

Table S1. Group-based differences of different constructs based on the Demographic and travel-related characteristics.

Parameter	Category	Service Quality	Reliability	Assurance	Empathy	Tangible	Responsiveness	Satisfaction	Image	Loyalty
Gender	Male	3.67 (3.07-4.20)	3.83 (3.17-4.17)	3.33 (2.67-4.00)	4.00 (3.00-4.00)	4.00 (3.00-4.50)	3.50 (2.50-4.50)	3.50 (3.00-4.50)	4.00 (3.00-4.33)	3.50 (3.00-4.50)
	Female	3.67 (2.47-4.25)	3.67 (2.17-4.33)	3.33 (2.33-4.00)	3.75 (2.50-4.50)	3.75 (2.50-4.50)	4.00 (2.50-4.50)	3.50 (2.50-4.50)	3.67 (2.67-4.67)	3.00 (2.00-4.00)
	p*	0.492	0.246	0.365	0.792	0.422	0.441	0.583	0.424	0.012
Age	Under 18	4.00 (2.63-4.50)	3.83 (2.58-4.33)	4.00 (2.83-5.00)	4.00 (2.50-4.75)	3.50 (2.50-4.75)	3.50 (2.75-5.00)	3.00 (2.50-4.25)	4.00 (2.33-4.50)	2.00 (1.00-4.00)
	18-24	3.53 (2.33-4.27)	3.50 (2.00-4.46)	3.00 (2.33-4.00)	3.50 (2.50-4.50)	4.00 (2.00-4.50)	4.00 (2.00-4.50)	3.50 (2.50-4.50)	3.67 (2.67-4.67)	3.25 (2.00-4.50)
	25-34	3.80 (3.40-4.20)	4.00 (3.50-4.29)	3.67 (2.75-4.00)	4.00 (3.00-4.50)	4.00 (3.00-4.50)	3.75 (3.00-4.50)	4.00 (3.50-4.00)	3.83 (3.00-4.67)	3.50 (3.00-4.38)
	35-44	3.60 (3.07-4.13)	3.83 (3.33-4.17)	3.33 (2.67-4.00)	4.00 (3.00-4.50)	3.50 (3.00-4.50)	3.50 (3.00-4.50)	3.50 (3.00-4.00)	3.67 (3.00-4.00)	3.50 (3.00-4.00)
	> 45	3.67 (2.80-4.20)	3.83 (2.67-4.17)	3.33 (2.67-4.00)	4.00 (3.00-4.00)	3.50 (3.00-4.50)	4.00 (1.50-4.50)	3.50 (2.50-4.50)	3.67 (3.00-4.67)	3.50 (2.50-4.00)
	p¥	0.636	0.413	0.431	0.655	0.963	0.97	0.196	0.69	0.231
Number of previous trips via LCCs	Just once	3.80 (3.20-4.20)	3.83 (3.00-4.33)	3.33 (2.67-4.00)	4.00 (3.00-4.50)	3.50 (3.00-4.50)	4.00 (3.00-4.50)	3.50 (2.50-4.00)	3.67 (3.00-4.67)	3.50 (2.50-4.50)
	2 times	3.63 (2.53-4.33)	3.67 (2.33-4.33)	3.33 (2.33-4.33)	3.50 (2.63-5.00)	4.00 (2.50-4.50)	3.75 (2.00-5.00)	3.50 (2.50-4.50)	3.67 (2.67-4.33)	3.50 (2.50-4.38)
	3 or more	3.27 (2.33-4.18)	3.50 (2.00-4.33)	3.00 (2.33-4.00)	3.50 (2.50-4.38)	3.50 (2.00-4.50)	3.50 (2.00-4.50)	3.50 (2.63-4.50)	3.67 (2.33-4.33)	3.00 (2.00-4.00)
	p¥	0.073	0.068	0.060	0.104	0.739	0.098	0.954	0.351	0.080
Purpose of the most recent trip	Business	3.60 (2.67-4.20)	3.83 (2.50-4.33)	3.00 (2.33-4.00)	3.50 (2.50-4.50)	3.50 (2.50-4.50)	3.50 (2.00-4.50)	3.50 (3.00-4.50)	3.67 (2.33-4.33)	3.50 (2.00-4.00)
	Leisure	3.73 (2.53-4.27)	3.83 (2.17-4.33)	3.67 (2.67-4.33)	4.00 (2.50-4.50)	4.00 (2.50-4.50)	4.00 (3.00-5.00)	3.50 (2.50-4.50)	4.00 (3.00-4.67)	3.50 (2.50-4.50)
	Both Business and Leisure	3.40 (3.40-3.40)	3.17 (3.17-3.17)	3.33 (3.33-3.33)	3.00 (3.00-3.00)	4.50 (4.50-4.50)	3.50 (3.50-3.50)	2.00 (2.00-2.00)	4.67 (4.67-4.67)	4.50 (4.50-4.50)
	Education	2.83 (2.53-4.33)	2.75 (1.88-4.46)	3.17 (3.00-4.00)	3.50 (2.63-4.38)	3.00 (2.00-4.00)	2.75 (2.00-4.88)	3.25 (2.00-4.00)	3.33 (2.50-4.58)	3.25 (2.50-4.38)
	Hajj/Umrah	3.73 (3.07-4.02)	3.67 (3.29-4.00)	3.33 (2.33-4.00)	4.00 (3.50-4.50)	3.75 (3.00-4.50)	3.50 (2.50-4.50)	3.50 (2.50-4.00)	3.67 (2.67-4.33)	3.50 (2.50-4.50)
	p¥	0.862	0.868	0.619	0.483	0.513	0.465	0.323	0.450	0.593

* results were based on a Mann-Whitney U test; ¥ results were based on a Kruskal Wallis Test.