



A STUDY ON CUSTOMER SATISFACTION ON BAGGAGE HANDLING SERVICES

Vishal Athreya, MR.ARUN KUMAR

MBA AVIATION MANAGEMENT
HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE
MR.ARUN KUMAR
ASSISTANT PROFESSOR
HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

ABSTRACT

This study aims to find out how satisfied travelers are with luggage handling services at airports. The study comprised interviewing travelers who had recently flown through busy airports and had used the baggage handling services. To ascertain the degree of satisfaction with various parts of the baggage handling services, such as check-in, baggage drop-off, baggage collection, and overall experience, the data obtained was statistically analyzed. According to the survey, while the majority of customers were happy with the luggage handling services, there were still certain areas that might be improved, especially in terms of wait times and communication. The findings of this study may help airport management and airlines enhance customer satisfaction by improving baggage handling services.

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Introduction

Baggage handling is an essential function of the aviation industry, responsible for the efficient and secure movement of luggage and cargo from the point of origin to the destination. It involves a complex network of processes, technologies, and personnel working together to ensure the timely and accurate delivery of baggage.

The global baggage handling system market is expected to grow significantly in the coming years due to the increasing air passenger traffic, rising demand for automated baggage handling solutions, and the need for enhanced operational efficiency.

In the upcoming years, there will likely be a considerable increase in the need for automated luggage handling systems, increased operational efficiency, and safety requirements, which will all contribute to a significant growth in the global market for baggage handling systems.

In recent years, there has been a growing trend towards the adoption of new technologies and

automation in the baggage handling industry. This includes the use of artificial intelligence, robotics, and blockchain technology to enhance the speed, accuracy, and security of baggage handling processes. The increasing demand for contactless and touchless solutions in the wake of the COVID-19 pandemic is also expected to drive the adoption of new technologies in the baggage handling industry.

Review of Literature

Wyld, D. C., Jones, M. A., & Totten, J. W. (2005). Where is my suitcase? RFID and airline customer service. *Marketing Intelligence & Planning*, 23(4), 382-394. According to the report, ground-handling businesses needed innovation to stay competitive and satisfy client demands. Employees in ground handling who embrace innovation can help their companies enhance their offerings and remain competitive. In conclusion, the research points to ground-handling human resources' innovative behaviors as being critical to assuring customer happiness in the airline sector. Ground handling workers can deliver a high level of customer service, meet evolving customer needs, and surpass customer expectations by embracing new technology, processes, and procedures.

Fitantri, A., Madhani, A. I., & Widiastuti, S. (2017, November). Assessment of Customer's Satisfaction on Baggage Handling Service at Soekarno-Hatta International Airport. In *Global Research on Sustainable Transport (GROST 2017)* (pp. 561-570). Atlantis Press. •In

Conclusion: According to the research, Soekarno-Hatta International Airport's luggage handling services are moderately to poorly appreciated by customers. Customer satisfaction is influenced by several variables, including wait times, luggage handling effectiveness, baggage delivery times, baggage handling personnel behavior, baggage damage, and baggage tracking systems. For the airport's baggage handling service to improve customer happiness and service quality, these areas need to be improved. Manani, T. O. (2012). Service quality and customer satisfaction at Kenya Airways Ltd (Doctoral dissertation). In conclusion, the research indicates that Kenya Airways Ltd. offers modest levels of customer satisfaction and service quality. In-flight service quality, ground handling service quality, employee behavior, dependability, safety, and complaint management are all factors that affect customer satisfaction. For Kenya Airways Ltd. to improve customer happiness and service quality, these areas must be improved.

Mishra, D., & Mishra, A. (2010). Improving baggage tracking, security and customer services with RFID in the airline industry. *Acta Polytechnica Hungarica*, 7(2), 139-154. The research concludes that RFID technology can assist the airline sector in a number of ways, including increased baggage tracking precision, decreased baggage handling errors, increased security,

and greater customer service. Implementing RFID technology presents difficulties such as high costs, a lack of standards, and privacy issues.

Objectives of study

Enhanced customer satisfaction:

Airlines can target improvements to their processes and procedures to better serve their customers by identifying the elements that affect consumer satisfaction with baggage handling. Increased client satisfaction and loyalty may result from this.

Enhanced reputation:

A significant factor in an airline's image is how well its passengers feel about the treatment of their bags. Airlines may boost their reputation and brand image and increase customer loyalty and revenue by optimizing the luggage handling procedure.

Competitive advantage:

Airlines may use customer satisfaction with luggage handling as a crucial differentiation in a cutthroat industry. Airlines can stand out from their rivals and draw and keep more consumers by providing superior baggage handling services.

Reduced costs:

Airlines may incur significant costs as a result of improperly delivered luggage, including direct costs for delivery as well as indirect costs for customer resentment and lost revenue. Airlines can cut expenses by lowering the number of mishandled luggage by optimizing the baggage handling procedure

Research Methodology

This study employs a quantitative research design that entails gathering information from customers who have travelled by flight using a standardized questionnaire. Both primary and secondary data were employed in the investigation. A sampling technique called Convenience Sampling was used to collect the data. Statistical tools such as chi-square, factor analysis and ANOVA were used to experimentally assess the data that had been gathered.

Data analysis

HYPOTHESIS 1:

HO₁: There is no significant association between the variable.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.455 ^a	16	.080
Likelihood Ratio	24.193	16	.085
Linear-by-Linear Association	.590	1	.442
N of Valid Cases	100		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .03.

Inference:

It is observed from the table, the chi square value is 24.455 the significant value p is found to be $.080 < 0.05$. So, it is interpreted that there is a relationship between the quality of service provided by airline staff during the baggage handling process and the airline's charges for baggage handling.

HYPOTHESIS 2:

H0₂: There is no significant association between variables.

Chi-square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.653 ^a	16	.046
Likelihood Ratio	31.128	16	.013
Linear-by-Linear Association	.195	1	.659
N of Valid Cases	100		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .01.

INFERENCE:

It is observed from the table, the chi square value is 26.653 the significant value p is found to be $.046 < 0.05$. So, it is interpreted that there is a relationship between customer who were satisfied with the baggage tracking system provided by the airline & with the airline's charges for baggage handling.

ANOVA

ANOVA test is executed to find the significant difference between the seats and amenities provided during the flight, such as entertainment systems or food and beverage options, are comfortable and of high quality and the airline handles unexpected situations, such as flight diversions or medical emergencies, in a responsive and effective manner.

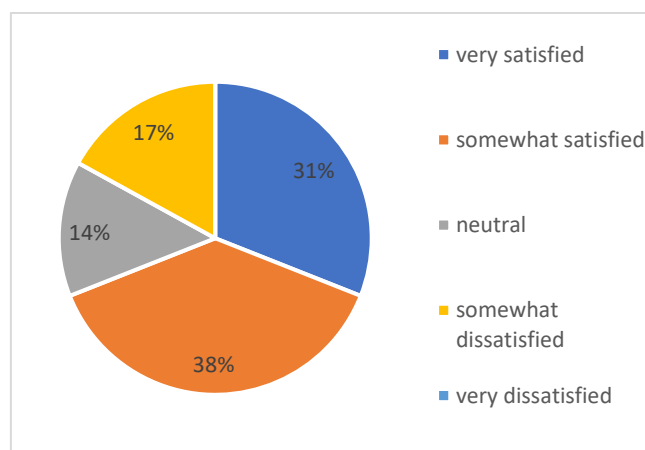
H0: here is significant association between the variables customers were satisfied were you with the self-check-in and self-tagging options provided by the airline & customers were satisfied with the quality of service provided by airline staff during the baggage handling process.

ANOVA

Between Groups	9.014	4	2.253	2.528	.046
Within Groups	84.696	95	.892		
Total	93.710	99			

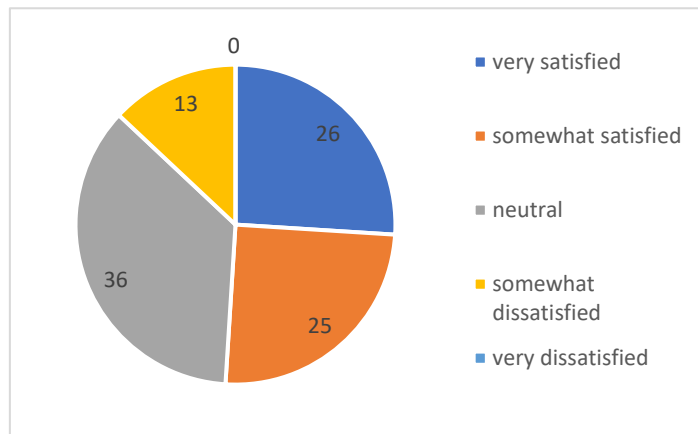
Inference:

It is observed that the ANOVA test F value is found to be $0.46 < 0.05$ i.e., 0.46. Thus, it is concluded that to reject the null hypothesis. Therefore, it is found that there is a significant difference between self-check in and self-tagging options and customers were satisfied with the quality of service provided by airline staff during the baggage handling process

1. How pleased were the customers on arrival time of their baggage?**Interpretation:**

The above pie chart represents the responses from air travelers. Most of the travelers are “somewhat satisfied” with their on-time arrival of their baggage.

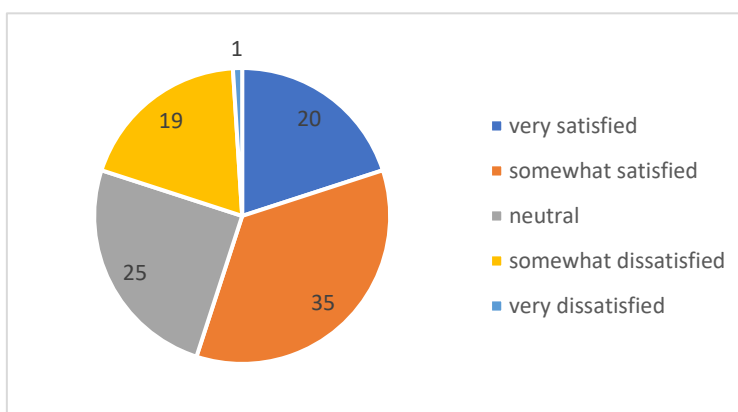
2. How satisfied the customers are with the quality of service provided by airline staff during the baggage handling process?



Interpretation:

The above pie chart represents the responses from air travelers. Most of the travelers are “neutral” with the quality of service provided by airline staff during the baggage handling process.

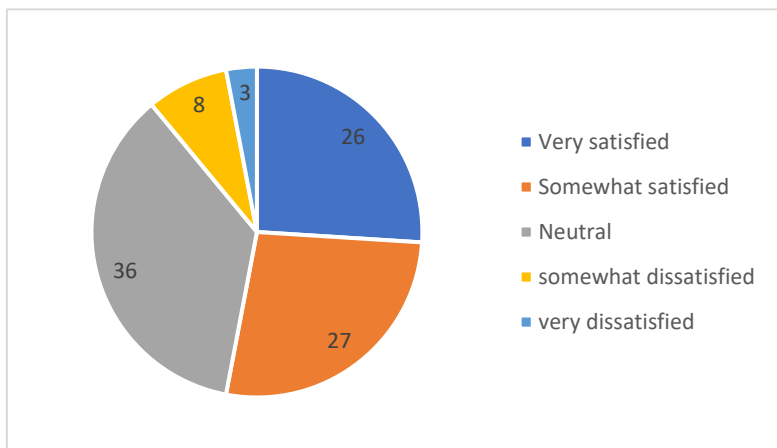
3. How pleased were customers with the airline's charges for baggage handling?



Interpretation:

The above pie chart represents the responses from air travelers. Most of the travelers are “somewhat satisfied” with the airline's charges for baggage handling. And only one is very satisfied with the airline charges for baggage handling.

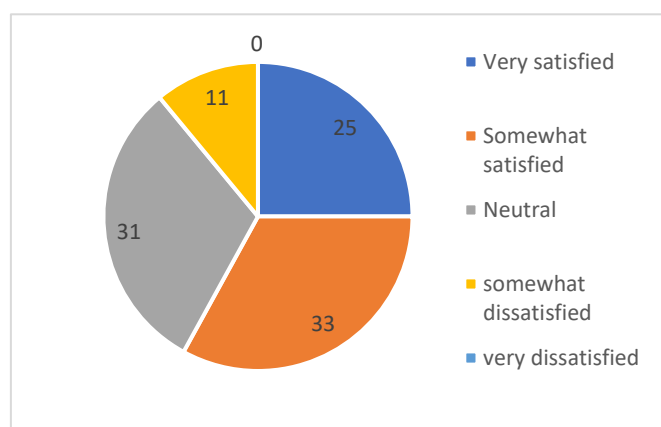
4. How satisfied were customers with the information provided by the airline on the baggage handling process and policies?



Interpretation:

The above pie chart represents the responses from air travelers. Most of the travelers are “neutral” with the information provided by the airline on the baggage handling process and policies.

5. How satisfied were the customers with the self-check-in and self-tagging options provided by the airline?



Interpretation:

The above pie chart represents the responses from air travelers. Most of the travelers are “somewhat satisfied” with the self-check-in and self-tagging options provided by the airline.

4.2 DISCUSSION AND INFERENCES

The survey emphasizes that mishandled baggage is a big factor in passengers' unhappiness with the airline sector. This has a substantial impact on consumer satisfaction. Customers want their baggage to arrive on schedule and undamaged, but when this doesn't happen, it can cause annoyance, difficulty, and an unpleasant experience in general. The study discovered that the application of technology in luggage handling can greatly increase customer happiness. Technology plays a vital role in enhancing consumer satisfaction. Self-service kiosks, tracking tools, and automated baggage handling systems were found to be useful for streamlining the baggage handling procedure and lowering the possibility of mishandled luggage. The study emphasizes the significance of comprehending cultural differences in customer service expectations and how they may affect customer satisfaction. Policies and procedures can impact customer satisfaction: The study highlights the need for airlines to review their baggage handling policies and procedures to ensure they are meeting customer needs. For example, policies on baggage fees, weight limits, and restrictions can impact customer satisfaction, and airlines need to strike a balance between profitability and customer satisfaction. Customer satisfaction with baggage handling is linked to customer loyalty: The study found a strong correlation between customer satisfaction with baggage handling and customer loyalty. Customers who are satisfied with the baggage handling process are more likely to use the same airline in the future, recommend it to others, and have a positive overall impression of the airline. The study's result emphasizes how crucial it is for airlines seeking to improve customer satisfaction with baggage handling, boost their reputation, cut expenses, and gain a competitive advantage in the market. Airlines may better the baggage handling procedure and the passenger experience overall by recognizing the elements that affect customer satisfaction and taking action to address them.

LIMITATIONS OF THE STUDY

- **Single Source Data Collection:** The study may only collect data from one source, such as surveys or interviews, which may have an impact on the volume of information and viewpoints gathered. This can cause bias in the outcomes.

- **Subjective of Responses**: Customer satisfaction is a subjective indicator, and individual judgements can differ greatly. Responses could not correctly reflect how satisfied customers are overall.
- **Limited period Frame**: Because the study could only last a short period, it might not be able to detect seasonal or long-term trends in consumer satisfaction.
- **Recall bias**: If it has been a while since the participants' luggage handling experiences, they may not remember them clearly.
- **Sample size**: The study's potential scope may be constrained by the number of participants. The results might not be representative of the overall population if the sample size is too small.

Conclusion

In conclusion, a key aspect of the whole travel experience is the level of client satisfaction with luggage handling services. Customers want their luggage to be handled quickly, precisely, and safely; any problems or delays may have a big impact on how satisfied they are with the service. As a result, it's critical that businesses give customer satisfaction priority in their baggage handling procedures and continually look for methods to enhance the customer experience. Organizations can increase customer satisfaction and forge closer bonds with their clients by putting into practice techniques like clear communication, improved luggage monitoring, employee training, quick complaint resolution, streamlined operations, customer feedback, and a focus on security. The organization can meet consumer expectations and move closer to its objectives by regularly monitoring and measuring key performance metrics. In the end, a focus on customer happiness can help to distinguish a company in a crowded market, encourage client loyalty, and raise revenue.

References

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Inozemtsev et al. (2019) titled "Analysis of the Baggage Handling System Operation at Sheremetyevo Airport."