been actively conducted as a major factor in determining relationship performance. They said that the more unpredictable situations occur, the more important the interaction quality plays a role. In particular, flexibility, speed, and fairness have been studied by several scholars as the main interaction quality (Sundaram & Webster, 2000).

The airline's B2C e-commerce model can purchase a variety of products, and the airline's product selection, order, and payment are made through e-commerce. This study aims to present management practical implications to airlines by studying mutual quality, trust, and relationship performance in airline B2C e-distribution commerce through empirical analysis (Xu & Cheng, 2021).

In this paper, prior studies such as existing research papers, thesis papers, research reports, policy data, and statistical data related to B2C transactions were collected and reviewed and analyzed. It is intended to understand changes in the global environment and the current status of the B2C distribution market.

This study aims to explore the characteristics of interaction quality and trust, relationship performance, concept of relationship satisfaction, and constituent factors. It is intended to demonstrate the relationship between the factors that constitute the structural relationship between concepts. It aims to study research on the B2C market and derive implications for successful relationship management mechanisms.

2. Literature

2.1. B2C Distribution e-Commerce

E-commerce is the most popular trading model in the world, and it refers to business activities centered on product exchange, using Internet information technology as a means. Specifically, it refers to a transaction activity in which consumers use the Internet to see various listed product information, select, order, and pay for the desired product in a virtual store, sign an address, and wait for a product delivered by a shopping mall. In contrast to traditional transactions, e-commerce must have four elements (Anisimova, 2007).

Shopping malls, consumers, products, and logistics. These four components make up a new trading market. It is an integrated model from consumers' online purchases to online payments and delivery, so e-commerce is rapidly developing. B2C e-commerce is one of the e-commerce

models classified by e-commerce entity (Ekinci et al., 2004).

B of B2C is Business, that is, a company or producer. C is a consumer, or consumer. It is a new business operation model that allows consumers to complete comprehensive service activities related to shopping, commercial transactions, payments, several business activities, trading activities, and financial activities through the Internet.

The development of the Internet in Korea is very high in the world. For example, it ranked first in the world in Internet penetration and third in the world in terms of national information. As B2C e-commerce is already deeply penetrating our daily lives as a new economy system, it has a lot of influence on companies, producers, and consumers, and changes are different from traditional commerce method s (Riynato et al., 2021), and the contents are summarized as follows.

First, as a characteristic of traditional trading methods, producers and end consumers have gone through at least four stages, but in e-commerce, producers and end consumers can be directly connected. Then you can save a lot of distribution costs (Srivastava & Kaul, 2014).

Second, B2C e-commerce is not restricted by time and space. Breaking away from these restrictions means that it is difficult to satisfy consumers with traditional techniques or marketing strategies (Slevitch & Amit, 2008).

Third, in e-commerce using the Internet, it has become easier for customers to obtain information at stores when purchasing. Fourth, when a company uses electronic media, the required capital is different by performing management activities. While traditional commerce invests in fixed assets and human resources, e-commerce uses a large amount of money compared to investments made mainly in systems and the Internet (Lee et al., 2013).

2.2. Interaction Quality

Interaction was defined as the ability and quality to respond to messages on their own in communication between buyers and sellers through exchanges between the two sides. This response consists of the employee's job eligibility and empathy. It was classified into intangible and tangible in terms of tangible, reliability, responsiveness, and certainty (Brakus et al., 2009).

As the relevance and independence were revealed together, the interaction of service contacts was defined as the moment of determination of the process of customers visiting and purchasing. Interaction quality refers to the behavior and attitudes that affect each other and is different from the relationship that appears in one direction. It is the emergence of an interaction combination in which quality is formed in a two-way relationship (Fan, 2011).

Interaction refers to the process of adapting to dynamic behavior and change with attitude reactions that occur in the other person's behavior. The formation of relationships between members was defined as the goodwill of mutual information exchange, thoughts, and experiences (Kussusanti & Tjiptoherijanto, 2019).

In the process of communication between customers and employees, interactions occur not only in the quality of products or services that create fixed customers, provide information and benefits to them, and benefit both sides, but also in the establishment of long-term relationships. In addition, there is a tendency to maintain a causal relationship in the performance of value pursuit and satisfaction with a duty and responsibility for expectation. Quality arising from interaction is the importance of the delivery process, perceived in attitudes and behavioral responses according to causal relationships such as ease of use, accessibility, employee service, and atmosphere in physical facilities, and quality is determined in customer evaluation (Tran & Tran, 2020). The level of response varies depending on how the customer perceives the behavior and attitude of the moment provided by the employee, and was classified into reliability, responsiveness, and empathy (Chang & Yeh, 2002).

Flexibility is defined as a smooth communication role with the degree of trust and trust in accurately providing promised service products, Quickness is a quick and immediate response to customers when performing duties, and Fairness is a thoughtful consideration and interest to each other (Hardius, 2015).

Interaction quality defines the point of contact at the moment of service as a moment of truth in marketing strategies, and includes physical facilities and tangible elements as well as interactions with customers as time and moment that occur in direct exchanges between each other. In particular, contact with interpersonal relationships is more reliable than advertising in restaurant promotional activities, so the quality of the interaction between customers and employees is subject to evaluation. Therefore, the interaction determined in the human relationship between the two sides sees contact itself as quality (Hwang et al., 2012).

Relationships the moment of face-to-face are emphasized as the importance of mutual action or role, and the organizational environment forms an exchange in human resources and becomes the quality of the production process. These efforts and knowledge information satisfy various types of customer needs to increase loyalty, revisits, or word of mouth. In particular, customers interact with socially constructed communities according to personal characteristics such as status, income level, education level, and experience (Hoffman & Birnbrich, 2012).

Interaction is not a single-dimensional concept, but is defined as a multidimensional concept such as feedback, response to the conversation process, mutual information exchange, and participation based on the reliability of responding and empathizing in the process of interpersonal

communication. In particular, it is necessary to understand the behavioral process in an attitude toward two or more relationships, and the quality that occurs in this interchange process is important (Bowman & Marayandas, 2001).

It also means what and how to know and act on the object that forms an attitude, including knowledge, opinions, and values of beliefs. Therefore, behavioral response is to understand what intentions and trends the target customer is showing, and the research model of attitudes that occur in the interaction between customers and employees is as follows. Interaction is communication that affects the bilateral relationship between customers and employees at the service point (Deng et al., 2010), and is the essence of the relationship between people through exchange, and is the behavioral situation for the object of action. In addition, behavior may appear differently depending on the task, and failure to service interaction at the point of contact that forms an attitude in performance activities can affect the customer's negative emotions, attracting them from the physical environment of desire, motivation, and experience.

Interaction quality presents importance as an overall characteristic and characteristic of product and service quality. Interaction quality is a generic term for evaluation results recognized by employees in the experience of the process of delivering to customers as a product. Customers want differentiated satisfaction, and the evaluation results of interactions in the physical environment between customers and employees affect loyalty. Compared to the importance of the interaction process, academic research is insufficient. Quality consists of reliability, responsiveness empathy, and eligibility in customer-employee interactive communication through mutual exchange (Leigh & Summers, 2002).

Prior research on interaction quality has been partially conducted, and it is difficult to clarify the fundamental definition. The quality of service exchange not only has no substance, but also the quality of service delivered to customers with untouchable intangibility occurs at the same time as production and consumption.

2.3. Trust

Organizational validity is the result of strategic management. In other words, the extent to which companies realize their goals for human resource management. Organizational validity can contribute positively to all aspects of trust can ultimately improve performance by increasing the level of cooperation between the two sides of the transaction and improving the quality of interaction. In management, the exchange of customers and employees is the confidence that comes from credit and honesty with cooperative interrelationships and the heart and faith that we rely on as partners. Performance can predict long-term relationships between each other, and it is the belief and confidence that

they will not be easily misled (Thanh & Toan, 2018). This result quality is a psychological mind related to satisfaction in the uncertainty of the restaurant environment and the experience and reputation obtained in the exchange process. In the experience study of customers who visit the airline's website, information is obtained from the experience of the perceptual process by obtaining information on whether to expect or continue the relationship that may occur in the future (Nam, 2015).

In particular, the physical factors of interaction within the website presented a significant influence on the formation of customer information and preferences.

The importance of trust suggested by previous researchers is as follows.

First, the difference between trusted customers and untrusted customers varies in quality evaluation during the process of mutual communication. Service quality refers to the expectation that the target's words and actions can be trusted in the interaction between customers and employees, and that they will do their best and responsibility based on good faith between the two sides in the transaction relationship (Tournois, 2015).

Second, trust related to uncertainty is classified into sincerity and goodwill perceived with customers, and integrity is expected to be trusted in the words, actions, and attitudes of the subject. Affinity refers to how much interest and serious customer interests and values are shared. Therefore, securing regular customers and forming loyalty are important for reliability for restaurant success strategies. The type of trust is classified into cognitive, emotional, and behavioral trust, and cognitive trust is based on rational and objective attitudes to predict how well the employee will perform the promised job based on the ability, skill level, and expertise provided to the customer (Tran & Tran, 2020).

Emotional trust is evaluated as an atmosphere perceived by customers at the interface in the environment, and the deeper the positive emotions, the more rationalized the mutual knowledge and experience and provided as an important role than cognitive trust. Subjective emotional response is based on trust in the quality of exchange between customers in terms of solidarity and stability between customers.

Behavioral trust is divided into cognitive trust and emotional trust, and cognitive trust is a process of forming images and awareness, such as compensation for understanding and stability between customers and employees through cooperative actions caused by emotional states. It is said that emotional trust is viewed as intimacy, and expectations or uncertainties are reduced in complementary future behavior and relative beliefs.

Trust is an exchange act that wants more interaction or expects continuous relationship formation, and has characteristics related to mutual latent beliefs and promotion

activities.

2.4. Relationship Performance

What is closely related to the relationship with customers is a qualitative indicator such as customer loyalty rather than a quantitative performance indicator such as market share. One of the major issues in a company's customer relationship is the quality of life and psychological satisfaction of customers, predicting that the company's marketing will change to focus on improving quality of improving quality of life (Wang et al., 2013).

It was said that continuous environmental changes and complex customer needs and expectations began to imprint quality of life as a major performance factor (Wang et al., 2013).

Relationships appear as long-term orientation, and long-term orientation is perceived as beneficial to buyers as the result of interdependent joint activities over a long period of time. It is said that the overall performance of a company is the result of management activities and the emphasis is different depending on the field of management function. However, in this study, relationship performance was defined as "the degree to which partners consider the degree of their relationship to be valuable, justified, productive, and satisfied" (Wang & Kelvin, 2019).

As shown in several previous studies, the term 'relational performance' is used in various forms, one of which refers to transaction costs or the cost and efficiency of relationship management. Based on previous studies, the research was conducted by organizing the relationship performance into continuous management and recommendation intention.

Reuse intention through relationship performance is an important factor in creating a company's competitive advantage and serves as an important factor in understanding continuous use behavior and customer retention (Siegrist et al., 2008).

High relationships bring advantages such as improving the affinity of existing customers, preventing existing customers from leaving, and reducing marketing failures, which implies the possibility that customers can continue to use in the future.

2.5. Relationship Satisfaction

Consumer satisfaction is defined as the latter's conceptualization of customer satisfaction as a result of consumption experience as a result of the evaluation that the consumption experience was better than expected and the difference between the pre-belief of the alternative and perceived product performance after consumption. The process-oriented approach deals with the consumer's overall consumption experience, which identifies important processes by individually measuring each factor that plays an important role at each stage (Siegrist et al., 2008).

Relationship satisfaction with the relationship is considered a very important variable in the relationship between the seller and the buyer. Satisfaction is a consumer's emotional state formed from a comprehensive evaluation that consumers feel in the relationship between retail stores, and satisfaction acts as a key factor in forming a partnership with the other party in the exchange model between organizations. This is because satisfaction not only has a significant proxy effect on the perceived effectiveness, but it can also better predict the future behavior of the other party through satisfaction (Thanh & Toan, 2018).

Satisfaction is an attitude toward all experiences as a follow-up evaluation of purchase behavior, and the basis for this evaluation is based on the programs, services, products, etc. provided, and satisfaction is determined including the price, convenience, qualitative factors, accessibility, and usability of the service. Satisfaction with the distribution channel can be said to be an overall approval of the route relationship of the route member, and it can be said to be a positive emotional state caused by either side's past work with the partner. (Tran & Tran, 2020)

This relationship satisfaction can be measured by feeling the overall part of the relationship with the partner of the transaction relationship, but it can be seen as a multi-dimensional comprehensive concept. In addition, satisfaction is a key factor in easing conflicts and strengthening solidarity with partners in transaction relationships between distribution channel members, and is the most important key factor in relationship marketing and evaluating relationship marketing (Oliver, 1981).

Relationship satisfaction was interpreted as a detailed aspect of relationship satisfaction, including satisfaction among path members, economic satisfaction, and service quality satisfaction arising from relationships, and path member satisfaction was defined as an evaluation of results including economic and social results (Fan, 2011).

Satisfaction is a comprehensive evaluation by purchasing decision makers of relationship experience, purchase, and use of a product or service over a long period of time, and is widely used in B2C relationship research (Kim, 2017). It should be seen as an important variable in determining whether a consumer's relationship will continue, and this should be measured from a progressive perspective that reflects everything about the transaction experience rather than a universal perspective of transaction. This means that it is necessary to understand what attributes are affecting (Bhattacherjee, 2001).

Based on the concept of relationship satisfaction presented in previous studies, relationship satisfaction shows an emotional and emotional state, and is defined as maintaining a fair relationship between companies and

consumers and continuing satisfaction and ties.

3. Research Methodology

3.1. Model

A research model such as <Figure 1> was presented to examine the relationship between interaction quality, trust, relationship performance and relationship satisfaction of airline B2C. Research models and research hypotheses was established based on prior research analysis on the quality of service and performance relationship of the airline's e-commerce platform market, and a survey will be conducted for empirical analysis of users who have used airlines on the airline's B2C e-commerce platform, which were collected through self-subscription in February to July 2023. A total of 398 questionnaires were collected.

Statistical analysis of samples collected for empirical analysis is conducted through the following method. Frequency analysis is to be conducted for the demographic characteristics of the collected samples. For the validity of the items used in the empirical analysis of this study, exploratory factor analysis is conducted, and reliability analysis is conducted to review the internal consistency of the factors. In order to verify the validity of the measurement tool of this study, we would like to review the variance extraction value (AVE) and reliability (CCR) through confirmatory factor analysis, and conduct structural equation analysis to verify the research hypothesis.

The empirical analysis of the study will use SPSS Ver. 18.0 and PASW Ver. 18.0, and the conclusions and implications of the study were drawn based on the results of the empirical analysis.
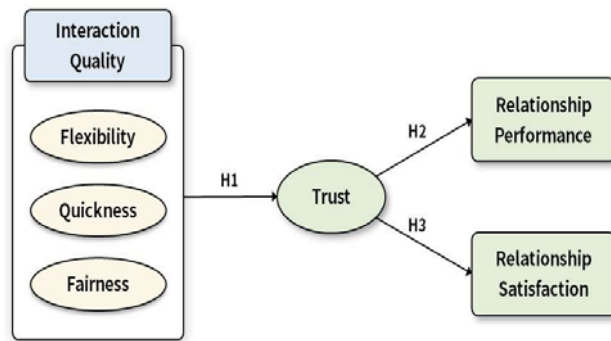

Figure1: Research Model

3.2. Hypothesis

Interaction relationships with customers are considered important factors in management strategies for airline

development because they are related to airline interests as an important determinant of user repurchase.

In airline marketing, user satisfaction is a tolerance that satisfies the needs and desires of users, and only when management is carried out for customer satisfaction can airline B2C e-commerce companies continue to develop their competitiveness.

In order for airlines that sell products to develop and continue to grow in B2C's fierce e-commerce market, it is very important to strengthen customer satisfaction and customer loyalty by improving service quality like the existing aviation market.

Unlike the existing market, aviation e-Commerce does not require direct face-to-face between sellers and consumers, but is formed over space and time, and marketing methods and means are also conducted online, so research on the service quality and relationship formation of airlines e-Commerce is needed (Riynato et al., 2021; Srivastava & Kaul, 2014).

For the purpose of this study, the following research models and hypotheses were established by conducting literature surveys such as domestic and foreign research data, prior studies, policy reports of public institutions, and publications to understand the characteristics and status of the airline B2C trading platform market. This study aims to be conducted for the following purposes.

First, by examining the current status and characteristics of the aviation B2C e-commerce market (Anisimova, 2007; Ekinci et al., 2004; Lee et al., 2013; Riynato et al., 2021; Slevitch & Amit, 2008; Srivastava & Kaul, 2014), we would like to understand the relationship between service interaction quality in the airline's B2C e-commerce market.

Second, we would like to identify the flow of prior research on user satisfaction in the performance of airline B2C e-commerce service interaction quality, trust and interaction, and extract interaction performance factors with users that can improve interaction quality (Nam, 2015; Thanh & Toan, 2018; Tran & Tran, 2020).

Third, we would like to establish a research model by classifying independent variables and interaction performance of interaction quality as dependent variables and analyze the influence relationship through empirical analysis. In addition, it is intended to verify the mediating effect of trust in the relationship between interaction quality, relationship, and relationship satisfaction. In other words, it is intended to investigate the effect of the service quality evaluation factor of users on the relationship performance of aviation B2C e-Commerce (Bhattacherjee, 2001; Fan, 2011; Kim, 2017; Thanh & Toan, 2018; Wang et al., 2013; Wang & Kelvin, 2019).

Finally, this study aims to analyze the impact of B2Ce-Commerce's service quality on management strategies that lead to interaction quality and interaction performance in the

rapidly increasing management environment of airlines (Kim, 2017; Oliver, 1981; Siegrist et al., 2008; Thanh & Toan, 2018; Wang et al., 2013; Wang & Kelvin, 2019).

In addition, this study aims to identify how domestic airlines' aviation e-commerce platform companies affect airline management strategies and how they can be used when improving the quality of interactive services on the platform to improve user satisfaction. This study established the following H1, H2 and H3.

H1: The interaction quality of aviation e-Commerce will have a significant impact on trust.

　H1-1: The flexibility of aviation e-Commerce will have a significant impact on trust.

　H1-2: The quality of aviation e-Commerce will have a significant impact on trust.

　H1-3: The fairness of aviation e-Commerce will have a significant impact on trust.

H2: The trust of aviation e-Commerce will have a significant impact on the relationship with users.

H3: The trust of aviation e-Commerce will have a significant effect on the satisfaction of relationships with users.

4. Results

4.1. The Demographic Characteristics

The demographic characteristics are shown in <Table 1>. The gender of the respondents was 234 men (58.8%) and 164 women (41.2%) showing a greater distribution of men.

The age range is 144 people in their 20s (36.2%), 135 people in their 30s (33.9%), 95 people in their 40s (23.9%), and 24 people in their 50s (6.1%).

The number of aircraft used is 174 (43.7%) once or twice, 141 (35.4%) three to four times, 46 (11.6%) more than seven times, and 37 (9.3%) five to six times.

The purpose of the holiday and vacation was 226 (56.8%). the business trip was 114 (28.6%). 43 visits to friends and relatives (10.8%) followed by 11 participants in education and meetings (2.8%) and 4 others (1.0%).

The sources of information collection were internet 242 people (60.8%), travel agency 90 people (22.6%), people around you 36 people (9.0%), and 30 others (7.6%).

Occupations were 258 office workers (64.8%), 61 self-employed (15.3%), 25 public officials (6.3%), 19 others (4.8%), 18 full-time housewife (4.5%), and 17 students (4.3%).

Table 1: Demographic Characteristics of the Respondents (n=398)

Classification		Frequency (person)	Percentage (%)	Classification		Frequency (person)	Percentage (%)
Gender	male	234	58.8	Source of Information Collection	Internet	242	60.8
	female	164	41.2		travel Agency	90	22.6
Age	20s	144	36.2		people around you	36	9.0
	30s	135	33.9		Others	7	7.6
	40s	95	23.9	Position	office worker	258	64.8
	Over 50s	24	6.1		self-employed	61	15.3
Aircraft Using number of times	1-2	174	43.7		student	17	4.3
	3-4	141	35.4		public officer	25	6.3
	5-6	37	9.3		house wife	18	4.5
	Over 7	46	11.6		others	19	4.8

4.2. Feasibility and Reliability of Data

The construct validity of a measurement tool is about the consistency between the construct concept and the variables that measure it. It is an indication of how well the construct concept was measured by the observation variable. Concentrated validity, discriminant validity, and law validity were verified. Internal consistency was evaluated based on Cronbach's α coefficient.

The reliability of the measurement tool was verified. These construct validity and reliability were reviewed. Confirmatory factor analysis was performed using AMOS 18.0. Reliability analysis was conducted using PASW 18.0. The results of confirmatory factor analysis and reliability

analysis are shown in Table 2.

The model was designed using six latent variables and 18 observation variables. The suitability according to the confirmatory factor analysis results is very high overall. (χ^2 (df)=153.192(120), normed-χ^2=1.277, RMR=.027, GFI=.959, AGFI=.942, NFI=.885, IFI=.973, TLI=.964, CFI=.972, RMSEA=.026). The standardized factor load for 18 measurement items was statistically significant. The factor load is not less than 0.5.

The average variance extraction value (AVE) and concept reliability (CCR), which are the means of the intensive feasibility evaluation method of Fornell and Larcker (1981), meet the respective criteria of AVE>0.5 and CCR>0.7.

Therefore, the measurement items of this study were

judged to have sufficient concentration validity. The Cronbach's α coefficient of all constituent concepts was

higher than the reference value of 0.6 or more. Reliability of the measurement items selected in this study was also secured.

Table 2: Confirmatory Factor Analysis and Reliability Analysis Results

Measurement		Std. factor loading value	Std. error	C. R.	p	AVE (CCR)	Cronbach's α
Flexibility	Flexibility to respond unexpected situations	.808	-	-	-	.606 (.820)	.837
	Flexible decision making when changes are needed	.821	.212	7.019	***		
	Flexible execution of changes	,750	.168	7.486	***		
Quickness	Respond quickly to unexpected situations	.745	-	-	.	.663 (.838)	.739
	Quick decision making when changes are needed	.740	.101	7.651	***		
	Quickly execute changes	.613	.129	8.804	***		
Fairness	Trying to take our views into account even in unexpected situations	.753	-	-	-	.665 (.855)	.825
	Make decisions based on our views if any changes are needed	.931	.114	9.527	***		
	Taking our views into account when implementing the changed issue	.750	.194	10.830	***		
Trust	I believe I the information provided by the airline	.708	-	-	-	.620 (.827)	.842
	I believe in the promise made by the airline	.941	.155	9.358	***		
	I think the airline is generally reliable	.687	.070	9.142	***		
Relationship Performance	The results were better than expected	.670	-	-	-	.589 (.809)	.828
	The trend of use for the transaction has improved more than expected since the transaction	.879	.164	12.973	***		
	After the transaction, the possibility of using the transaction in the future has increased	.739	.171	12.612	***		
Relationship Satisfaction	feel good about a relationship	.696	-	-	-	.661 (.851)	.844
	think that the relationship is successful	.987	.144	10.167	***		
	be generally satisfied with one's relationship	.724	.060	10.469	***		
X^2 (df)=153.192(120), normed-χ^2 =1.277, RMR=.027, GFI=.959, AGFI=.942, NFI=.885, IFI=.973, TLI=.964, CFI=.972, RMSEA=.026							

***: $p<.001$

The results of the correlation analysis of this study are shown in Table 3. All correlations between each latent variable are not more than 0.7 based on the absolute value. Multicollinearity cannot be questioned. The AVE values of

all latent variables are greater than the square value of the correlation between each latent variable. It was found that the discriminant validity between each constituent concept was satisfied.

Table 3: Compositional Feasibility Analysis of Compositional Concepts

	Flexibility	Quickness	Fairness	Trust	Relationship Performance	Relationship Satisfaction
Flexibility	.606[a]	.172[b]	.096[b]	.268[b]	.286[b]	.091[b]
Quickness	.415	.663[a]	.179[b]	.191[b]	.177[b]	.092[b]
Fairness	.310	.423	.665[a]	.176[b]	.042[b]	.191[b]
Trust	.518	.437	.419	.620[a]	.187[b]	.098[b]
Relationship Performance	.535	.421	.204	.433	.589[a]	.216[b]
Relationship Satisfaction	.302	.304	.437	.313	.465	.661[a]

a: AVE, b: R^2 the square of the bivariate correlation coefficient(r^2)

4.3. Hypothesis Verification

4.3.1. Study Model Fit

In this study, it was verified through a structural equation model for flexibility, quickness, and fairness, which are sub-factors of aviation e-Commerce's interaction quality, trust in aviation e-Commerce, relationship with users, and relationship satisfaction. The analysis results are shown in Table 4. Among the fitness results, it was found that x^2, NFI did not meet the criteria. It is not an absolute criterion. Except for this, the rest of the index meets the standard very well. The setting of this research model is appropriate.

Table 4: Structural Equation Model Analysis Results

Fit Index	χ²(df)	p-value	PMR	GFI	AGFI
Evaluation Criteria		≥.05	≤0.05	≥0.9	≥0.9
Degree of Suitability	164.872(127)	.013	.029	.956	.941
Suitability		unsuitable	suitable	suitable	suitable
Fit Index	**NFI**	**IFI**	**TLI**	**CFI**	**RMSEA**
Evaluation Criteria	≥0.9	≥0.9	≥0.9	≥0.9	≤0.08
Degree of Suitability	.876	.969	.961	.968	.027
Suitability	unsuitable	suitable	suitable	suitable	suitable

4.3.2. Examination of a Hypothesis

The results of this hypothesis test are Table 5 and Figure 1. First, Hypothesis 1, the effect of the interaction quality of aviation e-Commerce on trust was verified. Hypothesis 1-1, the standardized path coefficient of the effect of flexibility on trust among the sub-factors of aviation e-Commerce is .119. The C.R value was 1.965 (p<.05).

It has a statistically significant effect. Therefore, Hypothesis 1-1, 'the flexibility of aviation tourism E-Commerce will have a significant impact on the trust of aviation e-Commerce.' Hypothesis 1-2, among the sub-factors of aviation e-Commerce, the standardized path coefficient of the effect of quickness on trust is .172. The C.R value is 3.105 (p<.01) has been shown. It has a statistically significant effect.

Therefore, Hypothesis 1-2 was adopted that 'the quickness of aviation tourism e-Commerce will have a significant impact on the trust of aviation e-Commerce'. Hypothesis 1-3, among the sub-factors of aviation tourism e-Commerce, the standardized path coefficient of the effect of fairness on trust is .344. The C.R value was 8.427 (p<.001). It has a statistically significant effect. Therefore, Hypothesis 1-3 'The fairness of aviation e-Commerce will have a significant impact on the trust of aviation e-Commerce' was adopted.

Second, Hypothesis 2, the effect of the trust of aviation tourism e-Commerce on the relationship with users was verified. The standardized path coefficient of the effect of trust on relationship performance is .250. The C.R value was 3.417 (p<.001). It has a statistically significant effect. Therefore, Hypothesis 2, 'The trust of aviation e-Commerce will have a significant impact on the relationship with users'.

Finally, Hypothesis 3, the effect of the trust of aviation tourism e-Commerce on relationship satisfaction with users was verified. The standardized path coefficient of the effect of trust on relationship satisfaction is .447. The C.R value is 6.696 (p<.).001). It was found to have a statistically significant effect. Therefore, Hypothesis 3, 'The trust of aviation e-Commerce will have a significant effect on the satisfaction of relationships with users.' was adopted.

Table 5: Structural Equation Analysis

	Path			Std. path coefficient	Std.E	CR[a]	p-value	SMC[b]
H1	Flexibility	→	Trust	.119	.109	1.967	.049	.431
	Quickness			.172	.023	3.105	.002	
	Fairness			.344	.041	8.427	***	
H2	Trust	→	Relationship Performance	.250	.073	3.417	***	.231
H3			Relationship Satisfaction	.447	.067	6.696	***	.288

X^2=164.872(df=127, p=.013), Normed-X^2 =1.298, RMR=.029, GFI=.956, AGFI=.941, NFI=.876, IFI=.969, TLI=.961, CFI=.968, RMSEA=.027

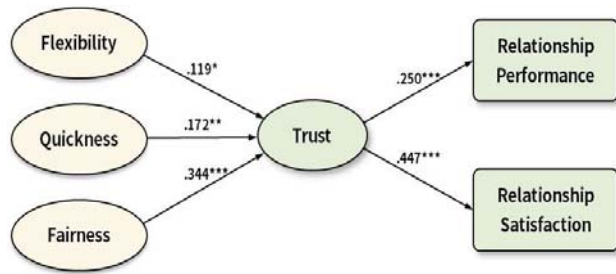***:p<.001, a. C.R.(Critical Ratio), b. SMC(Squared Multiple Correlation)

Figure 2: Structural Equation Analysis Results

5. Conclusion

The purpose of this study was to analyze the structural relationship between interaction quality and relationship in the airline B2C market. Based on previous studies, flexibility, quickness, and fairness were included as components of interaction quality, and the resulting variables, relationship satisfaction and trust were included. For this study, it was conducted on users who have used airline B2C e-Commerce more than twice. The causal relationship between variables through empirical analysis was found to be very significant, and all of the hypotheses in this study were supported. The results are as follows.

First, it was reaffirmed that flexibility, quickness, and fairness among the quality of airline interaction have a very important impact on the trust of users. This study found that not only suppliers but also buyers' flexibility significantly affects the trust. This has the significance of research in which flexibility, quickness, and fairness of interaction quality should be managed importantly in the airline B2C market.

Second, in airline B2C e-Commerce, trust was treated as a factor that directly affects relationship performance. It was found that trust directly affects relationship performance. It was found that corporate trust based on past satisfaction affects relationship performance. The significance of the study can be found in the airline B2C market that interaction quality and trust management must be preceded in order to form a long-term cooperative relationship.

Third, the results of previous studies were once again verified by airline B2C e-Commerce that the higher the trust, the higher the relationship satisfaction. In this way, this study demonstrated the structural influence relationship between relationship satisfaction and trust that constitutes relationship performance. Transactions in the B2B market ultimately aim to create effective and long-term performance by continuing relationships with business partners. In particular, trust and relationship on the surface strengthen with customers and continue relationships.

It should be kept in mind that interaction quality and trust

are important in the airline B2C market, like the consumer market, and through this, relationship performance and relationship satisfaction can be improved. Since transactions between companies are also caused by interactions, it will not be possible to understand the fundamental driving force for maintaining transaction relationships except for interactions.

In order to improve the quality of interaction, it is necessary to improve to a flexible and rapid constitution to change while paying close attention to the partner's situation.

Airline B2C market need to understand the process of forming and developing relationships and then introduce relationship management mechanisms according to time. If it is a time to focus on improving relationship performance and relationship satisfaction, flexibility, quickness and fairness of interaction quality should be intensively managed, and it should be managed with a focus on improving trust.

Airline B2C should develop into a relationship that can withstand change together through high-quality interactions and create common results in the long term, and in this process, a step-by-step plan should be established and implemented gradually. Despite the academic and practical implications of this study, this study has several limitations.

This study needs to be conducted by presenting the interaction quality in more various dimensions. This study analyzed the structural order between the factors constituting the relationship performance. However, since the constituent factors may have a relationship, it is necessary to verify this through a hypothesis contrary to this study. In other words, by studying the concept of trust as a factor affecting relationship satisfaction or the concept of solidarity as a factor affecting financial performance, a study comparing the results of this study can be conducted.

The relationship period was included in the survey item, but the difference in influence according to the relationship period was excluded from the analysis. Therefore, in future studies, it is necessary to verify whether the relationship period plays a coordinating role in relationship quality.

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