

A STUDY ON PASSENGERS SATISFACTION ON AIRLINES SERVICE & QUALITY

K. FATHIMA RIZWAN

Assistant Professor, Department of Management Studies, Remo International College. Alandur, Chennai.

M. RIFHATUL ASFAR

Student, Department of Management Studies, Remo International College, Alandur, Chennai.

ABSTRACT

The research titled on “A study on passenger satisfaction on Airlines service quality” was conducted in Bangalore Airport. Passenger satisfaction can be accomplished in different situations and linked to both goods and services. It is a hugely personal judgment that is greatly influenced by passenger assumptions. Satisfaction is situated on the customer’s familiarity of both associations with the company and personal events. The objective of the study is to analyse the passenger satisfaction at some distinct characteristics or necessary things, information through the good and worst service quality in the Airlines. The important conditions to be identifying and expectations of the passengers attain to analyse through this survey. The study has been done through descriptive research method and the collection of primary data has done through purposive sampling method under non-probability sampling method. The research design followed in this study is descriptive research. Questionnaire is used to collect primary data and conceptual review is used for secondary data collection through books, websites. The data is to be analysed with the statistical analysis such as , Regression analysis, Correlation analysis, with its respective data analysis and interpretation will be followed.

Keywords: Passenger satisfaction, Airlines service quality, Service quality dimensions.

INTRODUCTION

The air travel industry has been changing at an exceptional rate. Rapid improvements in travel comfort and technology have elevated passengers' expectations in regards to the airport experience. However, the influence of these factors on overall passenger satisfaction is still not entirely researched. The fast growth number of air

transportation and air passengers require better service from airports.

Research into airlines service quality has increased rapidly since its relationship with passenger satisfaction and profitability. Much of the literature suggests that airline passengers perceive service quality as a multi-dimensional construct, which is by the conception of service quality in their well-known service-quality measuring instrument called SERVQUAL. This instrument, which measures service quality in terms of five dimensions (Reliability, Assurance, Tangibles, Empathy, Responsiveness) is based on the premise that passengers' assessments of overall service quality are determined by the "gap" between their expectations of service and their perceptions of actual service performance. The airlines service quality perception results by comparing passenger expectations with the genuine service performance and using a performance-based measure of service quality. Based on the literature review, we have service quality items in five service categories—assurance, empathy, reliability, responsiveness, and tangibles from academia, eight types of airport service quality from international airport agencies such as access, check-in, passport control, security, navigation, facilities, environment, and arrival.

REVIEW OF LITERATURE

(Yavuz, Olgaç, Aktaş, & Kantar, 2020) proposed the transportation types, air transport involves an important part of a broader travel and tourism sector. Thanks to air transport, the shortening of the transport time increases the average time in a destination where tourists spend time. Also, airports provide the physical and social environment in which all parties come together in the production of air transport services. The first step of tourist’s satisfaction is satisfaction in airports which depends on various factors. Thus, it is important to identify which factors in the airport are unpleasant and

which factors are enhancers of passenger satisfaction.

(Ren, 2020) proposed to developing a two-stage interval best-worst method for determining the relative importance based on the multiplicative constraint. A total of twenty influential factors in five dimensions including airport capacity, network connectivity, service quality, operations and management, and external environment were summarized, then, the developed weighting method was employed to prioritize these influential factors. They were categorized into three levels, namely, significantly group, moderately important group, and less important group. Some policy implications were also proposed for building competitive airports and for improving the competitiveness of airports.

Kosiba, Acheampong, Adeola, & Hinson, 2020) proposed the research into traveller's experience with the aviation industry has centred on aeronautical features. The study gathered information that would guide the understanding of airport passenger retail expectations. Specifically, the study examines the effects of product-relevant factors, market-relevant factors, and perceived service quality on retail patronage intentions, taking into account the moderating role of demographic variables. The purposive sample of three hundred and thirty

(330) travellers that were selected at the Kotoka International Airport Terminal 1 and 2 (KIA T1&2) in Accra, the capital of Ghana. The findings show that product-relevant factors, market-relevant factors and overall service quality significantly influence airport retail patronage intention.

(Tahanisaz, 2020) proposed the model for clustering air passengers to identify passengers with similar expectations. Thus, the passengers' expectations of the service quality attributes in each cluster were measured and converted into quantitative degrees of passenger satisfaction by applying the Kano model. Finally, Importance-Satisfaction Analysis (ISA) was employed to finding that which service quality indicators fall into the "Keep up the proper work", "Concentrate here", "Possible overkill", and "Low priority" category for eliciting appropriate marketing strategies.

(Rui, 2020) proposed the traditional ground-service model cannot meet the

requirements of multiple-runway and multiple-terminal operations. To solve the problem, we introduce new technology and applications to change the traditional safety operations management in all aspects and multiple perspectives. This article takes unpowered equipment management and smart transportation as examples to make research on shared services based on Airfield Smart Operations Management.

(Seker & Aydin, 2020) proposed the application of MCDM method to assess the public transportation alternatives designed for a public university in a large-sized metropolitan area.

Two alternatives of MCDM methods, named Interval-Valued Intuitionistic Fuzzy Analytical Hierarchy Process & combinative Distance-based Assessment (IVIF-AHP & CODAS), are integrated into the evaluation process. The proposed method ensures consistent and reasonable results and provides suggestions for the forthcoming progress of public transportation service quality. To validate robustness of the proposed method, sensitivity analyses are implemented.

(Pandey, 2020) proposed the proliferation of Low-Cost Airlines (LCA) has phenomenally increased across the globe bringing a paradigm shift in the business model of airports, specifically integrating the requirements of LCA. The current study attempts to evaluate the strategic design parameters of the airport integrating the requirements of LCA. The Fuzzy based Quality Function Deployment (QFD) approach has been utilized to conduct a House of Quality analysis for the integration of the voice of LCA in the design characteristics of the airport. The findings of the study identify evaluated design parameters of the airport for integrating the LCA requirement.

(Munim & Noor, 2020) proposed the young people's perception of hybrid electric buses (HEBs) incorporating environmental performance in the bus service quality assessment framework. We collect data using a structured survey questionnaire from young people aged between 18 and 34 years, living in Southern Norway. Methodology-wise, we use the covariance-based structural equation model (SEM). As of contribution, we examine service quality of HEBs, using contextually modified measurement scales adopted from the SERVQUAL framework. We introduce a four-item perceived environmental

performance construct in the context of HEBs. We find that tangible features of HEBs, bus service provider's empathy and perceived environmental performance of HEBs have a significant positive association with passenger satisfaction, and passenger satisfaction is positively associated with life satisfaction of young people.

(Ku & Chen, 2020) proposed the design credibility, functional benefit, hedonic shopping value, and visual appeal affect impulse buying; the model and hypotheses were tested with structural equation modelling. Design credibility encourages passengers to engage in the usage of low-cost carriers' apps, and the functional benefits play a role of inducing positive emotions in the usage process of apps. Moreover, low-cost carriers' apps ambient conditions evoke passengers' emotion and in turn, create hedonic shopping values.

OBJECTIVES OF THE STUDY

Primary Objectives:

- To determine the major factors influencing the passenger satisfaction.
- To analyze the passenger satisfaction with airlines service quality

Secondary Objectives:

- To analyze the comfort level of passengers travelling through airlines
- To determine how far airlines industry is successful satisfying their passengers.

RESEARCH METHODOLOGY

We have used google form to answer Questionnaire online. Totally 100 Sample survey have been collected from the Online Consumer.

HYPOTHESIS OF THE STUDY

Passenger satisfaction

- H0: there is no significant relationship between passenger satisfaction and service quality.
- H1: there is a significant relationship between passenger satisfaction and service quality.

Responsiveness

- H0: there is no significant relationship between response and passenger satisfaction.
- H1: there is a significant relationship between response and passenger satisfaction.

Price

- H0: there is no significant relationship between price and passenger satisfaction.
- H1: there is a significant relationship between price and passenger satisfaction.

ANALYSIS AND DISCUSSION

Correlations:

Descriptive Statistics

	Mean	Std. Deviation	N
Over all passenger satisfaction with the service and quality at airlines.	1.96	.914	99
Comfort	2.06	.919	100

Correlations

		Are you satisfied with the service quality at airport	30 Are you satisfied with the overall service at airport.
Over all passenger satisfaction with the service and quality at Airlines	Pearson Correlation Sig. (2-tailed) N	1 99	.452** .000 99
Comfort	Pearson Correlation Sig. (2-tailed) N	.452** .000 99	1 100

** . Correlation is significant at the 0.01 level (2-tailed)

INTERPRETATION:

From the above table the p-value as.000(less than 0.05) and correlated value is 452. So there is a significant relationship between Airlines service quality and passenger satisfaction.

REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.414	.408	.692

Over all passenger satisfaction with the Responsiveness.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.121	1	33.121	69.239	.000 ^b
	Residual	46.879	98	.478		
	Total	80.000	99			

a. Dependent Variable: Over all passenger satisfaction with Responsiveness Over all passenger satisfaction with the Responsiveness.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.688	.172		3.995	.000
	Responsiveness	.637	.077	.643	8.321	.000

a. Dependent Variable: Over all passenger satisfaction with the Responsiveness.

INTERPRETATION:

Based on the outcome of analyses the p-value as.000, 42% relationship between the responsiveness and passenger satisfaction.

Regression:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.621	.617	.580

Over all passenger satisfaction with the Price.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.007	1	54.007	160.466	.000 ^b
	Residual	32.983	98	.337		
	Total	86.990	99			

a. Dependent Variable: Over all passenger satisfaction with the price. Over all passenger satisfaction with the Price.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.340	.144		2.358	.020
Flight Charges	.870	.069	.788	12.668	.000

Dependent Variable: Over all passenger satisfaction with the price.

INTERPRETATION:

Based on the outcome of analyses the p-value as.000, 62% relationship between price and passenger satisfaction.

CONCLUSION

Airport worldwide should focus on exceeding passenger expectations by seeking innovative solutions and leveraging technology in the identified essential areas – passenger processing, safety & security, airport environment, staff courtesy, and passenger feedback management to serve them better. Passengers' expectation of seamless passenger experience in the airport environment has lately gained momentum due to the availability of mobile technologies and products in the market. Beyond world-class airport facilities, efficient operations, and excellent passenger service, the airport experience is about connecting people and enhancing their lives. In this study, it is identified that the passenger's expectations in

case of ticket booking and flight scheduling and check-in and boarding in pre-flight services, service of attendants, comfort, and cleanliness of seats and legroom and disinfection of toilets in-flight services, check-out, and settling and baggage reclaim in post-flight service are very high. These are all some essential elements that are profoundly influencing the passengers to decide their travel and airlines service provider. It is identified that perceived satisfaction is the predominant factor that determines the level of airlines service quality. The result shows that almost all the passengers are answered the questionnaire about the characteristic airlines quality with the services offered by the airline service providers. The existence of satisfaction of passengers denotes the overall level of airlines service quality. The better service

quality ensures the potential passengers for the airline service providers.

- The passenger satisfaction with the satisfied airlines service quality enabled through the regression analysis, correlation analysis, test to attain passenger satisfaction.

Y. M. (2020). Passenger Satisfaction in European Airports *Travel and Tourism: Sustainability, Economics, and Management Issues* (pp. 223-237): Springer.

REFERENCES

Kosiba, J. P., Acheampong, A., Adeola, O., & Hinson, R. E. (2020). The moderating role of demographic variables on passenger expectations in airport retail patronage intentions of travellers. *Journal of Retailing and Consumer Services*, 54, 102033.

Munim, Z. H., & Noor, T. (2020). Young people's perceived service quality and environmental performance of hybrid electric bus service. *Travel Behaviour and Society*, 20, 133-143.

Pandey, M. M. (2020). Evaluating the strategic design parameters of airports in Thailand to meet service expectations of Low-Cost Airlines using the Fuzzy-based QFD method. *Journal of Air Transport Management*, 82, 101738.

Ren, J. (2020). Two-Stage Interval Best-Worst Method for Weighting: Prioritization of Influential Factors of Airport Competitiveness *Advanced Operations Management for Complex Systems Analysis* (pp. 7-31): Springer.

Rui, Z. (2020). Airfield Smart Operations Management and Application of Shared Services

Green, Smart and Connected Transportation Systems (pp. 1397-1408): Springer.

Seker, S., & Aydin, N. (2020). Sustainable Public Transportation System Evaluation: A Novel Two-Stage Hybrid Method Based on IVIF-AHP and CODAS. *International Journal of Fuzzy Systems*, 22(1), 257-272.

Tahanisaz, S. (2020). Evaluation of passenger satisfaction with service quality: A consecutive method applied to the airline industry. *Journal of Air Transport Management*, 83, 101764.

Yavuz, N., Olgaç, S., Aktaş, S. G., & Kantar,