



A STUDY ON PASSENGER'S SATISFACTION IN SPICE JET AIRWAYS – COIMBATORE CITY

Dr.M.S. Loganathan

Research Guide, PG and Research Department of Commerce with CA, Hindusthan College of Arts and Science, Coimbatore.

T. Deepa

Research Scholar, PG and Research Department of Commerce with CA, Hindusthan College of Arts and Science, Coimbatore.

ABSTRACT

Air transport is the fastest and costliest transport system in India. Indian Aviation Industry is one of the fastest growing airline industries in the world. Air transport has to reduced distances and has led to drastic shrinking of the world. Air transport plays a vital role in times of emergency and in the event of natural and man-made calamities like floods, famines, epidemics and wars. Air transport is very essential in India where distances are so large and the terrain and climatic conditions so diverse. It is the third largest airline in the country by number of domestic passengers carried. The main purpose of this study was to find out the customer satisfaction level in spice jet airways in Coimbatore city.

KEYWORDS : Airport, passenger satisfaction, service, Transport

INTRODUCTION:

The airline was set up under the Air Corporations Act, 1953 with an initial capital of 32 million and started operations on 1 August 1953. It was established after legislation came into force to nationalize the entire airline industry in India. Two new national airlines were to be formed along the same lines as happened in the United Kingdom with British Overseas Airways Corporation (BOAC) and British European Airways (BEA). Air India took over international routes and Indian Airlines Corporation (IAC) took over the domestic and regional routes.

AIRPORT AUTHORITY OF INDIA (AAI)

The Airports Authority of India or AAI under the Ministry of Civil Aviation is responsible for creating, upgrading, maintaining and managing civil aviation infrastructure in India. Headquarters is in New Delhi. The Government of India constituted the International Airports Authority of India (IAAI) in 1972 to manage the nation's international airports while the National Airports Authority (NAA) was constituted in 1986 to look after domestic airports. The organizations were merged in April 1995 by an Act of Parliament, namely, the Airports Authority of India Act, 1994 and has been constituted as a Statutory Body and was named as Airports Authority of India (AAI). This new organization was to be responsible for creating, upgrading, maintaining and managing civil aviation infrastructure both on the ground and air space in the country.

SPICE JET AIRWAYS: Spice jet was starting its operations in 2005, it is one of the cheapest domestic airlines. A popular low-cost carrier, its tagline "Flying for everyone" sums up its philosophy. It has primary hubs in airports in New Delhi and Hyderabad. Spice Jet is a low-cost airline headquartered in Gurgaon, India.

| | |
|--------------|----------------------------|
| TYPE | Public |
| PREDECESSOR | Spice Jet Limited |
| FOUNDED | 2005 |
| HEADQUARTERS | Gurgaon, India |
| KEY PEOPLE | Kalanithi Maran (CEO & MD) |
| EMPLOYEES | 7.15 K (2017) |
| PARENT | Sun Group |
| WEBSITE | www.spicejet.com |

Spice Jet Ltd is India's best low cost airline, delivering the lowest air fares with the highest consumer value. The company operates 119 flights daily to 18 cities, namely Ahmadabad, Bangalore, Bag Dogra, Chennai, Coimbatore, Delhi, Guwahati, Goa, Hyderabad, Jammu, Jaipur, Kochi, Kolkata, Mumbai, Pune, Srinagar, Varanasi and Visakhapatnam. Spice jet Ltd was incorporated in the year 1984 with the name Genius Leasing Finance and Investment Company Ltd. In the year 1993, the company ventured into domestic aviation operations under technical partnership with Deutsche Lufthansa

AG. In the year 1994, the name of the company was changed from MG Express to ModiLuft Ltd. In June 1994, the company entered into a management agreement with Lufthansa to manage their entire Airline operations. The company suspended their Airline operations in the year 1996 after dissensions grew between Lufthansa and the company. During the year 2000-01, the name of the company was changed from ModiLuft Ltd to Royal Airways Ltd.

The company started their commercial operations of domestic flight services on May 23, 2005 with three leased Boeing 737-800 aircraft. During the year 2004-05, they signed an agreement with Boeing for acquiring 20 (737-800) aircrafts and in May 4, 2005, the company changed the name of the company from Royal Airways Ltd to Spice Jet Ltd. In May 5, 2005, they entered into a strategic tie up with Indian Oil Corporation Ltd. In November 2005, the company launched their daily direct flights between Delhi and Kolkata. They also launched their services to two new spice cities namely, Jammu and Srinagar.

In March 27, 2006, the company launched their first co-branded credit card with State Bank of India in association with MasterCard International. During the year 2006-07, the company inducted five new aircraft to their fleet taking the total fleet strength to eleven aircraft. They started sale of food on board during the year. In August 17, 2006, the company launched Spice jet Hotels, with the aim of providing a dedicated online Web hotel reservation services to their customers. In October 2006, they launched new flights between Kolkata and Guwahati. In January 2007, they introduced two new additional daily flights on the Bangalore - Mumbai - Hyderabad routes.

REVIEW OF LITERATURE:

Archana R, Subha MV (2012) did a study on services quality & passenger satisfaction level of passengers on three dimensions of services quality instrument –in-flight services ,in-flight digital services& back office operations. Their findings reveal that these three dimensions are positively related to the services quality. Cuisine provided and the seat comfort safety are the most important in the in-flight service quality, personal entertainment was the most important dimensions in –flight digital services dimension & online ticket booking is the most important in the back office service dimensions

Kachaner N, LindgardZ, Michael (2011) did a study on innovating low cost business models. According to them low cost business models a strong coherence between the values proposition and the asset bases, organizations and brands that's support them and this coherence helps them achieving strong operational efficiency. They suggested that all these low cost innovation models have some common characteristics their focus on target segment, product

offering, value chain, revenue model, cost model and the organizations itself.

OBJECTIVES OF THE STUDY:

1. To identify the passenger perception towards the facilities offered at spice jet in Coimbatore city.
2. To study the passenger satisfaction level of spice jet users.
3. To identify the problem faced by the passenger
4. To get suggestions from the passenger for improving the service of spice jet.

STATEMENT OF THE PROBLEM: From an overview the competitive situation of the airline companies in india.It is noted that measurement and management of service quality is the fundamental issue for the survival and growth of the airline companies. In order to assess the factor Qualitative and Quantitative are measured. In this regard the gap between the perception and expectation is more to assess the service quality of the overall airline services.

RESEARCH METHODOLOGY:

Sources of data:

This study relies on both primary and secondary data. Secondary data relating to airline Services are collected from the internet, books, and referred journals. The primary data were collected from 75 respondents through issuing questionnaire.

LIMITATIONS:

1. This study covers only the customers who travel in the air, sample of 75 was selected together.
2. As the questionnaire method was used the analysis was carried out based on the information provided by the respondents.

TOOLS USED:

The following tools are used to analyses the data for the various objective of the study.

1. Rank analysis
2. Chi-square:

RANK ANALYSIS

Interpretation:

| Rate | 1 | 2 | 3 | 4 | 5 | 6 | Total | Rank |
|-------------------------------------|------------|------------|------------|------------|-----------|-----------|-------|------|
| Score (X) | 77 | 63 | 54 | 46 | 37 | 23 | | |
| Availability of the ticket (F1) XF1 | 23 1771 | 25 1575 | 13 702 | 7 322 | 2 74 | 5 115 | 4559 | 1 |
| Price of the ticket (F2) XF2 | 23 1771 | 20 1260 | 16 864 | 8 368 | 6 222 | 2 46 | 4531 | 2 |
| Safety and reliability (F3) XF3 | 19 1463 | 13 819 | 19 1026 | 10 460 | 10 370 | 4 92 | 4230 | 3 |
| Airport location (F4) XF4 | 3 231 | 4 252 | 10 540 | 10 460 | 26 962 | 22 506 | 2951 | 6 |
| Preferable aircraft (F5) XF5 | 4 308 | 9 567 | 8 432 | 18 828 | 13 481 | 23 529 | 3145 | 4 |
| Quality and services (F6) XF6 | 3 231 | 4 252 | 9 486 | 22 1012 | 18 666 | 19 437 | 3084 | 5 |

From the above table shows that the customers giving priority at first to the availability of the ticket, they are giving second preference to the price of the ticket, the third preference goes to safety and reliability, fourth preference goes to preferable aircraft, fifth preference goes to quality and service of the airlines, sixth preference goes to airport location. The majority of the respondents giving their first priority to the availability of the ticket.

CHI-SQUARE: Following the chi-square test for occupation and purpose of travelling in the air.

| Occupation | Business | Personal/vocation | Education | Others | Total |
|------------|----------|-------------------|-----------|--------|-------|
| Student | 0 | 2 | 13 | 0 | 15 |
| Private | 3 | 4 | 0 | 8 | 15 |
| Government | 3 | 12 | 0 | 1 | 16 |

| | | | | | |
|----------|----|----|----|----|----|
| Business | 7 | 3 | 3 | 2 | 15 |
| Others | 3 | 9 | 0 | 2 | 14 |
| Total | 16 | 30 | 16 | 13 | 75 |

Ho: There is no significance between occupation and purpose of travelling

H1: There is significance between occupation and purpose of travelling

Level of significance: 0.05 or 5% level of significance

Chi-Square Tests

| | value | df | Asy mp.sig(2 sided) |
|---------------------------|--------|----|---------------------|
| Pearson Chi-Square | 74.361 | 12 | .000 |

INFERENCE: 0.000 < 0.05 Therefore H0 is rejected. There is association between the occupation & the purpose of traveling

FINDINGS:

Most of the respondents are business sector people and travelling in economy class and they are booking tickets by travel agents. Majority of the respondents are satisfied with the quality and service provided by the spice jet airlines and safety measures also provided by the airlines is best. Most of the respondents travel for business as they found ticket at availability to other carrier.

SUGGESTION:

From the above analysis the following suggestions are made. The spice jet airlines may particularly concentrate in the time of boarding and check-in counter. The airlines should give priority to the departure & arrival time. The airlines should reduce the ticket price and the cost can be attractive to the seasons for all customers. The airline can campaign for young travelers looking for a value option.

CONCLUSION:

It is concluded from the study that customers are satisfied with the quality, service and, safety provided by the spice jet airlines. Customers are also satisfied with the cabin cleanliness, in-flight entertainment, and the seats comfort in flight. Customers are think that they are getting high value for their money and satisfied with the overall courteous & helpfulness.

Bibliography

1. Gronroos C (1984) "A Service Quality Model and Its Marketing Implications", European Journal of Marketing, Vol 18, Pg. 36-44.
2. Hui MK, Tse DK (1996) "What to Tell Consumers in Waits of Different Lengths: An Integrative Model of Service Evaluation", Journal of Marketing, Vol 60, Pg. 81-90.

Websites:

3. www.spicejet.com
4. www.equitymaster.com