



## A Study on Passangers' Satisfaction towards Air Travel Agencies in Thanjavur District of Tamilnadu

### KEYWORDS

Air Travel, Air Travel agency, Passenger awareness, Passenger satisfaction

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### ABSTRACT

*Air transport is the most modern, the quickest and the latest addition to the modes of Transport. Because of speed with which airplanes can fly, travel by air is becoming increasingly popular. As far as the world trade is concerned it is still dominated by sea transport because air transport is very expensive and is also unsuitable for carrying heavy, bulky goods. However, transportation of high value light goods and perishable goods is increasingly being done by air transport. Now the trend has changed because of Liberalization Privatisation and Globalisation concept. The sector has also seen a significant increase in number of domestic air travel passengers. Some of the factors that have resulted in higher demand for air transport in India include the growing middle class and its purchasing power, low airfares offered by low cost carriers, the growth of the tourism industry in India, increasing outbound travel from India, and the overall economic growth of India. This paper highlights an effort for passenger satisfaction about air travel agencies in Thanjavur district of TamilNadu is made. The brief objective of the article is to know passengers awareness about the different services offered by Agencies, the levels of satisfaction of the passengers towards the services of Agencies and the problems faced by the passengers.*

### INTRODUCTION

Air transport is the most modern, the quickest and the latest addition to the modes of transport. Because of speed with which airplanes can fly, travel by air is becoming increasingly popular. As far as the world trade is concerned it is still dominated by sea transport because air transport is very expensive and is also unsuitable for carrying heavy, bulky goods. However, transportation of high value light goods and perishable goods is increasingly being done by air transport.

### PROFILE OF AIR-TRAVEL AGENCIES

Travel agents are also known as Travel consultant. They are mediator between the passenger and the airline industry. Travel agency can be formed by a group of individuals either in partnership or making it a private limited company. Travel agents assist public by way of getting travel documents such as passport, visa or entry permit, health document and collecting exchange permits from RBI. Travel agents handle a large share of all travel arrangements made throughout the world. The vast majority of air passengers have to rely on the travel agent for professional and objective advice. A travel agent should be aware of the latest flights schedules from/ to their city and know to form itineraries for their passengers travel.

### FUNCTIONS OF TRAVEL AGENCIES

The travel agencies should have a range of services. The following are the basic functions of a travel agency.

- The first function is the processing of reservations. These are for airlines, car hire, hotels, tours, cruise, rails etc. the travel agents needs to check availability and fares, makes reservations and at the end issue the relevant documentation and issue a ticket.
- The second function is the issuing of itineraries and general correspondence such as letters of confirmation, letter of enquiry. The travel agency should keep a mailing list of all its passengers for marketing purposes.
- The third function of a travel agent at the back office is the provision of accounting and management reports. Maintain a passenger file management, which provides a -record for passenger preferences and can also include a corporate policy for corporate account holders.
- The fourth function is to give their passengers customized information on the destination, if required pictures

of hotels, tourist attractions, weather conditions, etc. agents should also render special handling to their clients at the designated airport of departure and arrival.

- In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only.

### SERVICES OFFERED BY AIR-TRAVEL AGENCIES

An Air-Travel Agencies is a retail business that sells travel related products and services to passengers on behalf of suppliers such as

1. Airlines
2. Taxi Booking
3. Hotel Booking
4. Cruise Lines
5. Railways
6. Money Transfer
7. Tour Packages

### STATEMENT OF THE PROBLEM

Service sector has the steady growth in Indian economy. There are various service industries available in the market. Services made by the Airline industry involve high cost and more procedure when compared to all other services. This study aims to know the various services offered by Air-Travel agencies in Thanjavur district and the level of satisfaction of the passengers in view of retaining the passengers in the competitive environment.

### SCOPE OF THE STUDY

1. The study identifies the various types of services offered by the Air-Travel agencies.
2. The research analyses the awareness level of the passengers.
3. The research finds out the passengers satisfaction towards the services of Air-Travel Agencies in Thanjavur District.
4. The study predicts the future requirements for improvement of Air-Travel Agencies.

### OBJECTIVES OF THE STUDY

1. To know the passengers awareness about the different services offered by Agencies.

- To analyze the levels of satisfaction of the passengers towards the services of Agencies.
- To identify the problems faced by the passengers.

**HYPOTHESIS OF THE STUDY**

- There is no significance difference between all age groups and purpose of air-trips by the respondents.
- There is no significant difference between income and class of preference for flight tickets.
- There is no evidence of significant difference of opinion between genders for advance payment of visa.

**METHODOLOGY**

The study is based on both primary and secondary data. Primary data were collected from 50 passengers residing in Thanjavur district, and secondary data were collected from various books, articles and websites. This study is based on judgement sampling method. A study on passenger satisfaction towards air-travel agencies in Thanjavur district covers the period of December 2011– April 2012. Likert's / Summated Rating Scale, Chi-square test and ANOVA, are the tools used to analyze the data.

**Table 1  
MODE OF PASSENGER PREFERENCE OF AIR TRAVEL AGENCY**

	Particulars	Frequency	percentage
Citizenship	Indian	45	90
	Foreigner	5	10
Marital Status	Married	29	58
	Unmarried	21	42
Educational Qualification	Schooling/Schooldropouts	19	38
	UG/PG	18	36
	Technical Professional	8	16
Services	Air Transport	40	80
	Cruise/Rail Transport	0	0
	Car Booking	2	4
	Hotel Booking	2	4
	Money Transfer	5	10
	Cargo Facility	1	2
Sources of Information	Advertisements	7	14
	Internet	3	6
	Word-of-mouth communication	30	60
	Existing Passengers	10	20

Source: Primary Data

Table 1 highlights mode of passenger preference of air travel agency in Thanjavur district 90 % of the passengers were Indian, 58% of the passengers were married, 36% of the passengers were graduates, 80% of the passengers were avail air transport services and 60% of the passengers were get information about the agency through word-of-mouth communication.

Ho: There is no significance difference between all age groups and purpose of air-trips by the respondents.

**Table 2  
AGE AND PURPOSE OF AIR-TRIPS**

S. No	Purpose of Air-Trips	Age of the Respondents				Total
		Upto 20	21-40	41-60	Above 60	
1.	Official	0	1	0	0	1
2.	Business	1	7	2	0	10
3.	Employment	0	10	5	0	15
4.	Touring	1	3	2	1	7
5.	Personal work	1	2	2	0	5
6.	Pilgrimage	0	0	0	2	2
	Total	3	23	11	3	40

Source: Primary Data

**Analysis of variance [ANOVA] table**

Sources of variation	Sum of squares	Degree of freedom	Mean square
Between samples	44.34	3	14.78
Within samples	96.66	20	4.833
Total	141	23	

F = Variance between samples / variance within samples = 14.78 / 4.833 = 3.06

**Conclusion**

The table value of F for degree of freedom v1= 2 and v2= 27 at 5% level of significance is 3.098. The calculated value is less than table value. Hence null hypothesis is accepted.

**Table 3  
AWARENESS FOR SERVICES (Likert Scale)**

S. No	Products and Services	Aware (+)	Neutral (0)	Unaware (-)	Total	Likert Value	Rank
1.	Ticketing	44 (44)	4 (0)	2 (-2)	42	1	1
2.	Visa stamping	36 (36)	6 (0)	8 (-8)	28	0.67	3
3.	Emigration clearance	30 (30)	11 (0)	9 (-9)	21	0.50	4
4.	Passport Services	39 (39)	10 (0)	1 (-1)	38	0.90	2
5.	Tour package	12 (12)	17(0)	21 (-21)	-9	-0.21	7
6.	Cruise/Rail Transports	10 (10)	10 (0)	30 (-30)	-20	-0.48	9
7.	Cab Facility	12 (12)	10 (0)	28 (-28)	-16	-0.38	8
8.	Hotel booking	22 (22)	8 (0)	20 (-20)	2	0.05	6
9.	Money Transfer	30 (30)	5 (0)	15 (-15)	15	0.36	5
10.	Cargo facility	13 (13)	15 (0)	22 (-22)	-9	-0.21	7

Source: Primary Data

Table 3 shows the awareness level of passengers. Ticketing got first rank in awareness level. Second passengers are aware about passport services. Third passengers are aware about visa stamping; Emigration clearance got fourth rank. Money transfer got fifth rank. Hotel Booking got sixth place. Tour package and cargo facility got seventh rank. Eighthly passengers are aware about cab facility. Cruise and Rail services got last rank. passengers are more aware about Air related services when compared to all other services.

**Table 4  
LEVELS OF SATISFACTION TOWARDS SERVICES (LIKERT SCALE)**

S. No	Descriptions	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Likert Value	Rank
1	Ticketing	16 (32)	10(10)	2 (0)	0 (0)	0 (0)	28(42)	1	1
2	Visa stamping	3(6)	1(1)	0(0)	0(0)	0(0)	4(7)	0.17	4
3	Emigration Clearance	0(0)	2(2)	0(0)	0(0)	0(0)	2(2)	0.05	7
4	Passport services	2(4)	4(4)	1(0)	0(0)	0(0)	7(8)	0.19	2
5	Tour package	0(0)	1(1)	1(0)	0(0)	0(0)	2(1)	0.02	8
6	Cab Facility	1(2)	1(1)	0(0)	0(0)	0(0)	2(3)	0.07	5
7	Hotel booking	1(2)	1(1)	0(0)	0(0)	0(0)	2(3)	0.07	5
8.	Money Transfer	3(6)	2(2)	0(0)	0(0)	0(0)	5(8)	0.19	2
9.	Cargo facility	0(0)	1(1)	0(0)	0(0)	0(0)	1(1)	0.02	8

Source: Primary Data

Table 4 explores level of satisfaction of passengers for various services available in Agencies. First, passengers are satisfied with the Ticketing services and it got utilized by more number of passengers. Second, passengers are satisfied with the Money Transfer and passport services. Visa Stamping got fourth rank in satisfaction level. Hotel Booking and Cab Facility got fifth place in satisfaction level. Emigration clearance

got seventh rank. Tour package and Cargo Facility got eighth rank in satisfaction level. There are no dissatisfied passengers with the services of Agencies.

**Table 5**  
**PROBLEMS FACED BY PASSENGERS**

S. No	Problems	No. of Respondents	Percentage
1.	High cost	21	42
2.	Delay in Service	8	16
3.	Irresponsible	2	4
4.	None	19	38
	Total	50	100

Source: Primary Data

Table 5 shows that the problems of the passengers in Agency services. 42% of the respondents were affected with high cost. 16% of the respondents have suffered due to delayed service; 4% of the respondents suffer because of the irresponsibility of the Agents and 38% respondents were not affected with any problem.

**Table 6**  
**PASSENGERS RECOMMENDATION ABOUT THE AGENCY TO OTHERS**

S. No	Descriptions	No. of Respondents	Percentage
1.	Definitely	21	42
2.	Probably	16	32
3.	Not Sure	7	14
4.	Probably not	5	10
5.	Definitely Not	1	2
	Total	50	100

Source: Primary Data

Table 6 reveals recommendations of Agencies by the passengers to others. 42% of respondents definitely recommend the Agency to others; 32% of the respondents probably recommended to others; 14% of the respondents may recommend or may not recommend; 10% of the respondents do not probably recommend to others; 2% of the respondents will not recommend about the Agency to others.

## FINDINGS

### The major findings are:

1. Age group of 21-40 passengers were utilizes the services of travel agencies on the grounds of employment.
2. Majority of the passengers (80%) were using air transport facility and none of the passengers avail services with regard to cruise/ rail transport.
3. Ticketing is the major service availed by air-travelers and visa stamping is the least service availed.
4. Word of mouth communication plays an important role in identifying the sources of information to the passengers.
5. More number of passengers (25%) travels along with their family members and less number of passengers (2.5%) travel along with their colleague.
6. Passengers belonging to private sector frequently use the travel agencies.
7. No passengers utilized the services of cruise and rail

transports. Passengers may not aware about the services of cruise and rail transports in Air-Travel Agencies.

8. Irrespective of income group, people prefer to travel in all the classes. Also passengers of higher income group prefer third class flight tickets.
9. Only few passengers (22.5%) not prefer pushing tickets for travel. Others prefer pushing tickets according to their needs like emergency, expiry date for visa etc.
10. Maximum numbers of passengers were more aware about the Air-Transport services. Some of the passengers not much aware about auxiliary services offering by Agencies.
11. No passengers were dissatisfied with the services of Air-Travel Agencies. The performance of Agencies liked by the passengers.
12. Now a day's business processes are handling through the electronic devices. Services like ticketing, hotel booking etc are through online. By using this facilities Agencies are giving fast services. Most of the passengers (32%) availing services because of speed process.
13. Many of the passengers (42%) face with the problem of high cost.
14. Maximum number of passengers (48%) definitely will avail services in the same Agency.
15. Overall rating given by the passengers for the performance of Air-Travel Agencies is good. All agencies services are speed and satisfactory. So, passengers were very much satisfied with the performance of Agencies.

## SUGGESTIONS

On the basis of the study the following suggestions are recommended:

1. Passengers can make use of Agencies for booking hotels.
2. Money transfer provides a fast and secure means of sending money. Passengers can avail money transfer facility in Agencies and saves their time.
3. The passengers, who travel for touring, can avail tour packages which are available in Air-Travel Agencies.
4. Pushing tickets must be avoided since it is not an acceptable practice.

## CONCLUSION

Air-Travel Agencies' are offering more number of services like Air-Transport, Cruise Lines, Rail Transport, Car Transport, Hotel Booking, Money Transfer, Cargo Facility etc. Taken all services into consideration, a service related to Air-Transport is a leading one. Agents are offering more number of services related to Air-Transport and also passengers avail more number of services related to Air-Transport. Services made by Airline industry involve high cost when compared to other service industries. Many passengers suffer with the problem of high cost in agency services. Even though passengers have problem of high cost, they are satisfied with the services offered by the Air-Travel Agencies and they are getting benefits out of it. No one passenger is dissatisfied with the services provided by the Air-Travel Agencies because; Services of Air-Travel Agencies are speed and fast. Thus the overall service performance of the Air-Travel Agencies is very good in Thanjavur District.

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