A STUDY ON THE CUSTOMER SATISFACTION OF QATAR AIRWAYS

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Abstract

The quality of service is an important determinant to evaluate whether there is customer satisfaction or not. The purpose of this survey is to identify the Qatar Airways Passenger's perception towards Qatar Airways Services, and to examine the effect of Qatar Airways service and customer satisfaction. Random sampling was used in this survey in distributing the questionnaires online. The satisfaction of the passengers was studied in three dimensions, namely Customer service before the flight, Customer service during the flight and Customer service after the flight.

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INTRODUCTION

Qatar Airways is one of the global airlines to serve all six main lands, and thanks to their customers response to their offerings, they are also the world's fastest growing airline. They connect further than 140 destinations on the chart every day, with a fleet of the latest generation aircraft, and an unrivalled level of service from their home and hub, the Five-star airport, Hamad International Airport in Doha, the State of Qatar. As aviation faced its topmost challenges, they remained committed to always icing the topmost morals of safety and hygiene on board their aircraft. Qatar Airways is the first global airline in the world to achieve the prestigious 5-Star Covid-19 Airline Safety Rating by international air transport rating organization, Skytrax. This follows HIA's success as the first airport in the Middle East and Asia to be awarded a Skytrax 5-Star Covid-19 Airport Safety Rating. These recognitions give assurance to passengers across the world that airline health and safety morals are subject to the topmost possible morals of professional, independent scrutiny and assessment.

Since their launch in 1997, Qatar Airways has earned numerous awards and accolades, becoming one of an elite group of airlines worldwide to have earned a 5-star standing by Skytrax in 2011,2012,2015,2017,2019,2021 and more recently in 2022, Qatar Airways has won the confidence of the traveling public. Qatar Airways is known to be involved indeed in the sports by being one of the major sponsors of the FIFA world cup 2022, they are indeed known to be the sponsor of Rcb team in the Indian premier league and even Formula 1 announced Qatar airways as new global airline partner.

The list of awards won by Qatar Airways at the 2022 World Airline Awards by Skytrax are:

- Airline of the Year.
- World's Best Business Class.

- World's Best Business Class Lounge Dining.
- Best Airline in the Middle East.

The Skytrax World Airline Awards are independent and impartial, introduced in 1999 to give a customer satisfaction study that was truly global. Customers across the world vote in the largest Airline passenger satisfaction survey to decide the award winners.

INDUSTRY PROFILE

Airline is a company that provides air transport services for traveling passengers and cargo. Airlines use aircraft to supply these services and may form alliances with other airlines for codes hare agreements in which they both offer and operate the same flight. Airline companies are honoured with an air operating certificate or license issued by a governmental aviation body. Airlines may be scheduled or charter operators.

Airline ownership has seen a shift from mostly personal ownership until the 1930's to governmental-ownership of major airlines from the 1940's to 1980's, there has also been a trend of major airline mergers and the formation of the largest alliance are Star Alliance, Sky Team and One world. Airline alliances coordinate their passenger service programs (lounges and frequent-flyer programs), offer special interline tickets and frequently engage in extensive code sharing.

Commercial aviation is the part of civil aviation that involves operating aircraft for renumeration or hire as opposed to private aviation. Commercial aviation is not a rigorously defined category. All commercial transport is regarded as commercial aviation, as well as some general aviation flights.

Commercial air transport is defined as an aircraft operation. It includes scheduled and non-scheduled air transport operations. Aerial work is defined as an aircraft operation in which an aircraft is used for technical services such as

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agriculture, photography, surveying, observation and patrol, search and rescue, advertisement, etc. General aviation includes business aviation, as well as recreational flying.

COMPANY PROFILE

Qatar Airways Logo is filled with determination and high speed because its mascot is an Oryx. This fleet-footed animal unsurpassably cuts through the oncoming air streams in the vast expanses.

Qatar Airways Company operating as Qatar Airways is the state-owned flag carrier of Qatar. Headquartered in the Qatar Airways Tower in Doha, the airline operates a hub and spoke network, flying to over 150 international destinations across Africa, Asia, Europe, the Americas, and Oceania from its base at Hamad International Airport, using a fleet of further than 200 aircraft. Qatar Airways Group employs further than 43,000 people. The carrier has been a member of the One world alliance since October 2013, the first Persian Gulf carrier to sign with one of the three major airline alliances.

IATA   ICAO   Callsign

QR   QTR   QATARI

Founded: 22nd November 1993

Commenced Operations: 20th January 1994

Hubs: Hamad International Airport

Alliance: One world

Frequent-flyer program: Qatar Airways Privilege Club (Avios, formerly Q miles)

Subsidiaries: Qatar Airways Cargo, The Qatar Aircraft Catering Company, Qatar Airways Holidays, United Media International, Qatar Duty Free, Qatar Aviation services, Qatar Distribution Company, Qatar Executive.

Fleet Size: 240

Destinations: 173

Parent company: Government of Qatar

Headquarters: Qatar Airways Towers, Doha, Qatar

Key People: Akbar Al Baker (CEO)

Mission statement: The mission statement of Qatar Airways is "Excellence in everything we do."

Vision Statement: "Qatar Airways will be the world's number one Airways service provider based on Customer preference, value, reliability, and scale."

REVIEW OF LITERATURE

In [2]**Harith Yas Kudhair et al (2019)**, the research paper examines the impact that quality campaigners have on the quality of services offered by an airline. Service quality has been determined to impact customer satisfaction. Quality campaigners are a category of customers who are not influenced by prices. Rather, their focus is on the quality of services and products offered. They seek out information on all available options but choose the one which best meets their expectations in terms of quality.

[1]**Colin C.H.Law et al(2022)** ,this study aimed to examine the factors impacting

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airline service quality and customer satisfaction. A aggregate of 400 questionnaires were distributed in the public area at departure and arrival level at Wattay International Airport to Laotian air travellers via convenience sampling. Empirical results from the structural equation modelling (SEM) reveal that there is a positive relationship between Service Quality and, Customer satisfaction and repurchase intention.

[3]**Ira Agarwal (2020) et al**, the most pivotal step in relating and furnishing high quality service is to understand exactly what customers anticipate. Quality of service is one of the best models for measuring customer expectations and perceptions. A company's performance results in customer satisfaction with a product or service. Passenger satisfaction is important to customer sovereignty.

[4]**Sandeep Walia et al (2021)** in their paper examined the variety of factors involved with quality of airline services which have direct and significant relationship with the satisfaction of airline passengers. Due to the rapid development of service quality, it has come pivotal for the airlines to measure and estimate the quality of service on a regular basis. There have been numerous characteristics linked by the brand managers working for the airlines industry to constantly please their customers.

RESEARCH DESIGN

Three main types of research design:

- Exploratory
- Descriptive
- Experimental

In this research, descriptive research design is used.

DATA COLLECTION

Primary data: primary data is a source of research data obtained directly from the original source in the form of interviews, opinions from individuals or groups as well as observations from an object, and events or test results.

In this research paper, primary data is collected in a form of questionnaire survey.

SAMPLING METHOD

In this research, random sampling method was used and the size of the sample has been drawn from the population. The sample size of this research is 110 respondents.

SPSS TOOLS USED: percentage analysis, Cronbach's alpha, correlations, crosstabs.

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SPSS DATA ANALYSIS
PEARSON CORRELATION

Correlations

		customer guidance	helpful staff	seats	quality catering	entertainment	customer service
customer guidance	Pearson Correlation	1	.879**	.849**	.879**	.855**	.863**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	110	110	110	110	110	110
helpful staff	Pearson Correlation	.879**	1	.842**	.873**	.898**	.924**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	110	110	110	110	110	110
seats	Pearson Correlation	.849**	.842**	1	.911**	.884**	.892**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	110	110	110	110	110	110
quality catering	Pearson Correlation	.879**	.873**	.911**	1	.918**	.925**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	110	110	110	110	110	110
entertainment	Pearson Correlation	.855**	.898**	.884**	.918**	1	.934**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	110	110	110	110	110	110
customer service	Pearson Correlation	.863**	.924**	.892**	.925**	.934**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	110	110	110	110	110	110

Interpretation:

H_1 : there is a significant relationship between customer guidance and customer service. correlation of customer guidance and customer service was found to be highly positive and statistically highly significant. (r = 0.863, p< 0.001) hence H_1 was supported.

H_2 : there is a significant relationship between helpful staff and customer service. correlation of helpful staff and customer service was found to be highly positive and statistically highly significant. (r = 0.924, p< 0.001) hence, H_2 was supported.

H_3 : there is a significant relationship between the seats and customer service. correlation of seats and customer service was found to be highly positive and statistically highly significant. (r = 0.892, p< 0.001) hence, H_3 was supported.

H_4 : there is a significant relationship between the quality catering and customer service. correlation of quality catering and customer service was found to be highly positive and statistically highly significant. (r = 0.925, p< 0.001) hence, H_4 was supported.

H_5 : there is a significant relationship between the entertainment and customer service. correlation of entertainment and customer service was found to be highly positive and statistically highly significant. (r = 0.934, p< 0.001) hence, H_5 was supported.

CRONBACH'S ALPHA

Reliability Statistics

Cronbach's Alpha	N of Items
.989	12

Interpretation: In Cronbach's alpha any value close to 1 is known to be reliable data and since the analysis value is 0.989 after using 12 variables, we can conclude the data analysis to be reliable.

MEAN AND STANDARD DEVIATION

Descriptive Statistics

Dependent Variable: what class

air travel	income	Mean	Std. Deviation	N
leisure	7 lakhs to 10 lakhs	10.4000	.96609	10
	above 10 lakhs	12.0435	.92826	23
	below 3 lakhs	10.0000	.00000	2
	Total	11.4571	1.22097	35
other	above 10 lakhs	10.3333	.57735	3
	Total	10.3333	.57735	3
studies	3 lalhs to 6 lakhs	10.0000	.00000	6
	7 lakhs to 10 lakhs	10.0000	.00000	13
	above 10 lakhs	11.1667	1.47196	6
	below 3 lakhs	10.0000	.	1
	Total	10.2692	.82741	26
working/business	7 lakhs to 10 lakhs	10.1667	.40825	6
	above 10 lakhs	11.1026	.75376	39
	below 3 lakhs	10.0000	.	1
	Total	10.9565	.78758	46
Total	3 lalhs to 6 lakhs	10.0000	.00000	6
	7 lakhs to 10 lakhs	10.1724	.60172	29
	above 10 lakhs	11.3803	.99090	71
	below 3 lakhs	10.0000	.00000	4
	Total	10.9364	1.04291	110

Expected Mean Squares[a,b]

Source	Variance Component			Quadratic Term
	Var (@_income_)	Var(air_travel * @_income_)	Var(Error)	
Intercept	7.236	3.058	1.000	Intercept, air_travel
air_travel	.000	3.262	1.000	air_travel
@_income_	13.955	5.743	1.000	
air_travel * @_income_	.000	6.249	1.000	
Error	.000	.000	1.000	

Interpretation:

- For each source, the expected mean square equals the sum of the coefficients in the cells times the variance components, plus a quadratic term involving effects in the quadratic term cell.
- Expected mean squares are based on the type III sum of squares.

CROSSTABS

AIR TRAVEL*WHAT CLASS

air travel * what class Crosstabulation

			what class				Total
			business class	economy	first-class	qsuite	
air travel	leisure	Count	7	11	10	7	35
		% within air travel	20.0%	31.4%	28.6%	20.0%	100.0%
		% within what class	19.4%	22.9%	66.7%	63.6%	31.8%
	other	Count	1	2	0	0	3
		% within air travel	33.3%	66.7%	0.0%	0.0%	100.0%
		% within what class	2.8%	4.2%	0.0%	0.0%	2.7%
	studies	Count	1	23	2	0	26
		% within air travel	3.8%	88.5%	7.7%	0.0%	100.0%
		% within what class	2.8%	47.9%	13.3%	0.0%	23.6%
	working/business	Count	27	12	3	4	46
		% within air travel	58.7%	26.1%	6.5%	8.7%	100.0%
		% within what class	75.0%	25.0%	20.0%	36.4%	41.8%
Total		Count	36	48	15	11	110
		% within air travel	32.7%	43.6%	13.6%	10.0%	100.0%
		% within what class	100.0%	100.0%	100.0%	100.0%	100.0%

Interpretation: Business travellers prefer business class according to the analysis and leisure travellers travel on economy and it makes sense because they will prefer to spend money at the destination than for the flight tickets.

DISCUSSION AND INFERENCES

Quality data was collected through primary data by forwarding the google forms to various peoples across the globe who travel in Qatar airways. According to the google form survey I found lot of consumers are satisfied with the airlines.

Majority of the respondents agree that they are satisfied with all kinds of airline service provided by the Qatar airways like aircraft's seats, Quality catering, variety food in the menu, best cabin crew etc.

Even according to the Cronbach's alpha value, the research data is known to be reliable.

In Cronbach's alpha any value close to 1 is known to be reliable data and since my analysis value is 0.989 after using 12 variables, we can conclude the data analysis to be reliable.

In the Pearson product correlation, all the hypothesis was found to be highly positive and statistically highly significant and well supported.

SUMMARY OF FINDINGS

According to the survey:

- Customers are satisfied with quick check-in and luggage deposit.
- Customers are satisfied with customer guidance about security check, shopping, and boarding.
- Customers are satisfied with pleasant and helpful staff.
- Customers are satisfied with the aircraft's seats.
- Customers are satisfied with the clean and adequate restrooms.
- Customers are satisfied with quality catering and the menu.
- Customers are satisfied with the aircraft's personnel.
- Customers are satisfied with entertainment and additional facilities if needed.

- Customers are satisfied with quick and effective response of the customer service.

CONCLUSION

In summary, this study agrees that service quality impacts on Customer satisfaction. The relationship between the service quality as the independent variable and customer satisfaction as the dependent variable is determined by the airline customers who seek a level of quality of services. High quality products will motivate the customers of an airline to purchase the services of an airline since they have the perception that their needs will be met. This concludes my study on the customer satisfaction of Qatar airways.

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