



## A Study on the Service Quality and Passengers' Satisfaction Towards International Airways

### KEYWORDS

Aviation Sector, International Airways, Airlines, Transport and Passengers.

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**ABSTRACT** *Aviation Sector remains a largest and growing industry. Several new players have entered the industry and many more are about to enter the arena. Apart from the state-owned airlines, a number of International Airlines have entered the arena, thereby providing more choices to the passenger. International players including Silk Air (Singapore Airlines), Air Arabia, etc. are coming up with attractive rates for their passengers, thereby making civil aviation lucrative. More and more people are opt for travelling by air, because they save a lot of time in travelling, as compared to other means of transportation.*

### INTRODUCTION

The Aviation sector has become the most important contributor to the Economic Development of any nation. It plays a predominant role in moving people or products from one place to another either domestically or internationally. Now ordinary citizens easily access the aviation service from their respective air terminals. In the recent time, the air transportation market has become even more challenging; many airlines have turned to focus on quality of airline service to increase passengers' satisfaction. Delivering high-quality service to passengers is essential for airline survival, so airlines need to understand what passengers expect from their services.

International players are very much concerned about their passengers. Now as passengers' travelling by airways is increasing day by day proper pricing strategy and Service Quality turns out to be the main contribution to the development of Aviation Industry. Though most of the airlines are introducing various lucrative strategies to retain their own passengers and attract more new passengers towards them, still brand switching is increasing day by day. Hence in this cut throat competitive situation, the success of Airlines are very much dependent on the passenger service provided at all levels before, after (at airport) and during the journey (in the air as air-borne) to satisfy them.

### STATEMENT OF THE PROBLEM

International airlines became popular and started gaining market shares in the airline business. Recently, air transportation is indispensable in travelling as it accommodates business and private transactions in terms of convenience and timeliness. In today's competitive market scenario, organizations increasingly understand the importance of building and effectively managing the relationship with its passengers. For building and maintaining a healthy relationship with the passenger, international airlines need to understand and meet the expectations of its passenger. The international airlines today should aim not only at delivery of the service to the passengers, but should also focus on satisfying the passengers with the service.

### OBJECTIVE OF THE STUDY

→ To know the Socio-economic background of the passengers.

- To study the Service Quality of International Airlines.
- To analyse the Passengers' Satisfaction towards the Services provided by International Airways.

### RESEARCH METHODOLOGY

This study is based on Primary data collected from 25 respondents. The data required for the study has been collected from primary and secondary data. Primary data have been collected through a structured questionnaire having 15 questions. Secondary data have been collected from various text books, journals, magazines and websites. Simple Random Sampling technique was applied. Statistical tools like Percentage Analysis, Kendall's Coefficient(W) and ANOVA were carried out to analyze the data. A suitable null hypothesis were formed and tested in the relevant places.

### REVIEW OF LITERATURE

**Tirimba O. Manani, Richard B. Nyaoga, Robert M. Bosire, Thomas O. Ombati, Tom O. Kongere(2013)**<sup>1</sup> in this study an attempt was made to know the "Service Quality and Customer Satisfaction at Kenya Airways Ltd" delivering excellent service sustains customers' confidence and is essential for a competitive advantage. The study used a descriptive survey method and the study mainly adopted a case study approach. The sample of this study consisted of one hundred (100) passengers. The data collected was analyzed using mean, frequency, percentage and Factor Analysis. The findings indicate that customer satisfaction related to luggage security, safety and proper communication with customers updating them on status of their flights, provision of food variety and ability of the airline to communicate to passengers about the weather on arrival destinations. Compassion by airline crew toward any disabled persons onboard was particularly noted to increase significantly the level of customer satisfaction.

**Johan W de Jager, Dion van Zyl(2013)**<sup>2</sup> made a study on "Airline Service Quality in South Africa and Malaysia- An International Customer Expectations Approach" this study attempts to identify the various service and value factors to domestic airline passengers in South Africa and Malaysia that has similar airline services. A survey methodology involving face-to-face interviews with 196 participants from South Africa and 189 from Malaysia. The research objec-

tives are to identify specific items that respondents typically consider most and least important when travelling on a domestic airline and to rank the broader underlying service dimensions in terms of importance when travelling on a domestic airline. The mean ratings obtained for each of the service items were calculated and ranked from highest to lowest scores. The items were ranked within the four broader service dimensions for the two samples. The first dimension is labelled 'convenience of booking' and the results reveal considerable similarities between the two samples, with both South African and Malaysian respondents rating online booking opportunity as the most important aspect within these dimensions. The second service dimension investigated in the study is 'cabin service'. The item that was rated most important by both South African and Malaysian respondents was comfort of the seating. The third service dimension labelled 'cabin crew'. Cabin crew's credibility obtained the highest average importance rating. The last dimension studied was labelled 'timeliness of flight'. The top rated item was on-time departures and arrivals.

**RESULTS AND DISCUSSION**

**Table: 1 General Profile of the Respondents**

PARTICULARS	CLASSIFICATION	NO.	PERCENT-AGE
Gender	Male	14	56.0
	Female	11	44.0
	Total	25	100.0
Age	20-30 Years	8	32.0
	31-40 Years	13	52.0
	41-50 Years	2	8.0
	Above 50 Years	2	8.0
	Total	25	100.0
Marital Status	Married	14	56.0
	Unmarried	11	44.0
	Total	25	100.0
Educational Qualification	School Level	4	16.0
	Diploma	4	16.0
	Graduate	7	28.0
	Post Graduate	10	40.0
	Total	25	100.0
Occupational Status	Business	4	16.0
	Professional	3	12.0
	Employee	8	32.0
	Students/Scholars	7	28.0
	Home Maker	3	12.0
	Total	25	100.0
Family Monthly Income	Less than Rs.1, 00,000	3	12.0
	Rs.1,00,001- Rs.3,00,000	5	20.0
	Rs.3, 00,001- Rs.5, 00,000	10	40.0
	Above Rs.5, 00,000	7	28.0
	Total	25	100.0
Preferred International Airlines	Air Arabia	11	44.0
	Silk Air	14	56.0
	Total	25	100.0
Purpose of Travel	Personal	6	24.0
	Official	5	20.0
	Business	3	12.0
	Tour & Pilgrimage	11	44.0
	Total	25	100.0

Frequency of Travel	Frequently	3	12.0
	Once in 3 Months	1	4.0
	Once in 6 Months	3	12.0
	Once in A Year	10	40.0
	Rarely	8	32.0
Total	25	100.0	
Class of Travel	Business Class	7	28.0
	Economy Class	16	64.0
	Premium Class	2	8.0
	Total	25	100.0
Mode of Purchasing Ticket	Travel Agents	11	44.0
	Online Booking	10	40.0
	Direct Booking/ Airport Counter	4	16.0
Total	25	100.0	

Out of the 25 respondents taken for the study, 56 per cent of the respondents are male, 52 per cent of the respondents belong to the age group of 31-40 years, 56 per cent of the respondents are married, as regards educational qualification 28 per cent of the respondents are graduates and 32 per cent of the respondents are employees in which most of the respondent's have family monthly income ranging between 3,00,001-5,00,000, 56 per cent of the respondents choose Silk Air as most preferred mode of travel, 44 per cent of the respondents under take air travel for Tour & Pilgrimage and they purchase tickets through travel agency, 40 per cent of the respondents travel once in a year and 64 of the respondents travel in economy class.

**KENDALL'S COEFFICIENT OF CONCORDANCE (W)**

It was used to find whether there is similarity among the respondents in order of assigning the ranks. Respondents were asked to assign ranks, the most importance reason for an item is given rank 1 and the least important item was given a rank of 6.

**Table: 2 REASONS FOR SELECTING THE PARTICULAR AIRLINE**

REASON	MEAN RANK
Safety	3.52
Price/Fare	2.98
Quick Transport	2.96
Convenient Timings	2.32
Excellent Customer Service	3.92
Travel Agent Recommendation	5.32
Kendall's W	.312

It inferred from the above table that most of the respondents have given top priority to convenient timings with a mean rank of 2.32, followed by quick transport with a mean rank of 2.96, 3<sup>rd</sup> priority is given to price/fare with the mean rank of 3.98, next priority for safety with the mean rank of 3.52, followed by excellent customer service 3.92 and the least priority was given to travel agent recommendation with a mean rank of 5.32. The Kendall's (W) found for the above items is 0.312. This shows that there is less similarity among the respondents in the order of assigning the ranks.

**ANOVA**

**Table 3: TABLE SHOWING RELATIONSHIP BETWEEN THE PERSONAL FACTORS AND SATISFACTION TOWARDS SERVICES PROVIDED BY INTERNATIONAL AIRWAYS**

PARTICULARS	Mean	S.D	No.  F	Sig.	H <sub>0</sub>
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TANGI-BILITY	School Level	3.460	.442	4	5.266	*	Re-jected
	Diplo-ma	4.640	.623	4			
	Gradu-ate	3.590	.657	7			
	Post Gradu-ate	3.570	.330	10			
RESPON-SIVE NESS	School Level	3.875	.829	4	1.085	**	Re-jected
	Diplo-ma	4.687	.625	4			
RELIABIL-ITY	Graduate	4.107	.944	7			
	Post Gradu-ate	4.225	.275	10			
	School Level	3.750	.876	4	.715	*	Re-jected
	Diplo-ma	4.333	1.333	4			
ASSUR-ANCE	Gradu-ate	3.571	.937	7			
	Post Gradu-ate	3.833	.451	10			
	School Level	4.000	.841	4	.931	**	Re-jected
	Diplo-ma	4.500	1.000	4			
EMPATHY	Gradu-ate	4.071	.553	7			
	Post Gradu-ate	3.875	.412	10			
	School Level	3.562	.657	4	.222	*	Ac-cepted
	Diplo-ma	3.687	1.375	4			
EMPATHY	Gradu-ate	3.357	.429	7			
	Post Gradu-ate	3.550	.453	10			

\*: significance at 5 per cent level

\*\* : significance at 1 per cent level

It is observed from the above table (3), that the calculated F-ratio value which is higher than the table value at 5 per cent and 1 per cent level of significance. Since the calculated value is higher than the table value it is inferred that the service quality scores regarding tangibility, responsiveness, reliability and assurance differ significantly among the educational qualification. *Hence the null hypothesis is re-jected.*

It is observed from the above table (3), that the calculated F-ratio value is .222 which is less than the table value at 5 per cent level of significance. Since the calculated value is less than the table value it is inferred that the service quality scores regarding empathy differ significantly among the educational qualification. *Hence the null hypothesis is accepted.*

#### CONCLUSION

Aviation sector has also seen a significant increase in number of international 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 out-bound travel from India and the overall economic growth of India. In this research, Silk Air dominates other International Airlines players at Coimbatore Airport. In future the trend may vary due to competition existing between the various players who compete to provide quality service at best of cost. Result of this study shows that majority of the passengers prefer travelling through Silk Air. More over convenient timings was considered to be the most important criteria for selecting an airline followed by quick transport, price, safety, excellent customer service and travel agents recommendations.

#### REFERENCE

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