

# **A STUDY ON PASSENGER SATISFACTION REFERENCE IN-FLIGHT SERVICE AT INDIGO AIRLINES**

**MR.N.V. SURESH**

Assistant Professor, Department of management studies, Remo international college, Alandur, Chennai.

**S. HALITH MAHADEER**

Student, Department of management studies, Remo international college, Alandur, Chennai.

## **ABSTRACT**

The research titled on “A Study on passenger satisfaction reference to In-flight service at indigo airlines was conducted in Chennai. The purpose of our research was to investigate the satisfaction of passengers at indigo airlines, among overall service quality, customer satisfaction, and behavioural intentions by considering the moderating impact of in-flight ambient conditions (air quality, temperature, odour, and noise) in indigo and the low-cost airline industry. A survey was conducted on Chennai airport passengers. Results of the structural equation modelling from a sample of 100 passengers indicated that quality and satisfaction are significant drivers of intentions; and satisfaction acted as a significant mediator. The study has been done through descriptive research method and the collection of primary data has done through simple random sampling method under 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 analyzed with percentage analysis, chi square & correlation and interpretation will be followed.

**KEYWORDS:** Ambient condition, quality satisfaction, airline industry, low cost career.

## **REVIEW OF LITERATURE**

Singh & kumar (2019)	The main objective of the study is to focus on the factors which affects the customer satisfaction. The research states that 3 factors on time performance, Safety and airline personnel which are directly involved in improving the service quality of Airlines Industry On time performance, Safety and airline personnel which are directly involved in improving the service quality of Airlines Industry.

## **INTRODUCTION**

Customer satisfaction is always top of mind for airlines. Unhappy or disengaged customers naturally mean fewer passengers and less revenue. It's important that customers have an excellent experience every time they travel. On-time flights, good in-flight entertainment, more (and better) snacks, and more legroom might be the obvious contributors to a good experience and more loyalty.

While we might hear about those aspects the most, the customer experience is not about just the flight itself. It's everything from purchasing the ticket on the company's website or mobile app to checking bags in at the airport or via a mobile app to waiting in the terminal. Self-service has been top-of-mind for airlines since the introduction of airport kiosks that enable passengers to check-in, upgrade their seats, and even make flight changes. This mindset has been, and continues to be, adapted to the post-security, onboard, and post-flight experience. In the aviation industry, good customer experiences are of great significance. Customers are the most important factor in this industry, because airlines depend on their customers – without customers, airlines would not exist! Therefore, companies have to understand the people's needs and want in order to deliver unique experiences.

Bhuvaneswaran & Vijayarangam, (20178)	"Service quality towards domestic airlines passenger perception in tamilnadu" Chennai. the researcher shows the brief explanation the service quality creates a great impact.
Suraphan Chaichana And Sudtida Pliankar (2017)	They observed on travelers' perceptions show that fare and safety concerns are most satisfied by low-cost carriers and full-service airline travelers, respectively Based on the logit model developed, significant factors influencing mode selections are group size, fare deviation to income ratio, waiting time deviation multiplied by income, punctuality, and safety. airlines may consider offering fare promotions for selected flights, times, and occupations (such as student). They may also offer a reduced fare for group traveling. On the other hand, If LCCs are keen on increasing the number of passengers; punctuality should be the issue of concern. Although punctuality improvement of LCCs may be tedious to achieve due to its intensive use of air fleet, its achievement would significantly increase number of passengers.
Steyn, et al (2013)	This article has studied the satisfaction with airlines' service recovery efforts was used to determine the effect of a service failure on their relationship with airlines as well as their willingness to recommend airlines to others following a service failure. The results are compared with the findings from a similar study among United States airline passengers.
Mitra, (2013)	The main objective of this research is to develop a framework which may help to initiate some adequate measures so that all these three kinds of airlines operating in India can achieve their desired passenger service quality, Quality factors and to develop various policies to provide guaranteed PASSENGER SERVICE QUALITY.
Gan, (2011)	"An empirical analysis of customer satisfaction in international air travel". The researcher gives a clear view on the differential factor's international passenger satisfaction.
Raja,(2011)	"Development of constructs for determining service quality among the Indian airline service providers development of constructs for determining service quality among the Indian airline service providers". The research identifies the factors contributing to service quality as perceived by the customers of Indian Airline service providers.
Singaravelu & Amuthanayaki, (2010)	A study on service quality and passenger satisfaction on Indian airlines". The main objective of the study forces of service quality influences on passengers. Airline service dimensions were found to have significant and positive influences on airline image and passengers" satisfaction intentions.
Abd Rahman & Ramli, (2010)	"Customer Satisfaction in Airline Industry". The researcher concludes that the airline industry has passenger satisfaction with all the factors which influence them.
Halim Mahphoth et al., (2018)	An Empirical Study of Service Quality and Customer Satisfaction of Malaysian Air Passenger". The researcher assesses the data from the passenger of factors for travelling and the service quality of Malaysian air passenger.

### OBJECTIVES OF THE STUDY:

- To assess the relationship between indigo airlines service quality of passenger's satisfaction with in-flight service towards indigo airlines at Chennai.
- To determine the major factors influencing the passenger satisfaction.
- To find the individual factors leading customers satisfaction.
- To know how far passengers are satisfied with indigo airlines compared to other low-cost careers.

### RESEARCH METHODOLOGY:

We have used (google forms) to answer Questionnaire online.

Totally 100 sample survey have been collected from the online consumer.

### HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between safety and customer satisfaction.

### CHI-SQUARE

5) Based on your experience are you satisfied with passenger safety measures with indigo airlines? \* 6) Please state your preference with overall customer satisfaction with indigo airlines: Crosstabulation

		6) Please state your preference with overall customer satisfaction with indigo airlines:					Total
		Agree	Disagree	Neutral	Strongly agree	Strongly Disagree	
5) Based on your experience are you satisfied with passenger safety measures with indigo airlines?	Agree	Count	13	4	11	1	29
		Expected Count	7.0	7.2	9.3	4.9	.6
	Disagree	Count	0	0	1	0	1
		Expected Count	.2	.3	.3	.2	.0
	Neutral	Count	7	8	16	5	0
							36

	Expected Count	8.6	9.0	11.5	6.1	.7	36.0
Strongly agree	Count	3	2	3	11	1	20
	Expected Count	4.8	5.0	6.4	3.4	.4	20.0
Total	Count	24	25	32	17	2	100
	Expected Count	24.0	25.0	32.0	17.0	2.0	100.0

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.778 <sup>a</sup>	16	.000
Likelihood Ratio	56.922	16	.000
N of Valid Cases	100		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .02.

### INTERFRENCE:

Based on the calculated data that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is a significance between safety and customer satisfaction

H0: There is no significant relationship between class and customer satisfaction.

H1: There is significant relationship between class and customer satisfaction.

### 7) Are you satisfied with various class of indigo airlines? \* 6) Please state your preference with overall customer satisfaction with indigo airlines: Crosstabulation

		6) Please state your preference with overall customer satisfaction with indigo airlines:					Total
		Agree	Disagree	Neutral	Strongly agree	Strongly Disagree	
7) Are you satisfied with various class of indigo airlines?	Agree Count	15	6	4	3	0	28
	Expected Count	6.7	7.0	9.0	4.8	.6	28.0
	Disagree Count	3	17	8	1	0	29
	Expected Count	7.0	7.2	9.3	4.9	.6	29.0

	Neutral	Count	3	1	20	0	1	25
		Expected Count	6.0	6.3	8.0	4.3	.5	25.0
	Strongly agree	Count	2	0	0	13	0	15
		Expected Count	3.6	3.8	4.8	2.6	.3	15.0
	Strongly Disagree	Count	1	1	0	0	1	3
		Expected Count	.7	.8	1.0	.5	.1	3.0
Total		Count	24	25	32	17	2	100
		Expected Count	24.0	25.0	32.0	17.0	2.0	100.0

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	130.991 <sup>a</sup>	16	.000
Likelihood Ratio	108.450	16	.000
N of Valid Cases	100		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .06.

### INTERFRENCE:

Based on the calculated data that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is a significance between class and customer satisfaction

H0: There is no significant relationship between amenities and reliability.

H1: There is significant relationship between amenities and reliability.

**8) How far are you satisfied with the amenities of indigo airlines? \* 6) Please state your preference with overall customer satisfaction with indigo airlines: Crosstabulation**

		6) Please state your preference with overall customer satisfaction with indigo airlines:					Total	
		Agree	Disagree	Neutral	Strongly agree	Strongly Disagree		
8) How far are you satisfied with the amenities of indigo airlines?	Agree	Count	14	3	5	5	0	27
		Expected Count	6.5	6.8	8.6	4.6	.5	27.0
	Disagree	Count	3	21	6	0	1	31
		Expected Count	7.4	7.8	9.9	5.3	.6	31.0
	Neutral	Count	4	1	19	1	0	25
		Expected Count	6.0	6.3	8.0	4.3	.5	25.0
	Strongly agree	Count	3	0	1	11	0	15
		Expected Count	3.6	3.8	4.8	2.6	.3	15.0
	Strongly Disagree	Count	0	0	1	0	1	2
		Expected Count	.5	.5	.6	.3	.0	2.0
Total		Count	24	25	32	17	2	100
		Expected Count	24.0	25.0	32.0	17.0	2.0	100.0

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	128.184 <sup>a</sup>	16	.000
Likelihood Ratio	101.756	16	.000
N of Valid Cases	100		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

### INTERFRENCE:

Based on the calculated data that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is a significance between amenities and customer satisfaction

H0: There is no significant relationship between responsiveness and customer satisfaction.

H1: There is significant relationship between responsiveness and customer satisfaction.

### CORRELATION

#### Descriptive Statistics

	Mean	Std. Deviation	N
6) Please state your preference with overall customer satisfaction with indigo airlines:	2.71	1.085	100
18.Responsiveness	2.77	1.118	100

#### Correlations

		6) Please state your preference with overall customer satisfaction with indigo airlines:	18.Responsiveness
6) Please state your Pearson Correlation preference with overall customer satisfaction with indigo airlines:	N	1 .000 100	.669** 100
18.Responsiveness	Pearson Correlation Sig. (2-tailed) N	.669** .000 100	1 100

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

### INTERFRENCE:

Based on the calculated data that the p-value (.000) is less than the alpha value 0.05 so reject null hypothesis and accept the alternative hypotheses that there is a significance between responsiveness and reliability.

### CONCLUSION

Satisfying customer is the main motto of any Service Industry. As Price and service quality affects the customer satisfaction. Specifically, consumers tend to consider the relative relationship between price

and their expectations about the performance of the Services. It should include a framework for monitoring anticompetitive pricing behaviour within the aviation sector and additionally, this policy should aim to create a more level competitive field between India's private, national and foreign

carriers. From this study we can see that passenger are more concern about on seat comfort, safety and quality of airlines personnel and consumer focuses on price also and compares it with the utility and benefits of the services. If an Airline company is providing a compatible price and increase in fare then customer takes it positively which creates a sense of satisfaction among the consumers. In case of Airline services most of the customer focuses on the price of the ticket to travel. It is found that wherever and whenever they will get a ticket for a lesser price, the customers have a tendency to buy the ticket. Sometimes they wait for offer prices and if they also pay high prices for the service, they will expect a good service.

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