



AN EMPIRICAL STUDY OF PASSENGER SATISFACTION ON FLIGHT SERVICE QUALITY IN AIRLINES

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ABSTRACT

The quality of the service is crucial in every industry for drawing clients to a certain product or service, keeping them loyal, and motivating them to stick with the same brand for an extended period of time. A by-product of the brand's quality is satisfaction. Passengers judge brands based on the benefits they receive while selecting a good or service. When a brand meets the modest expectations of its customers, passenger happiness is quite high, and every good and service must work hard to keep it that way. Examining passenger satisfaction with airline flight service quality was the goal of this study. According to the investigation, there is a connection between passenger happiness and the services provided by airlines, which includes five main components such as reliability, assurance, empathy, tangibility, and responsiveness. Data were gathered using a quantitative research method and a survey of passengers on aeroplanes. 100 passengers from different airlines made up the sample. The chi-square test and ANOVA were used to analyse the data. The findings suggested a significant correlation between 1). reliability and assurance, 2). Empathy and tangibility (as demonstrated through the chi-square analysis), as well as 3). tangibility and responsiveness (as demonstrated via ANOVA TEST).

Keywords: -Passenger satisfaction, Airline, quality, goods or service.

INTRODUCTION

A critical component of the airlines sector is the calibre of flight services. The satisfaction level of travellers during their trip is determined by several factors such as the quality of cabin accommodations, availability of entertainment options in-flight, provision for food and beverages onboard alongside how cordial flight attendants are. To remain competitive in the market and keep customers, airlines must provide high-quality flying services. To set themselves apart from their rivals, airlines work to offer their customers high-quality flying services. The airline business has seen an increase in competitiveness recently, and customers have gotten more picky and demanding. Airlines' reputation and brand image can be significant

antly impacted by the calibre of the flight services they offer. Positive passenger experiences can result in referrals from other travellers and repeat business, but poor experiences might result in bad reviews and a loss of clients. In order to maintain a dominant position in their field, airlines must be both anticipatory and assertive when it comes to regulating and enhancing the calibre of their airborne offerings. An assortment of standards

can be employed to evaluate the standard of service excellence, encompassing: - In flight amenities: The potential for passenger satisfaction may be influenced by the calibre and availability of amenities while in flight, such as bedding items, media equipment, and internet connectivity. Staff conduct: Flight attendants' attitudes and behaviours can have a big impact on passengers' experiences and general satisfaction. Comfort and cleanliness: Travellers want an aeroplane cabin to be tidy and welcoming, with well-kept seats and facilities. Punctuality and reliability: Travellers expect airlines to keep up to flight schedules and avoid cancellations, delays, or other interruptions that could negatively affect their plans.

OBJECTIVE OF THE STUDY

- To study about the flight service quality in airlines.
- To analyse the consistency of a competitive product and service that satisfies passenger needs and expectations.
- To understand the major 5 five key elements (Reliability, Assurance, Empathy, Tangibility and Responsiveness.) of high-quality air service that contribute to maintain the service quality in airlines to satisfy the passengers.

LIMITATION OF THE STUDY

- The study is limited only for airline industry.
- The data collection was done in the time period of 3 months.
- It is collected among the people who frequently use air transportation.

REVIEW OF LITERATURE

(Singaravelu, K., & Amuthanayaki, V. P. (2017)¹The findings imply that depending on the client seat class, different aspects of in-flight service quality are significant. Back-office operations, in-flight service, and in-flight digital service are some of these dimensions. The results show that these three factors are positively associated to how passengers evaluate service quality during foreign flights, with the quality of the cuisine served and seat comfort and safety being the most crucial factors.

(Ha Nam Khanh, G. (2017)²According to the findings, Vietnam Airlines' domestic service quality can be gauged by the following six factors, listed in decreasing order of significance: boarding/deplaning/baggage, check-in, in-flight services, reservation, aircraft, and crew. Each of them has an impact on clients' satisfaction that is directly proportionate. The article also makes some recommendations for boosting customer happiness by raising the level of service quality.

(Mahphoth, M. H., Koe, W. L., Krishnan, R., Abd Ghani, A. E., & Ismail, S. (2018)³The authors draw the conclusion that for airlines to enhance their overall performance and maintain high service quality, they should focus on improving the following factors: staff conduct, punctuality and reliability, comfort and cleanliness, and in-flight amenities. The article also makes some recommendations for boosting customer happiness by raising the level of service quality.

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competitiveness in the market, it is crucial to comprehend the relationship between service quality and customer pleasure. In order to increase consumer happiness, they advise airlines to concentrate more on tangibility and empathy.

(Tsafarakis, S., Kokotas, T., & Pantouvakis, A. (2018)⁴ The study's findings showed that on-board service, followed by ticketing and baggage handling, was the facet of service quality that had the greatest impact on customer happiness. In order to increase passenger pleasure, the authors also identified certain sub-criteria within each dimension that may be improved, such as the calibre of the in-flight entertainment system or the speed of baggage delivery.

(Singh, A., & Kumar, D. (2019)⁵ The study discovered that passenger satisfaction had a favourable influence on both the intention to recommend and the desire to repurchase. The study's findings indicate that in order to boost customer satisfaction levels and raise the likelihood that customers will recommend and use their services again, airlines that operate in emerging economies should concentrate on improving service quality dimensions like reliability, tangibility, empathy, and responsiveness.

(Thirunavukkarasu, A., & Nedunchezian, V. R. (2019)⁶ The study's findings suggest that airlines should focus on improving service quality dimensions like reliability, tangibility, responsiveness, and assurance in order to increase customer satisfaction levels. This will increase the likelihood that customers would remain loyal and recommend their services. The survey also found that consumer loyalty and intention to spread word of mouth are positively impacted by customer satisfaction.

(Wong, A. T. T., & Ho, M. W. M. (2019)⁷ The study highlights the challenges faced by budget airlines in providing high-quality services while maintaining low costs. It also discovered that "on-time performance," "cleanliness," and "attitude of flight attendants" were the three most important variables influencing consumer satisfaction. The authors contend that in order to increase customer happiness and loyalty, low-cost airlines should concentrate on offering high-quality services that satisfy their clients' fundamental, performance, and exhilarating needs.

(Tahanisaz, S. (2020)⁸ The study's findings indicate that pre-flight services and on-board services are the most important facets of service quality for patron satisfaction. The study also found that factors like reliability, empathy, and responsiveness significantly influenced customer loyalty and readiness to recommend the airline.

(Agarwal, I., & Gowda, K. R. (2021)⁹ The research presents the conclusion that customer satisfaction was significantly impacted by all of the five factors related to service quality. Amongst these, it is notable that reliability had a particularly strong effect on this outcome as compared to others. Additionally, the study discovered that customer satisfaction had a favourable and significant impact on airline loyalty.

(Walia, S., Sharma, D., & Mathur, A. (2021)¹⁰ The study discovered that customer satisfaction has a favourable impact on loyalty in the Indian aviation sector. The study's findings show that

in order to raise levels of customer satisfaction and loyalty, airlines in India should give top priority to enhancing service quality elements like reliability, responsiveness, empathy, and tangibility.

RESEARCH METHODOLOGY

Information from passengers who have flown in economy, business, and first class has been collected as part of the study's quantitative research approach. Data has been collected from 100 air travellers. A questionnaire served as the study's primary data source. The sample technique used for the inquiry is convenience sampling. To evaluate the acquired data, statistical tools like the chi square test and ANOVA were utilised.

DATA ANALYSIS AND INTERPRETATION

1.1 CHI SQUARE TEST

Chi square test is implemented to discover the connection/relationship among the variable.

HYPOTHESIS 1:

H₀1: There is no significant association between the variable

CHI SQUARE TESTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.392 ^a	12	.002
Likelihood Ratio	20.124	12	.065
N of Valid Cases	100		

INFERENCE

The chi square value is 31.392 and the significant value p is found to be $0.002 < 0.05$, hence it is concluded to reject the null hypothesis. As a result, it is believed that there is a connection between the airline's key element i.e. assurance (clearly communicating important information like safety procedures or changes to the flight schedule) and its reliability (handling baggage in a way that ensures it arrives with the passenger in good condition).

1.2 CHI SQUARE

TEST HYPOTHESIS 2

H0₂: There is no significant association between the variable.

CHI SQUARE TESTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.957 ^a	9	.006
Likelihood Ratio	18.425	9	.031
N of Valid Cases	100		

INFERENCE

The table shows that the chi square value is 22.957, and the significant value p is found to be $0.006 < 0.05$, hence it is concluded to reject the null hypothesis. As a result, it is inferred that there is a connection between the airline's willingness to accommodate passengers with special needs (empathy) and the comfortable, high-quality facilities offered throughout the flight (tangibility).

1.3 ANOVA (ANALYSIS OF VARIABLE)

H0: There is a significant association between the variables when the amenities offered on the flight, such as entertainment systems or food and beverage options, are luxurious and comfortable and when the airline responds quickly and effectively to unforeseen events like flight delays or medical emergencies.

ANOVA					
These seats and amenities provided during the flight, such as entertainment systems or food and beverage options, are comfortable and of high quality.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.452	2	6.226	22.269	<.001
Within Groups	26.841	96	.280		
Total	39.293	98			

INFERENCE

It is observed from the ANOVA test, F value is found to be 22.269 $P < 0.05$ i.e., 0.001. Thus, it is concluded that to reject the Null Hypothesis. As a result, it is determined that there is a significant difference between amenities provided during the flight (tangibility), and how the airline handles unforeseen circumstances, such as flight delays or medical emergencies, in a professional manner (responsiveness).

FINDINGS AND CONCLUSION

- The intention of this study is to understand the factors that impact passenger satisfaction on flight service quality provided by air carriers.
- The five essential qualities of reliability, assurance, empathy, tangibility, and responsiveness, have a big impact on how satisfied customers are as well as how loyal they are toward the airlines.
- The study also demonstrates, (using various statistical techniques like the chi square test and ANOVA), the relationship between passenger satisfaction with each of the major features. It is evident from the findings that passenger satisfaction is greatly influenced by the five pivotal factors discovered in this study.

CONCLUSION

The study's conclusion is that a number of elements, including reliability, assurance, empathy, tangibility, and responsiveness, affect passenger pleasure. The survey offers insightful information about how airlines should prioritise offering top-notch services to sustain passenger pleasure and loyalty. The inferences drawn from the research's findings were derived through a range of numerical methodologies and involved several analytical instruments.

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