



Role of Responsiveness Factor in Enhancing Domestic Airlines Service Quality

KEYWORDS

Domestic Airlines, Responsiveness, Services, Service quality and Passengers.

Dr. K. Krishnakumar

Assistant Professor In Commerce, Periyar University, Salem
-636011, Tamilnadu

P. Baby

Ph.d Research Scholar, Department Of Commerce,
Periyar University, Salem – 636011., Tamilnadu

ABSTRACT Services are the largest and fastest growing sector in developed and developing countries. In India, the share of services sector in Gross Domestic Product (GDP) has risen from 50.4 per cent in 2000-01 to 59.0% in 2011-12. Service quality has become increasingly significant term for all firms, to maintain customer bases and compete effectively in the national and international service markets all the organisations should be able to measure and maintain the quality of their services to meet or exceeds customers' expectations. The contribution of domestic airline industry becomes more in service sector. According to DGCA report passengers carried by domestic airlines during Jan-Jul 2012 (half yearly) were 354.52 lakhs as against 348.47 lakhs during the corresponding period of previous year thereby registering a growth of + 1.74 percent. This shows that there is an increasing trend in passengers' movement in domestic airline services. The market share values are increasing every year. Many researchers have conducted various studies which regards to measure service quality in different service industries. In this paper, authors made an attempt to measure the role of responsiveness factor in enhancing domestic airlines service quality.

Introduction

In the last few decades the airline industry has changed tremendously. Indian Aviation market is one of the fastest growing markets in the world. The LPG concept, the entry of private players and Low cost carriers has witnessed major changes in the airline industry. According to Directorate General of Civil Aviation report, around 89 percent of shares were accounted for private carriers in the domestic aviation market. There are some elements that have resulted in higher demand for air transport in India such as increasing purchasing power of middle class, low airfares offered by low cost carriers, the growth of tourism industry in India and overall economic growth of India. This paper is an attempt to study the role of responsiveness factor in enhancing domestic airlines services in developing aviation market with special reference to domestic airlines in TamilNadu.

Aviation Industry in India

In the year 1912, Indian aviation industry was formed. The first air flight was started by Indian state Air services in collaboration with UK based Imperial Airways between Karachi and Delhi. In the year 1932, the first Indian airline was started by JRD Tata named as 'Tata Airline'. During the period of independence, nine air transport companies were carried with both air cargo and passengers such as Tata Airlines, Indian National Airways, Air service of India, Deccan Airways, Ambica Airways, Bharat Airways, Orient Airways and Misty Airways and these nine companies were nationalized under the Air corporations Act, 1953. The Indian airline Corporations (IAC) was established for domestic air travel and Air India International (AI) was established for international air travel passengers. After Independence, in 1948, the Indian Government launched an Air India International Ltd in collaboration with Air India, earlier it was named as Tata Airline. The first flight took off on June 8, 1948 between Mumbai and London air route. In 1990, the government implemented open – sky policy and allowed air taxi operators to operate flights from any airports. In 1994, the Indian Government take as a part in open sky policy and ended the monopoly of IA and AI in the air transport services by repealing the Air Corporations Act of 1953 and replacing it with the Air Corporations Act 1994 and in that period private operators were allowed to provide air transport services. Foreign direct investment (FDI) of up to 49 percent equity stake and NRI (Non Resident Indian) investment of up to 100 percent equity stake were permitted through the automatic FDI route in the domestic air transport services sector. However, no foreign airline could directly or indirectly hold equity in a domestic airline com-

pany. In the year 1995, several private airlines had projected into the aviation business and reported for more than 10 percent of the domestic air traffic. These private airlines includes Jet Airways Sahara, Continental Aviation, East West Airlines, Jagsons Airlines, NEPC Airlines, Damania Airways and Modiluft Airlines. Today, Indian Aviation Industry had some more entries like Spice jet, Indigo, Kingfisher and GoAir etc.

Domestic Airlines in India

The players in aviation industry can be categorized into three groups:

- ➔ Public players: There are three public players. They are Air India, Indian Airlines and Alliance Air.
- ➔ Private players: The private players include Jet Airways, Indigo, Paramount, Kingfisher, Spice Jet, GoAir and many more.
- ➔ Start up players: The starts up players are those planning to enter the markets. Some of them are Omega Air, Magic Air, Premier Star Air and MDLR Airlines.

Airline chain of services



Source: Liene Freivalde, Lelde Lace, "Improvement of Passenger Flow Management in An Airport Terminal", 5th international scientific conference business and management 2008, pp.659 – 664.

The above chart clearly explains about the airlines chain of services from passenger arrival to departure. Right from the arrival a passenger seek for services like check-in, security control, baggage sorting and check out etc. Hence, the passengers expectations at each and every stage of chain of services has to be satisfied by each and every airline services providers.

Service Quality

Service quality can be defined as a consumer's overall impres-

sion of the efficiency of the organization and its services or a chain of services in which the entire service delivery is divided into a series of processes. But whatever the definition used, the attributes for service quality are still a matter of debate and depend to context and the wide range of perceptions individuals have toward airline attributes. It is thus difficult for people to describe and assess service quality. Measuring service quality gives marketers a tangible tool to use when developing strategies for marketing services. The concept of quality is very important to marketers because quality drives the development of all marketing strategies. This means that quality must also be a major focus of all marketing strategies for service. Service quality is a unique concept which can be studied from several perspectives. According to Parasuraman, Zeithaml and Berry (1988)1 described that service quality as "the ability of the organisation to meet or exceed customer expectations". Customer expectations may be defined as the "desires and wants of consumers". i.e. what they feel a service provider should offer rather than would offer.

The concept of service quality has been applied in several service industries by previous researchers and produced many kinds of output. The aim of all the service providers is to provide better service quality to the passengers and retain them successfully. The management of service providers has to get proper information about the services which are provided at the three stages, and to find out the areas where the company needs to improve their service quality of the airlines. This study was conducted to identify the responsiveness dimension is one of the most important element of service quality to enhancing the quality in domestic airline services. Even though price is used as a primary way to attract customers, some airlines are looking more to service quality to get competitive edge to distinguish their product. Though service quality can be one of the key factors in attracting and retaining loyal customers, airlines often find it difficult to offer appropriate service attributes.

Measuring Service Quality

Measuring service quality is difficult, because it involves customer perceptions, service heterogeneity and inseparability. The service quality can be measured by many ways. One of the most important methods for finding the service quality is identifying the gaps between the service expectations and performance. This is commonly called as SERVQUAL which was developed by Parasuraman, Zeithaml and Berry in the year 1985. It is essential to know various factors and elements which lead to reach the full-fledged service quality according to the expectations of customers. Airline services are one of the premier services of transportation offered to the passengers. It is indispensable to provide better quality service up to the expectation and satisfaction of passengers in all regards.

SERVQUAL Dimensions

Dimensions	Explanation
Tangibility	Physical facilities, equipment and appearance of ground staff and crews.
Reliability	Ability to perform the promised services dependably and accurately
Responsiveness	Willingness to help passengers and provide prompt services
Assurance	Knowledge and courtesy of crews and staffs and their ability to inspire trust and confidence.
Empathy	Caring and individual attentions that the airline company provide to its customers.

Source: Maive Suuroja, "Service Quality main conceptualizations and critique", university of Tartu, Tartu University Press, 2003, pp: 1-27. (Order no: 742) www.tyk.ut.ee.

Responsiveness

Responsiveness in the context of a system can be defined as the outcome that can be achieved when institutions and institutional relationships are designed in such a way that they

are aware and respond appropriately to the universally legitimate expectations of individuals. Responsiveness can be viewed from two angles. Firstly, the traveler of the air transport is portraying as a consumer, with greater responsiveness being perceived as a means of attracting consumers. Secondly, responsiveness is related to the safeguarding of rights of passengers to adequate and timely care.

Factors Influencing the Responsiveness in Domestic Air-line Services

The following are various factors influencing the responsiveness in domestic airline services.

- Understanding the specific needs of passengers
- Proper attention to passenger needs
- Immediate response to passengers request
- Response to the cancelled or delayed flights
- Proactive and friendly approach of employees
- Responsiveness in unexpected and emergency situations
- Passengers grievance redressal mechanism
- Response to missing/lost baggages
- Response to transferring services
- Response to cancellation or change of travelling date

The above said factor plays an essential role in enhancing the perception of airline passengers towards responsiveness factors.

Objectives of the Study

- To know the socio- economic factors of domestic airline passengers.
- To measure the responsiveness factor influencing the airline service quality.
- To identify the overall satisfaction of airline service quality among domestic passengers.

Research Methodology

This study used both primary and secondary data. The primary data was collected from well prepared questionnaire from the airline passengers. The secondary data was collected from journals, magazines, periodicals, theses, dissertations, reports and from websites. The population for the study is domestic airline passengers. The convenience sampling method was used to collect the data. The sample size is fifty collected from various domestic airline passengers in Salem district. The SPSS was used for the data analysis. The percentage analysis, factor analysis and chi – square analysis was applied to evaluate the responsiveness variables of domestic airlines and their services to passengers.

Analysis of the study

The role of responsiveness factors are going to analysis in this section.

Demographic details of the Respondents'

The demographic details are most important and crucial bases for differentiating the customer groups. In airline services the passenger groups are basically differentiated into two groups namely economy class and business class passengers. In this situation it is essential to study the demographic details such as place, gender, age, marital status, educational qualification, occupational status, monthly income and family size. As far as the service quality is concerned the role of demographic details is most important for the study because the service opinions are highly influenced by the passengers' demographic details.

Table No: 1
Demographic Details Wise Classification of Passengers

S. No	Demographic Details	Classifications	Frequency	Percentage (%)
1	Place	Urban	36	75.0
		Semi – urban	9	18.8
		Rural	3	6.2
		Total	48	100
2	Gender	Male	37	77.1
		Female	11	22.9
		Total	48	100

3	Age	Below 20	0	0
		21-30	13	27.1
		31-40	21	43.8
		41-50	8	16.7
		Above 50	6	12.5
Total		48	100	
4	Marital status	Married	41	85.4
		Unmarried	7	14.6
		Total	48	100
5	Educational Qualification	Up to Hr.Sec	3	6.2
		Graduate	18	37.5
		Post Graduate	15	31.2
		Professional	12	25.0
		Others	0	0
Total		48	100	
6	Occupational status	Business	15	31.2
		Profession	10	20.8
		Private Employee	9	18.8
		Government Employee	10	20.8
		Student	1	2.1
		Others	0	0
Total		48	100	
7	Monthly Income	Up to 20,000	4	8.5
		20,001 – 30,000	18	38.3
		30,001-40,000	10	21.3
		40,001-50,000	9	19.1
		50,001 and above	6	12.8
		Total	48	100
8	Family Size	1-3	19	39.6
		4-6	26	54.2
		Above 6	3	6.2
		Total	48	100

(Source: Primary Data)

It is identified from the above frequency distribution that 75.0 percent of respondents belongs to urban areas, 18.8 percent of respondents belongs to semi – urban and remaining 6.2 percent belongs to rural areas. Thus, it clearly denotes that among 48 sample respondents maximum numbers of respondents belongs to urban areas. It is also clear from the table that among various sample groups a maximum 77.1 percent of respondents are male and minimum 22.9 percent of respondents are female. It indicates that maximum flyers are male. In case of age wise classification of respondents there are 43.8 percent of respondents are ranges between the age of 31 – 40 years and minimum of 12.5 percent of respondents are as of above 50 years . Maximum 85.4 percent of respondents are married and remaining 14.6 percent of respondents are unmarried passengers. In case of educational qualification maximum 37.5 percent of respondents are graduates and minimum 6.2 percent of respondents are up to higher education level. This classification identified that among the different segment of samples graduates are using maximum flight services. In case of occupational status of respondents maximum 31.2 percent are identified as business people and minimum 2.1 percent of respondents are recognized as students. Besides from the frequency distribution, maximum 38.3 percent of respondents are from INR 20,001 – 30,000 and minimum 8.5 percent of respondents are from up to INR 20,000 of monthly income groups. Finally, in order to analyze the family size of respondents, maximum 54.2 percent of them are from 4 to 6 members and minimum 6.2 percent of flyers are having above 6 members in their family.

Responsiveness Factor in Airlines Services

Responsiveness is an important factor which has been influenced tremendously over the passengers due to the function of services; actually it helps the customers to predict the customer satisfaction on airline services. In these circumstances, it is essential to find out the predominant factors prevailing among the passengers with respect to their responsiveness of the service providers. Factor analysis is applied for the ten

variables of responsiveness factors and the following results are obtained.

Table No: 2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.638
Bartlett's Test of Sphericity	Approx. Chi-Square	223.318
	df	45
	Sig.	.000

From the above table it is identified that the KMO measure of sampling adequacy is .638 and Bartlett's test of Sphericity with approximated chi- square value 223.318 are statistically significant at five percent level. This shows that sample is adequate to group the variables into pre-dominant factors. It also designates the sampling distribution to conclude that the factors derived symbolize the population parameters. The following communality table indicated the range of variance of responsiveness.

Table No: 3

Communalities	
Factors	Extraction
Understanding the specific needs of passengers	.612
Proper attention to passenger needs	.652
Immediate response to passengers request	.836
Response to the cancelled or delayed flights	.639
Proactive and friendly approach of employees	.660
Responsiveness in unexpected and emergency situations	.756
Passengers grievance redressal mechanism	.585
Response to missing/lost baggages	.755
Response to transferring services	.761
Response to cancellation or change of travelling date	.608

Extraction Method: Principal Component Analysis

From the above table it is identified that range of variance varies from .585 to .836. This shows that range of variance significantly vary from 58.5 percent to 83.6 percent. This shows that the variables adequately represent the population parameters.

Table No: 4

Component	Total Variance Explained					
	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.261	42.610	42.610	2.646	26.461	26.461
2	1.445	14.451	57.061	2.513	25.126	51.587
3	1.158	11.584	68.645	1.706	17.058	68.645

Extraction Method: Principal Component Analysis.

The above table displays the total variance, percentage variance and cumulative percentage variance for both – unrotated components. The first half of the table shows details of unrotated components and the second half shows the details of rotated components. The cumulative variance of both the unrotated and rotated components is 68.645 percent. However, for unrotated components, the first component explains the maximum variance, followed by declining variance of the second and third components, whereas in rotated components, the variance is uniformly distributed. Component 1 accounts for 26.461 percent of total variance, component 2 accounts for 25.126 percent and component 3 accounts for 17.058 percent of the total variance in the model. The cumulative percentage of variance of unrotated as well as rotated components is always same.

Table No: 5
Rotated Component Matrix

Factors	Component		
	1	2	3
Understanding the specific needs of passengers	.857		
Proper attention to passenger needs	.753		
Immediate response to passengers request	.749		
Response to the cancelled or delayed flights	.506		
Proactive and friendly approach of employees		.776	
Responsiveness in unexpected and emergency situations		.747	
Passengers grievance redressal mechanism		.694	
Response to missing/lost baggages		.576	
Response to transferring services			.839
Response to cancellation or change of travelling date			.664

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 8 iterations.

The above table found that each number represents the partial correlation coefficient between variable and the rotated component. These coefficients help in identifying the component. All the variables that have large factor loadings for a given component define the component. In this study, the responsiveness variables in component 1 are

1. Understanding the specific needs of passengers
2. proper attention to passenger needs
3. Immediate response to passengers' request.
4. Response to the cancelled or delayed flight

The variables constituting component 2 are:

1. Proactive and friendly approach of employees
2. Responsiveness in unexpected and emergency situations
3. Passengers grievance redressal mechanism
4. Response to missing/lost baggage

Hypothesis: There is no significant relationship between age, education, and occupation and monthly income wise classification of respondents with responsiveness variables.

Responsiveness		Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total	Chi – square	Significant (p – value)
Age	21-30	5 (38.5%)	5(38.5%)	3 (23.1%)	0(0.0%)	0(0.0%)	13 (100%)	5.995	0.740
	31-40	5 (23.8%)	12 (57.1%)	3 (14.3%)	1(4.8%)	0(0.0%)	21(100%)		
	41-50	1(12.5%)	5 (62.5%)	2(25.0%)	0(0%)	0(0.0%)	8 (100%)		
	Above 50	3 (50.0%)	3 (50.0%)	0 (0%)	0 (0%)	0(0.0%)	6 (100%)		
	Total	14(29.2%)	25 (52.1%)	8 (16.7%)	1(2.1%)	0(0.0%)	48(100%)		
Educational Qualification	Up to Hr.Sec	1 (33.3%)	1(33.3%)	1(33.3%)	0(0.0%)	0(0.0%)	3(100%)	7.118	0.625
	Graduate	4(22.2%)	9(50.0%)	5(27.8%)	0(0.0%)	0(0.0%)	18 (100%)		
	Post Graduate	5 (33.3%)	9 (60.0%)	1(6.7%)	0(0.0%)	0(0.0%)	15(100%)		
	Professional	4(33.3%)	6(50.0%)	1(8.3%)	1(8.3%)	0(0.0%)	12(100%)		
	Total	14(29.2%)	25(52.1%)	8(16.7%)	1(2.1%)	0(0%)	48(100%)		
Occupational status	Business	1(6.7%)	9(60.0%)	4(26.7%)	1(6.7%)	0(0.0%)	15 (100%)	9.838	0.830
	Profession	4(40%)	4(40%)	2(20%)	0(0%)	0(0.0%)	10(100%)		
	Pvt. Employee	4(44.4%)	4(44.4%)	1(11.1%)	0(0%)	0(0.0%)	9(100%)		
	Govt.Employee	4(40%)	5(50%)	1(10%)	0(0%)	0(0.0%)	10 (100%)		
	Student	0(0.0%)	1(100%)	0(0%)	0(0.0%)	0(0.0%)	1(100%)		
	Others	1(33.3%)	2(66.7%)	0(0.0%)	0(0.0%)	0(0.0%)	3(100%)		
	Total	14 (29.2%)	25(52.1%)	8(16.7%)	1(2.1%)	0(0.0%)	48(100%)		
Monthly Income	Up to 20,000	2 (50%)	2(50%)	0(0.0%)	0(0.0%)	0(0.0%)	4 (100%)	10.758	0.550
	20,001 – 30,000	4 (22.2%)	7(38.9%)	6(33.3%)	1(5.6%)	0(0.0%)	18(100%)		
	30,001- 40,000	3 (30.0%)	5(50.0%)	2 (20%)	0(0.0%)	0(0.0%)	10 (100%)		
	40,000-50,000	2(22.2%)	7(77.8%)	0(0.0%)	0(0.0%)	0(0.0%)	9(100%)		
	50,001 and above	2 (33.3%)	4(66.7%)	0(0.0%)	0(0.0%)	0(0.0%)	6 (100%)		
	Total	14 (29.2%)	25(52.1%)	8(16.7%)	1(2.1%)	0(0.0%)	48(100%)		

Table no: 7 Association between demographic details of respondents and variables of responsiveness

The component 3 consists of only two variables

1. Response to transferring services
2. Response to cancellation or change of traveling date

Table No: 6

Component Transformation Matrix			
Component	1	2	3
1	.653	.637	.410
2	-.756	.579	.306
3	-.042	-.509	.859

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

From the above table it clearly showed that specific rotation applied to the components. Rotated factor loadings are obtained by multiplying the unrotated factors loading matrix with component transformation matrix.

The values showed in data file for each component – factor 1 , factor 2 and factor3 are obtained by multiplying the variable values matrix by factor score coefficient matrix. These components could be renamed by going to the variable view window and changing the name of the variables. Since factor 1 can be called as "Instantaneous Services". Factor 2 can be renamed as "Receptiveness" and factor 3 can be known as "Optimistic Approach".

The results of principal component analysis reveal that responsiveness factor associate possessing a service with following factors namely

1. Instantaneous Services
2. Receptiveness
3. Optimistic Approach.

Thus, airlines service providers should focus on these factors while providing a service to passengers they can get more passengers and also retain their passengers.

Association between demographic details of respondents and variables of responsiveness

Demographic details play an essential role in measuring variables of responsiveness in airline industry.

From the above table it is clear that maximum 62.5 percent of flyers are from 41-50 years are agreed with responsiveness variables and in case of educational qualification maximum 60 percent of post graduates and business people are agreed with responsiveness, while analyzing monthly income maximum 77.78 percent of respondents are ranges from INR40,000 – 50,000. From the analysis the chi – square value and p values (chi- square values = 5.995, 7.118, 9.838 and 10.758), (P values = 0.740, 0.625, 0.830 and 0.550) are not statistically significant at five percent level. This shows that there is no association between age, education, occupation and monthly wise classification of respondents with responsiveness factor. It is intensely concluded that maximum flight users are agreed with responsiveness factor of airlines services. Hence the hypothesis is accepted.

Passengers’ opinion on variables of responsiveness

The airline responsiveness variables are directly related with passengers’ opinion and their point of view is parametrically applied on t – test and the following results are obtained from the following table.

Opinion of passengers on the basis of the Responsiveness factors

Table No: 8

One-Sample Statistics				
Responsiveness variables	N	Mean	Std. Deviation	Std. Error Mean
Understanding the specific needs of passengers	48	1.5625	.61562	.08886
Proper attention to passenger needs	48	1.6667	.66311	.09571
Immediate response to passengers request	48	1.8750	.76144	.10990
Response to the cancelled or delayed flights	48	2.2292	.88100	.12716
Proactive and friendly approach of employees	48	1.7500	.78551	.11338
Responsiveness in unexpected and emergency situations	48	3.0625	7.40732	1.06915
Passengers grievance redressal mechanism	48	2.1042	.88100	.12716
Response to missing/lost baggages	48	2.1667	.80776	.11659
Response to transferring services	48	2.1875	.81623	.11781
Response to cancellation or change of travelling date	48	1.9792	.72902	.10523

One sample statistics for the opinion of passengers on the basis of the Responsiveness factors

Table No: 9

One-Sample Test						
Test Value = 0						
Responsiveness	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Understanding the specific needs of passengers	17.584	47	.000	1.56250	1.3837	1.7413
Proper attention to passenger needs	17.413	47	.000	1.66667	1.4741	1.8592
Immediate response to passengers request	17.060	47	.000	1.87500	1.6539	2.0961
Response to the cancelled or delayed flights	17.530	47	.000	2.22917	1.9734	2.4850
Proactive and friendly approach of employees	15.435	47	.000	1.75000	1.5219	1.9781
Responsiveness in unexpected and emergency situations	2.864	47	.006	3.06250	.9116	5.2134
Passengers grievance redressal mechanism	16.547	47	.000	2.10417	1.8484	2.3600
Response to missing/lost baggages	18.584	47	.000	2.16667	1.9321	2.4012
Response to transferring services	18.568	47	.000	2.18750	1.9505	2.4245
Response to cancellation or change of travelling date	18.809	47	.000	1.97917	1.7675	2.1909

From the above table it is found that the mean values of 10 variables varies from 3.0625 to 1.5625 with varying standard deviation. It is obvious that the passengers expect immediate response to their request, response at the time of emergency situations (3.06250) and proper response to cancelled or delayed baggages (2.22917) measures which leads to feel responsiveness at the time of airline services. This can be represented by the following diagram,



Role of Responsiveness Variables to enhance the domestic airlines service quality

Conclusion

The study clearly identified that the responsiveness variables are considered to be the most important factor that enhances the airline service quality. In case of domestic airlines services it is essential to concentrate more on the responsiveness factor to get better service quality level through better services provided by the airlines. The customers are very particular about responsiveness factor in domestic airline services. It is clearly identified from this study that responsiveness factor have positive role and direct impact on airline service which it helps to improve the performance of airline company to success in the competitive aviation market.

REFERENCES

1. Cheng-Min Feng and Kung-Yeun Jeng (2005) "Analyzing airline service improvement strategy through Importance and performance analysis" *Journal of the Eastern Asia Society for Transportation Studies*, Vol. 6, pp. 782 - 797. | 2. Chirawan Somwang, (2008) "An Assessment of Passengers' Views of Service Quality in Thai Low Cost Carriers", *RU. Int. J. vol.2 (1)*, pp:71-81. | 3. Dean E. Headley and Brent D. Bowen (1997), "International Airline Quality Measurement", *Journal of Air Transportation World Wide* Vol. 2, No. 1, pp: 55-63. | 4. Ekaterina Tolpa, (2012), *Measuring Customer Expectations of Service Quality: case Airline Industry*. | 5. Kalthom Abdullaha, Noor Hazilah Abd.Manaf b and and Kamariah Mohd.Noorc, (2007) "Measuring the Service Quality of Airline Services in Malaysia", *IUM Journal of Economics and Management* 15, no. 1, pp: 1-29 © 2007 by The International Islamic University Malaysia. | 6. Liene Freivalde, Lelde Lace (2008) "Improvement of Passenger Flow Management in An Airport Terminal", 5th International scientific conference business and management pp.659 – 664. | 7. Parasuraman, A. – Zeithaml, V. A. – Berry, L. L. (1985) "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, Vol. 49, pp. 41-50. | 8. Parasuraman, A. Zeithaml, V.A.Berry.L.L (1988), "SERVQUAL – A Multiple item scale for measuring customer perceptions on service quality", *Journal of Retailing*, Vol.64. No: 1, 1988, pp. 12-40. | 9. Rajesh U. Kanthe, (2012) "Challenges Of Indian Aviation Industry In Chaotic Phase", *Innovative Journal of Business and Management* 1: 3 May – June 54 – 56. | | Websites: | 1. <http://explore.oneindia.in/industry/aviation> | 2. <http://www.iloveindia.com/economy-of-india/aviation-industry>. | 3. <http://www.indiahousing.com/infrastructure-in-india/aviation-industry-in-india>. | 4. <http://www.indiaonline.com> | 5. <http://www.indianmba.com/facultycolumn.com>