



Service Quality and Passenger Satisfaction of Airlines with Special Reference to Students of Christ College (Autonomous) Irinjalakuda

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Abstract: *Service sector has become more relatively important as it has become a most essential part of any economy. One of the industries in this service sector is the Airlines industry. Being one of the modes of transport that propels the economic activity of a Nation, it has become essential to study the quality of service that should be made available to the users by this industry. So far the focus on airline service research has been to identify airline selection criteria and performance rankings. Of late the focus of research efforts has shifted to examine the issues inherent in various passenger segments. Prime objective of this study is to analyse the relationship between air passengers' class of service and their perception of service quality and also purpose of the trip, and satisfaction. This investigation indicates that majority of respondents perceived that responsiveness is most important, followed by tangibility, empathy, assurance and reliability. In contrary, consumer satisfaction level is more for tangibility followed by responsiveness, reliability, empathy and assurance.*

Keywords: Airlines, Transport, International, Domestic.

I. INTRODUCTION

An airline is a company that provides air transportation services for travelling passengers. Airline utilizes aircraft to supply these services and may form partnership with other airlines for codeshare agreement. Generally, airlines companies are recognized with an air operating certificate or license issued by a governmental aviation body. In last 30 years, the aviation industry has been grown rapidly. In addition to its technological developments, the growing of the airlines industry due to its role as supporting the world trade, international investment and tourism activities. Because of these roles, it is often said that the growing of the aviation industry in the centre of globalization for the other industries. Airlines vary in size from domestic airlines to full-service international airlines with double decker airplanes. Airline services can be categories as being international or domestic, regional or international and may be operational as scheduled services or charters. It was founded on 16th Nov. 1909, with the help of government assistance and operational airships.

II. REVIEW OF LITERATURE

- **Brady and Cronin (2001)** Brady and Cronin try to clarify the specification and nature of the service quality and satisfaction constructs and found empirical support for the conceptualization that service quality was an antecedent of the super ordinate satisfaction content.
- **Chen (2003)** There are few dimensions which lead the passenger's decision in airline preference; the purpose of journey, the passengers aspects and the airlines betterment.
- **Hansemark and Albinson (2004)** Satisfaction is an overall customer requirement towards a company services, or an feeling reaction to be variance between what customers exclude and why they get, noticing the attainment of some wants, objective or likelihood.
- **Martin-Cejas (2006)** Passengers are airports main customers and their first attractions of the airport infrastructure and services may determine their desires toward and assessment of the airports, it is necessary for airports to offer services with safety, comfort, and convenience in an economic manner.

- **Ershad Ali (2007)** Found that following factors influences travellers to select a specific airline. Ticket fare, flight timings, the fare reductions and the networks or rates availability.
- **Sana and Theingi (2009)** They pointed act that the emergence of low cost airlines and raised concerns on how satisfied are the customers with the services provided.
- **Yu-kaihuang (2009)** He found that the service worth (E.g.: in flight newspaper, books etc. availability of air or accommodations; works rapid handling; on time departure and arrival) is the important dimensions that can influence the airline preference continued 8 by responsiveness (handling of delays etc.. efficient checking/baggage handling services; works desire to help; workers behaviour to delayed passengers.)

III. STATEMENT OF THE PROBLEM

Quality is an important aspect of services industry, and has been affirmed as fundamental for the survival of any organization when faced the competition and to gain acceptance of the society together which achieving its mission. There are many studies carried out regarding passenger's satisfaction and service quality in air transport industry.

3.1 Scope of Study

The study will be conducting to verify/focuses on customer satisfaction towards service quality of airlines offered to public. The variables that will be measure are service quality. These are independent variables to be found out their relationship with the dependent variables which is customer satisfaction.

3.2 Significance of the Study

This research is important for many parties, to companies, to researcher, to university and as guidance for future research. This is because this study will help all those parties to define and implement the factors that can be influence the customer satisfaction and how it influences by the service quality and companies image.

3.3 Objectives of Study

1. The main objective of this study to examine the satisfaction of passengers on service quality of different airlines.
2. To suggest remedial measurements for airport and airline companies.
3. To find out quality of service of airlines.

IV. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analysed?

3.1 Population

This study includes 60 students of Christ College (Autonomous) Irinjalakuda.

3.2 Source of Data

- **Primary Data:** Primary data is information collected through original or first-hand research.
- **Secondary Data:** Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

3.3 Framework of Analysis

The Present study has been conducted to analyse the service quality and passenger satisfaction of airlines. The tools used for the analysis of collected data are Bar graph, Pie chart.



Item	Description	Frequency	Percentage
Gender	Male	28	46%
	Female	32	54%
	Total	60	100%
Age	17-19	9	15%
	19-21	42	70%
	21-23	3	6%
	23-25	6	9%
	Total	60	100%
Education Qualification	UG	50	83%
	PG	10	17%
	Total	60	100%
Have you travelled in airlines	Yes	60	100%
	No	0	0%
	Total	60	100%
How often they fly	Once a month	0	0%
	Every 6 months	7	12%
	Once a year	50	83%
	Very rarely	3	5%
	Total	60	100%
Class they travel	First class	10	15%
	Business class	7	12%
	Economic class	43	72%
	Total	60	100%
How they book tickets	Online	44	73%
	Agency	14	24%
	Others	2	3%
	Total	60	100%
Time taken for arrival off luggage	5-9 Min	12	19%
	10-14 Min	28	47%
	15-19 Min	10	17%
	Above 20 Min	10	17%
	Total	60	100%
Whether they go for online check-in	Yes	53	88%
	No	7	12%
	Total	60	100%
Purpose of flying	Business	2	3%
	Occasion	2	3%
	Personal	37	66%
	Leisure	19	28%
	Total	60	100%
Interest of Students to fly	Yes	60	100%
	No	0	0%
	Total	60	100%
Where they usually travel	Domestic	17	29.3%
	International	43	71.7%
	Total	60	100%



How long did they wait in queue	5-10 Min	22	36%
	10-15 Min	17	28%
	15-20 Min	21	35%
	Above 20 Min	0	0%
	Total	60	100%
Satisfaction with luggage space	Very poor	0	0%
	Poor	4	7%
	Neutral	10	17%
	Good	17	28%
	Excellent	29	48%
	Total	60	100%
Seating comfort in Airlines	Very poor	1	1%
	Poor	6	10%
	Neutral	12	20%
	Good	25	42%
	Excellent	16	28%
	Total	60	100%
Aircraft cleanliness	Very poor	0	0%
	Poor	0	0%
	Neutral	9	20%
	Good	23	40%
	Excellent	23	40%
	Total	60	100%
Service quality of flight attendants	Very poor	0	0%
	Poor	1	2%
	Neutral	10	17%
	Good	29	48%
	Excellent	20	33%
	Total	60	100%
Communication of crew during flight	Very poor	0	0%
	Poor	2	3%
	Neutral	12	20%
	Good	28	47%
	Excellent	18	30%
	Total	60	100%
Quality of food & beverages	Very poor	2	3%
	Poor	2	3%
	Neutral	18	30%
	Good	24	40%
	Excellent	14	24%
	Total	60	100%
Availability of in-flight entertainment	Very poor	1	1%
	Poor	10	17%
	Neutral	16	27%
	Good	20	23%
	Excellent	13	22%
	Total	60	100%



Rating of students towards airlines	Very poor	7	12%
	Poor	4	7%
	Neutral	10	16%
	Good	19	32%
	Excellent	20	33%
	Total	60	100%
Rating towards cabin attendants	Very poor	7	12%
	Poor	2	3%
	Neutral	9	15%
	Good	22	37%
	Excellent	20	33%
	Total	60	100%
Rating toward cleanliness and toilet	Very poor	2	3%
	Poor	5	7%
	Neutral	9	15%
	Good	17	28%
	Excellent	27	45%
	Total	60	100%
Rating towards comfortable was seat	Very poor	4	7%
	Poor	9	15%
	Neutral	12	20%
	Good	19	32%
	Excellent	16	26%
	Total	60	100%
Rating towards airline magazine	Very poor	5	7%
	Poor	5	7%
	Neutral	14	26%
	Good	24	40%
	Excellent	12	20%
	Total	60	100%

V. FINDINGS

- Majority of the students are female.
- Most of students belong to the age group of 19-21.
- Many of students fly over every 6 months.
- And least of students fly every week.
- Most of students prefer economic class to travel.
- Majority of students books their tickets through online.
- The time taken to arrival of luggage of most students is 10- 15 minutes.
- Majority of students check for online information and least of the students don't go for it.
- Most of students travel for their personal purposes.
- And next some students travel for leisure.
- All the above students wishes to travel again.
- Most of students travel for domestic purposes.
- Majority of students rating interaction with airlines services is more.
- Majority of students waited in queue for 15-20 minutes.
- Most of students voted good for service quality of flight attendants in assisting passengers.

- Majority of students voted good for communication of crew during the flight.
- Above average of students rated good and neutral for quality of food and beverages.
- Most of students suggested good for availability and choice of in-flight entertainment.
- Most of students voted for the option good for the luggage space based on their experience.
- Near the majority students voted for excellent for aircraft cleanliness.
- Majority of students are very satisfied with flight attendants.
- Some students are somehow satisfied with the cabin attendants.
- Majority of students are very satisfied on the cleanliness of toilet.
- The view of most students in accordance through the seating comfortability was somehow satisfied.
- Majority of students voted somehow satisfied towards airline magazines.
- According to the most percentage of students they marked as inflight entertainment as somehow satisfied.

VI. SUGGESTIONS

- Aircraft should provide better food and beverages facility to travellers.
- Luggage arrival can be managed better to make it quicker for the passengers.
- Better time management.
- Regarding reduction in the airline fares, especially during peak season.
- Seat comfort should be improved.
- Need to help passengers to avoid ear pain during the time of flight landing.
- Waiting time at the gate should be reduced.
- Keep passengers informed.
- Ensure better communication.
- Drive smart decisions through data.

VII. CONCLUSION

After in-depth analysis, we have determined that the airline industry is a very attractive industry to enter into. In the initial stage it begin from Florida, and came across all over the globe. Now currently there are so many airlines and so many students to travel through different airline. The ticket fare is moderate and the flight attendance is so helpful for the students so they need not worry. From this survey we reach for the conclusion that the satisfaction of passengers is so grateful, many of the remedial measures for airport is better. The service quality that provides by the airline is all good.

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