A Study on the Customer Value of Airline's SNS: Focused on Improving Customer Satisfaction by Customer Value Type[*]

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Abstract

Purpose – The research was conducted to understand how the values of customers using airline SNS affects customer satisfaction and trust. By finding out which characteristics of customer values lead to customer satisfaction and gaining trust, research concludes with suggestions for various airlines to utilize such characteristics to maintain customers through SNS.

Research design, data, and methodology – The data were collected from May to July 2020 for two months from the people who used SNS operated by domestic airlines. 342 samples were selected and used as final samples for the study.

Result – The results of the relationship between customers' values and customer satisfaction amongst those who use airlines' SNS show that practical, pleasure and social components all have a positive effect on customer satisfaction. The relationship between customers' values and customer trust amongst those who use airlines' SNS show that practical and pleasure components have a positive effect on customer trust while social component didn't yield a positive impact on customer trust.

Conclusion – Identifying and understanding SNS users' value structure and providing specific guidelines for customer value components can help demonstrate the causal relationship between customer value components, customer satisfaction, and trust. Also, evidence of applicable customer value theory could be provided.

Keywords: SNS Customer Value, Customer Satisfaction, Trust

JEL Classification Code: L84, M3, M31

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1. Introduction

According to the results of the 2019 Internet Usage Survey done by the Ministry of Science and ICT, 91.8% of Koreans use the Internet as of 2019 and the Internet use by senior citizens aged 60 or older has increased significantly, recording 88.8% of the usage rate. It also said that over the past decade, the gap between gender and age in Internet usage in Korea has significantly eased, and the usage rate of people in their 50s and older has increased significantly.

The development of information and communication technology has improved the accessibility of Internet use, allowing consumers who use tourism-related businesses to exchange information and knowledge more freely without restrictions on time and space. As a result, the continuous increase in smartphone users has changed the tourism industry, and the distribution of the tourism industry has diversified due to online travel agencies, mobile applications, and real-time reservations (Gu, 2017). Customers who use airlines have also recently expanded their purchases through airline applications due to airline SNS marketing based on consumers' tendency and value.

Consumers who used to have passive tendencies in the past are turning into active consumers who experience directly through SNS and make decisions based on individual consumer values. With the recent development of the airline industry, customers' overall assessment of airlines' use is also diversifying. Because these overall evaluations vary from value to value pursued by individuals, research is in need on the impact of customer value using a customer value measurement model targeting customers using airline SNS. In research on the relationship between customer value and customer satisfaction, customer value is a source of corporate competitiveness and an important prior factor in customer satisfaction (Woodruff, 1997).

Studies have also shown that understanding customer value strengthens customer relationships, and meeting customer expectations increases customer satisfaction and loyalty, which leads to improved profitability (Lai, Griffin & Babin, 2009).

One of the reasons why companies pay more attention in customer satisfaction is that customer satisfaction increases the possibility of re-purchase of products or services and acquires brand loyalty, and ultimately contributes to companies' external performance such as market share and profits. Measures to improve customer value and customer satisfaction are essential to secure potential customers in the future, to maintain existing customers, and to secure competitive advantages for companies (Kim et al, 2001). In order to give consumers a wide range of information for successful air travel amid the competitive environment of social media, the airlines need to be interested in the customer satisfaction that affects the various values and values they have.

Because customer value factors are a major contributor to customer satisfaction and customer satisfaction has a significant impact on trust, marketers should adjust their market strategies to suit the market environment (Kassim & Abdullah, 2010).

In this study, we propose a customer value measurement model that can be applied to general SNS by comprehensively analyzing various prior studies on airline SNS, analyze which customer value factors affect customer satisfaction and trust, and find out the impact of customer satisfaction on trust.

Most studies grading the relationship between airline customer value and customer satisfaction have focused mainly on marketing methods related to service quality. On the other hand, this study seeks to analyze the relationship between customer value and customer satisfaction, focusing on the value of the airline's SNS use. It is believed that the findings of this study will contribute to developing a new revenue model by analyzing customer value using the unique characteristics of SNS' popularity, relationship formation, communication, and interaction with consumers.

In this study, we will focus on the customer value of airline SNS users and propose ways to improve customer satisfaction according to the customer value type.

2. Literature Review

2.1. SNS (Social Network Service)

SNS is a service system that began in the early 21st century, bringing social relationships online. As a service that helps form a network by forming social relationships between people, the main feature is that individuals communicate in the internet space, share information, and continue to expand communication. The number of users and the scope of utilization are rapidly increasing as small IT devices allow such SNS available anytime, anywhere, along with the improvement of the network environment and the increase of internet users.

SNS is a web-based service that enables individuals to use a limited system to inform others communicate with them (Boyd & Ellison, 2008), and view their relationship histories within the system to create and share information with others (Lee & Lee, 2017).

The purpose of SNS is not just to provide the function of connecting humans with humans, but to form a human network online and open it to others. In addition, anyone can easily and quickly form an online human network by writing and disclosing personal information such as name, age, school, and occupation on SNS profiles, then create contents such as writing, photos, and videos and share personal thoughts and interests through content (Rizavi, Ali & Mustafarizavi, 2011).

Companies' SNS can not only allow communicating with customers efficiently, but it also works as a viral medium that the companies can spread the message they want to convey to users (Jansen, Von, Goertz & Heidler, 2009).

Shin et al. (2012) classified SNS characteristics as being up-to-date, reliable, interactive, informative and accessible.

A study was conducted on how SNS characteristics affect consumers' purchasing intentions and recommended behaviors while serving as a medium for the attitude of the product. As a result of the study, reliability and information availability had a positive impact on the attitude of the product, and the attitude of the product had no positive effect on the intention of purchase and recommended behavior.

According to Oh and Kim (2014) the purchase intentions of fashion products and online word of mouth and whether the reliability, interaction, information, context-based availability, and entertainment characteristics of SNS positively affect consumers' acceptance intentions. Research shows that reliability, information, context-based availability, and entertainment have a positive impact on consumers' perceived usefulness. However, it is shown that interaction does not have a positive effect on consumers' perceived usefulness.

Park et al. (2015) studied the impact of SNS characteristics on the immersion and intention of relationship maintenance for users of restaurant companies and set SNS characteristics as four factors of perceived enjoyment, social reality, interaction and relationship.

New SNS, combined with various forms of content, are emerging, and are being used as a platform to facilitate sharing and distribution to friends and acquaintances throughout the network (Choi & Hong, 2015).

2.2. Customer Value

From a marketing perspective, customer value affects human behavior, and the reason consumers engage in consumer activities is defined as to find valuable objects (Jo, Jang & Choi, 2010).

Patrick (2002) classified the perceived value of the customer into five dimensions into emotional, reputational, economic, non-economic and quality, while Shafiq, Raza and Zia-ur-Rehman (2011) classified customer value into pleasure, functional, economic and symbolic values.

Lee, Seo, Kim and Jang (2014) include psychological, temporal and physical costs as well as financial costs. Therefore, consumers will purchase the most expensive products, rather than the cheapest ones, but the ones that provides the greatest value to them. Customer value refers to the perceived preference of the customer for outcomes and performance from the products or services used to achieve the objectives and objectives of the customer. In other words, value comes from the learned preferences of consumers, the perception of assessment.

Holbrook (2006) defined perceived value as a relative preference for experience involving interactions between customers and products, and classified customer value as two key criteria: self-oriented versus other-oriented value and external value versus intrinsic value. By integrating these classification criteria, the four dimensions of customer value are presented as external values, social values, and intrinsic values, such as pleasure values, and altruistic values.

It was also proposed as a means of shaping one's response by others: social value, economic value meaning efficiency and quality superiority, pleasure value for pleasure itself, and altruistic value, which means an interest in how an individual's actions affect others.

Kim et al. (2011) proposed perceived values that affect the intention of purchasing digital items as social, emotional, and functional values.

In this study, the customer value of SNS consists of practical value, pleasure value, and social value dimension. Most of the airline's SNS services are provided free of charge, therefore the financial value shown in the preceding study was excluded from the study. The dimensions of customer value have been studied in various dimensions in existing studies, including social value, cognitive value, functional value, contextual value, and emotional value.

In this study, we propose three dimensions such as practical value, pleasure value and social value in order to obtain the satisfaction of customers who use airline SNS, it is necessary to provide accessible and enjoyable service as well as basic characteristic of SNS which is a communication-related function.

Based on the existing prior study of customer value, this SNS study defined each dimension of customer value as follows. The practical value dimension is defined as the customer's evaluation of rational benefits such as convenient services, personalized services, etc. and time savings. The pleasure value dimension is defined as an evaluation of emotional benefits such as visual feelings and enjoyment through SNS. The social value dimension was defined as

the customer's evaluation of social benefits such as community activities, elimination of privacy concerns, and self-respect.

2.3. Customer Satisfaction

Customer satisfaction means meeting consumers' expectations beyond a set level with the achievement response experienced by consumers. Because satisfaction is experienced, the emotional influence of consumers leads to the number of cases where objectively high or low quality can or cannot be satisfied according to individual expectations. In other words, customer satisfaction refers to the state in which a product or service is repurchased as a result of maximizing consumer expectations and desires, leading to customer confidence (Kang, 2017).

Yang (2017) defined customer satisfaction in two stages: pre-purchase and post-purchase processes. The pre-purchase process was based on various information and emotional responses, creating expectations for the performance of the product to be purchased and comparing the expectations and actual product performance from the post-purchase results, resulting in customer satisfaction and customer dissatisfaction.

According to Oh and Kim (2017) that research on customer satisfaction in the tourism industry is largely based on survey data and that it continues to maintain both interest and productivity over time.

In this study, customer satisfaction is defined as a subjective assessment of how much the customer satisfied their needs with the emotional response from the customer's experience of purchasing a product or service.

2.4. Trust

Trust is more important in the service industry due to the nature of intangible service, customers must trust service providers more and is essential for maintaining a truth-based relationship with customers. Perception of sincerity, moral level, and honesty to service providers affects the interrelationships between customers and service providers and the establishment of business relationships. In addition, trust is established when trust in each other becomes more dependent on each other through faith in each other's sincerity.

Donny and Cannon (1997) claimed that trust plays an important role in cooperation and interrelationships and is more necessary for decision-making, exchange, relationship-keeping, reinforcement, motivation, and satisfaction in collectivity. Trust can be defined as perceived goodwill and truthfulness. This refers to the objective truthfulness of the other party in exchange relationships, and is an effort to pay attention to the other party's interests and seek common cooperative interests.

Based on these concepts, trust can be explained as a willingness to fully rely on a trustworthy entity. It is a belief in the professionalism of the business, and trust can also be defined as a psychological state that embraces vulnerabilities based on positive expectations of other people's intentions or actions (Singh & Sirdeshmukh, 2000).

Customer trust is the result of a gradual deepening of the relationship through an adaptive process called interaction, and it can also be seen as a complex form of trust as an actionable and cognitive aspect. Trust is conceptualized from mutual favors to the beliefs of actors in an exchange relationship. Trust was then defined as "confidence that influences the positive activities of the entity in the belief that it will faithfully fulfill its responsibilities and cooperate with each other among its associates." And it appears to be a non-calculative belief in moral goodwill and honesty that can be relied on by actors of the interchange. Trust is altruism to the other and is considered a deeply rooted belief as a moral state in interrelationships (Gounaris, 2005).

According to Högberg (2002), who interpreted trust at the relational level, it was argued that customer trust is the result of a gradual deepening of the relationship through the process of mutual adaptation to customer needs.

Trust can lead related parties to focus more on positive motivation because they feel a sense of homogeneity and solidarity. This can be a stimulus for customers to focus more on service providers. (De Ruyter, Moorman, & Lemmink, 2001).

Trust can lead related parties to focus more on positive motivations because they feel homogeneity and association with each other. It can be a stimulus for customers to focus more on service providers (De Ruyter, Moorman, & Lemmink, 2001). It allows customers to maintain and promote positive relationships with service providers rather than just pursuing their interests.

To eliminate the uncertainty that customers may have, service providers must demonstrate behaviors such as conviction, safety, and belief. It makes the customer more reliable in that the service provider safely handles their problems.

In this study, trust is defined as the result of the gradual development of relationships into depth through the process of mutual adaptation to customer needs.

3. Research Design

3.1. Research Model

The survey for this study was conducted through an online questionnaire for people who have used SNS operated by airlines in South Korea

The composition of the questionnaire consisted of 18 questions about the value of SNS, 9 questions related to customer satisfaction, and 6 questions related to trust, and was measured using a Likert 5-point scale.

The research period of this study was conducted on people who have used SNS operated by domestic airlines for two months from May 20 to July 20, 2020. A total of 342 (93.4%) copies were finally samples for the study, except for those that distributed a total of 350 copies and did not have experience using airline SNS and those that did not complete the entire questionnaire.

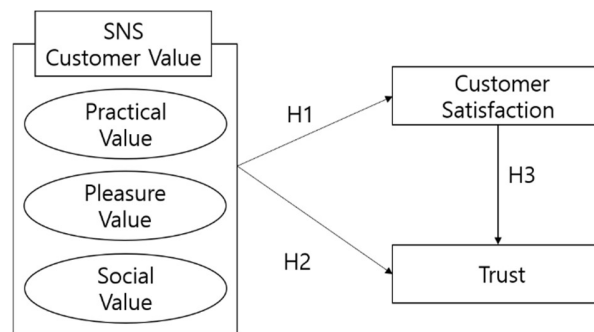Based on the preceding study, the study model is presented as shown in Figure 1.

Figure 1: Research Model

3.2. Hypotheses

3.2.1. Relationship between customer value and customer satisfaction

Choi and Lee (2012) classified the perceived value into six values: monetary, time and effort value, physical, emotional value, and social value in a study of perceived value, tourism satisfaction, and behaviour intention. In terms of the impact of perceived value on tourism satisfaction, five factors of the value excluding social value were showing positive influences.

Lee and Park (2013) conducted a study on the behavioural intentions through cognitive and emotional trust in perceived customer values and classified perceived values into emotional, social and functional values. It concluded two values of customer value other than the functional value directly have a positive impact on customer satisfaction and customer value and customer satisfaction have a positive effect on behaviour intention.

Sweeney and Soutar (2006) described customer satisfaction and customer value separately, unlike other existing scholars who view customer satisfaction and customer value as the same concept. In other words, customer satisfaction is for customers to evaluate the product after purchasing it, but customer value is not dependent on consumers' experience with the product.

In order to analyze whether the customer value of Airline SNS users has a significant impact on customer satisfaction, the study derived Hypothesis1 from several prior studies as follows

H1. The customer value of airline SNS users will have a positive effect on customer satisfaction.
H1-1. Practical value will have a positive effect on customer satisfaction.
H1-2. Pleasure value will have a positive effect on customer satisfaction.
H1-3. Social values will have a positive effect on customer satisfaction.

3.2.2. Relationship between customer value and trust

Jih et al. (2007) found that customer value positively affects trust in a study in Taiwan 3Cs (Consumer Electronics, Communications, Computer).

The study of how to influence the perceived value of customers by Rafaeli and Vilnai-Yavetz (2004) incorporates psychological studies of perceived risk, trust, and value factors. In this integration, we derive perceived risks by distinguishing symbolic and functional specificity dimensions of the innovation of the product and theorize that perceived risks interact and affect the sense of trust through perceived values.

Value is defined as a consumer's overall evalutation of the net profit of a product based on consumer evaluation, and is an important determinant of the customer's long-term relationship or intention to purchase and an important factor in their trust.

Chen and Chang (2012) said that consumers are highly aware of cognitive trust when they feel that the practical value of a product or service is high in the relationship between product or service value and trust. Consequently, it was said that high perceived value could increase reliability after purchasing a product or service.

Carpenter (2008) studies show that consumer value is an important factor in shaping consumer attitudes and determining trust of product, which plays a key role in the consumer decision making phase.

Karjaluto, Jayawardhena, Leppaniemi and Pihlstrom (2012) said that consumers can trust and trust the product when it recognizes value for the service or product.

Alan and Kabaday (2014) argued that the quality of a product or service is the most important attribute in consumer evaluation and can represent the overall quality recognition of a product or service. In other words, the perceived quality can be explained as a consumer judgment about the company's products or services including overall excellence or superiority, which is regarded as a factor that increases customer trust.

Kim and Ju (2014) said in a study on mobile transactions that the higher the hedonistic and practical value perceived by customers, the more positive the customer's trust is.

Yuen et al. (2018) stated that in a study of the interrelationship between a shipping company and a shipper, perceived value has a significant positive effect on trust.

In order to analyze whether the customer value of Airline SNS users has a significant impact on customer confidence, several prior studies have led to the following hypotheses in this study

H2. The customer value of airline SNS users will have a positive effect on trust.
H2-1. Practical value will have a positive effect on trust.
H2-2. Pleasure values will have a positive effect on trust.
H2-3. Social values will have a positive effect on trust.

3.2.3. Relationship between customer satisfaction and trust

Kim and Jang (2010) stated that customer satisfaction has a positive effect on trust in the study on the effect of Internet mobile banking's quality of service on customer satisfaction, customer trust and repurchase intentions.

According to Choi and Kang (2016)'s study, customer trust in simple payment services has been defined as a factor that increases the intention of continuous use. Furthermore, the higher the customer's trust, the more they want to continue to use the simple payment service, and they tend to show a positive verbal willingness to people around them.

A study on the quality of mobile services by Umunnakwe and Kim (2019) has shown that customer satisfaction has a significant impact on trust.

In a study of golf equipment manufacturers' brand assets, customer satisfaction, and brand trust, Lee(2019) found that product reliability is based on satisfaction, and the higher the repeater's intent, the higher the reliability.

He also noted that satisfaction is based on the results of past transactions with customers and that subsequently improves customer confidence and has a positive impact on maintaining long-term relationships with each other.

To analyze whether customer satisfaction has a significant effect on trust, a prior study was based on which hypothesis 3 was derived:

H3. Customer satisfaction will have a positive effect on trust.

4. Results

4.1. Empirical Analysis Results

The results of an analysis of the demographic characteristics of respondents in this study were shown in Table 1.

Table 1: Demographic analysis(n=342)

Variable		Frequency	Percentage	Variable		Frequency	Percentage
gender	male	168	49.1	marriage status	married	258	75.4
	female	174	50.9		single	84	24.6
age	21-30	134	39.2	average SNS usage time	under 1hour	134	39.2
	31-40	116	33.9		under 2hour	102	29.8
	41-50	66	19.3		under 3hour	70	20.5
	upper 50	26	7.6		over 3hour	36	10.5
academic back-ground	high school diploma	22	6.5	occu-pation	sales/service	92	26.9
	college graduate	282	82.5		office job	88	25.7
	graduate degree or higher	38	11.1		professional	66	19.3
use airlines per year	one time	46	13.5		students	14	4.1
					self-employment	26	7.6
	2 times	114	33.3		function/ production position	16	4.7
	3 times	78	22.8		housewife	20	5.8
	4 times	24	7.0		not employed	8	2.3
	5 times	26	7.6		etc	12	3.5
	over6 times	54	15.8				

The results of the verifiable factor analysis were shown in Table 2. The analysis shows that the factor loadings for the measured items loaded on each factor are all higher than 0.5 and statistically significant. Furthermore, we looked at the AVE and CCR for each latent variable and found that the reference value of AVE was greater than 0.5 and the reference value of CCR was higher than 0.7.

Table2: Verifiable factor analysis

Factor	Measurement	standardization factor Loading value	S.E.	C.R.	AVE (CCR)	Cronbach's α
practical value	effective	.759	-	-	.571 (.889)	.886
	useful	.803	.067	15.131		
	expedited processing	.749	.083	13.985		
	save time	.764	.084	14.299		
	tailored services	.698	.078	12.939		
	self-design	.757	.077	14.151		
pleasure value	interest	.745	-	-	.563 (.885)	.882
	attractive	.793	.067	14.645		
	aesthetic pleasure	.732	.070	13.418		
	looks good	.778	.062	14.338		
	enjoying time	.728	.082	13.341		
	fun	.724	.071	13.260		
social value	interchange	.738	-	-	.548 (.878)	.875
	variety	.590	.068	10.568		
	Sense of homogeneity	.729	.073	13.181		
	social relations	.852	.076	15.484		
	valuable experience	.761	.069	13.805		
	expressing opinion	.747	.078	13.523		
customer satis-faction	wisdom	.795	-	-	.560 (.919)	.898
	satisfied	.809	.062	16.678		
	correct choice	.827	.060	17.152		
	better than expected	.770	.071	15.635		
	price satisfaction	.642	.086	10.257		
	service satisfaction	.778	.072	15.823		
	event satisfaction	.665	.081	8.650		
	more than anything else	.718	.066	14.300		
	satisfaction with level	.708	.064	14.057		
trust	belief	.772	-	-	.576 (.890)	.888
	honesty	.801	.067	15.588		
	belief value	.820	.064	16.025		
	service trust	.825	.061	16.147		
	trust reputation	.683	.062	12.937		
	doing best	.631	.069	11.830		

χ^2=1068.755(df=485, p=.000), χ^2/df=2.204, RMR=.055, GFI = .879, AGFI = .840, NFI=.901, TLI=.933, CFI=.949, RMSEA=.077

In this study, correlation analysis between each potential variable was conducted and shown in Table 3.

Table 3: Discriminant validity and nomological validity

	Mean	S.D	practical value	pleasure value	social value	customer satisfaction	trust
practical value	2.65	.761	.571[a]	.417[b]	.328[b]	.207[b]	.245[b]
pleasure value	2.82	.813	.646	.563[a]	.407[b]	.274[b]	.312[b]
social value	3.10	.850	.573	.638	.548[a]	.182[b]	.206[b]
customer satisfaction	3.28	.814	.455	.523	.427	.560[a]	.457[b]
trust	3.30	.822	.495	.559	.454	.676	.576[a]

a. AVE, b. Square of bivariate correlation coefficients (r^2)

4.2. Result of Hypothesis

The results of the hypothesis test based on the structural equation model established in this study were shown in Table 4.

Table 4: Structural equation model analysis results

Hypo-thesis	Path			Standardi-zation coefficient	S.E.	C.R.	p	SMCb
H1-1	practical value	→	customer satisfaction	.236	.045	4.261	.000	.270
H1-2	pleasure value			.432	.049	7.027	.000	
H1-3	social value			.164	.038	3.014	.002	
H2-1	practical value	→	trust	.138	.042	2.859	.009	.565
H2-2	pleasure value			.210	.046	3.853	.000	
H2-3	social value			.062	.035	1.344	.145	
H3	customer satisfaction	→		.585	.072	8.670	.000	
χ^2=1276.372(df=488, p=.000), χ^2/df=2.616, RMR=.055, GFI=.900, AGFI=.858, NFI=.902, TLI=.927, CFI=.946, RMSEA=.065								

a. SMC (Squared Multiple Correlation)

The analysis shows that the practical value of H1-1 airline SNS users has a positive effect on customer satisfaction. The pleasure value of H1-2 airline SNS users has been shown to have a positive effect on customer satisfaction. The social value of H1-3 airline SNS users has been shown to have a positive effect on customer satisfaction.

Verification of the relationship between customer value and trust of H2 airline SNS users shows that the practical value of the H2-1 airline SNS users has a positive effect on trust. The pleasure value of H2-2 airline SNS users has been shown to have positive effect on trust.

The social value of H2-3 airline SNS users has no positive effect on trust.

Finally, customer satisfaction with H3 has been shown to have a positive effect on trust.

5. Conclusions

Based on these findings, the theoretical implications are as follows.

First, this study consisted of practical, pleasure, and social value dimensions of customer value applicable to airline SNS as a research model. Through this, we empirically identify that the customer value structure applied to airline SNS is measured not as a single dimension but as a practical, pleasure, and social value factor.

It can help demonstrate the causal relationship between customer satisfaction and trust with the customer value factors of airline SNS by providing specific directions on understanding customer value structure and customer value factors on airline SNS.

Second, it was empirically analyzed whether the factors of customer value affect customer satisfaction and trust.

According to the analyzing the relationship between the customer value factor and customer satisfaction, it was analyzed that the customer value factor had a positive effect on customer satisfaction. In particular ,pleasure value was found to have the greatest effect on customer satisfaction.

As a result, consumers using airline SNS can determine that a positive perception in the structure, design and interest of SNS increases satisfaction in the course of use.

Furthermore, as a result of analyzing the relationship between customer value factors and trust, it was found that the pragmatic and hedonistic values constituting customer value had a positive effect on customer trust.

However, it was found that social values did not have a definitive effect on trust, and hypothesis 2-3 was rejected as it revealed that the customer's communication activities using airline SNS did not affect trust.

Third, as a result of analyzing how it affects the relationship between customer satisfaction and trust, it was found that customer satisfaction had a positive effect on trust. Like prior work on websites and online by Flavian et al. (2006) and Xu and Liu (2010) this study also confirms that customer satisfaction has a positive effect on trust.

Based on this study, we propose ways to improve customer value to enhance customer satisfaction and build trust in customer views to airline SNS operating companies with practical implications.

First, Practical value factors should provide the convenience of faithful and easy use of SNS's original functions in order to improve their utility. In addition, it is necessary to provide the information and functions that users want, considering various constraints such as the size of the screen of the smartphone. Second, in order to improve pleasure, which is a pleasure value factor, it is necessary to include elements that stimulate customers' curiosity by adding fun elements within SNS functions. It is analyzed that this has a positive effect on customer satisfaction for the purpose of enjoyment. As SNS, which emphasizes pleasure among all SNS sales, has a high proportion of sales, service companies should improve their services so that fun and fun can be emphasized during use. Also sophisticated SNS design should be considered so that users can see comfortably. Third, Social value has been shown to affect satisfaction in using SNS, but it does not affect trust. This reason was evaluated in terms of social value, such as interaction with others, maintaining social relationships, and sharing information knowledge, but it does not seem to have affected the trust of airlines because the user's social value is considered an experience of personal value. Social value factors should create positive feelings and valuable experiences about SNS use to customers in order to improve self-esteem. In particular, self-respect has been shown to affect customer satisfaction in the long-term relationships between customers and businesses.

Therefore, in addition to providing differentiated services, it is also necessary to pay attention to the reputation of companies, such as strengthening social responsibility. This can lead customers to have positive feelings about the SNS. The findings will help airlines operating SNS understand the factors behind the user's customer satisfaction and trust and help the entity's customer value strategy.

Despite the research conducted to provide various implications for customer satisfaction and trust by utilizing the value of customers using airline SNS, the following limitations and directions for subsequent research are as follows:

First, in this study, we conducted the study without selecting a specific SNS channel, but the various SNS channels currently exist have differences in their unique characteristics and methods of providing information, so there are many variables.

However, this study has limitations in providing specific proofs for each SNS channel by conducting integrated research without designating one SNS channel. In future studies, it is necessary to select particular SNS channels and conduct specific research.

Second, the survey in this study was conducted for users with experience in using SNS in airlines, and the results were biased among those in their 20s and 30s who mainly use SNS, so there is a limit to presenting a wide range of results for the elderly. Future studies need to collect and analyze sufficient samples by airline SNS age to obtain more specific and in-depth research results. It is also necessary to study and apply various analytical techniques to produce sophisticated results.

 Finally, this study was conducted at a time when the number of domestic and foreign travelers decreased due to Covid-19. Therefore, it is believed that the customer's response may be somewhat inaccurate than during periods of brisk travel, which could have affected the outcome. It is necessary to put a questionnaire that can control this situation.

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