

**DECISION SCIENCES INSTITUTE**

The Impact of Predicted Quality and Cost of Failure on Quality Assurance Behavior for Airline  
Departure Service

**ABSTRACT**

We conceptualize and empirically examine the link between customer's quality assurance behavior (QAB) and its drivers. In the airline industry, we find that when an airline passenger perceives high failure cost associated with a flight, the passenger increases voluntary but costly QAB. Undertaking this QAB increases the likelihood that the customer will recover from a potential failure. Our findings highlight the customer's role in ensuring service operations. Managerial implications emphasize the importance of disseminating quality information to targeted consumers so that they can make informed decisions on QAB to be undertaken.