



## A STUDY ON THE SERVICE QUALITY AND PASSENGERS' SATISFACTION TOWARDS DOMESTIC AIRWAYS

### KEYWORDS

Aviation Industry, Domestic Airways, Service Quality and Passengers

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**ABSTRACT** Indian Aviation Industry is one of the fastest growing aviation industries in the world. Till 1991, only Public Airlines in India has enjoyed monopoly in its operations, therefore could dictate its own terms to its passengers who had no other choice but to accept whatever had been available irrespective of Service Quality, Pricing and Hospitality. After liberalization, a rapid revolution has taken place in Indian Aviation Industry. Primarily, it was owned by Government later it was owned by private sector. Earlier only few people could afford air travel, but now it can be afforded by a large number of people as it has become much cheaper because of stiff competition. This study attempt to analyse the Quality of Services offered by Domestic Airways and also analyse the Passengers' Satisfaction towards the Services provided by Domestic Airways in Coimbatore City

### INTRODUCTION

**Transportation** is the movement of people, animals and goods from one location to another. Transport Industry in India is an important contributor to the Economic Development. The history of transportation begins with Walking, followed by Palanquin, Bullock Cart, Horse Carriage, Bicycle, Hand-Pulled Rickshaw, Cycle Rickshaw, followed by Water Ways, Road Ways, Rail Ways and Air Ways. The new innovations in transportation were applied to reduce travel time. The latest innovations dates back to the 20th century were "Air Transport" was considered fastest, most reliable and convenient means of transport.

The era of Globalization has become easier for people, living in extreme corners of the world, to connect others and to increase their business network, without much difficulty. The booming civil aviation industry has helped people to travel around the world, within few hours. India is also witnessing a steep increase in the number of passengers, travelling to and from the country, through air. This increase in the air passengers' traffic in India has resulted in an explosion in the number of domestic and international airlines flying to the country.

### SERVICE QUALITY

Services are the largest and fastest growing sector in developed and developing countries. Among the Service sectors, Indian Aviation Industry is one of the fastest growing aviation markets in the world. Airline Services can be categorized as being intercontinental, intra-continental, domestic, regional, or international, and may be operated as scheduled services or charters. Air travel 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 a highly competitive environment the provision of high quality services to passengers is the core competitive advantage for an airline's profitability and sustained growth. In the past decade, as the air transportation market has become even more challenging, many airlines have turned to focus on airline service quality to increase service satisfaction.

### STATEMENT OF THE PROBLEM

The Domestic Airline sector has entered into a new era, where more and more new players are entering into the Aviation Industry and taking off into the skies, with many players competing in the Domestic Airlines, there is assured growth for the Airlines Sector in India. In today's competitive market scenario, for building and maintaining a healthy relationship with the passenger, airlines need to understand and meet of the expectations of its passenger. The service provided should not only concentrate in acquiring customers through publicity but to create satisfaction, loyalty which will finally lead to retention of passengers. Attracting new passengers and retaining them can be achieved only by providing Quality Service. Therefore by satisfying and creating loyalty in them brand switching is not possible. The Domestic Airlines today should aim not only in delivering its service to the passengers, but should focus on satisfying the passengers with high quality service.

### OBJECTIVES

- To study the Quality of Services offered by Domestic Airways.
- To analyse the Passengers' Satisfaction towards the Services provided by Domestic Airways.

### REVIEW OF LITERATURE

**Tirimba O. Manani, Richard B. Nyaoga, Robert M. Bosire, Thomas O. Ombati, Tom O. Kongere (2013)** in this study an attempt was made to know the "Service Quality and Customer Satisfaction at Kenya Airways Ltd". This study explored the key determinants of customer satisfaction for passengers at Kenya Airways. The study used a descriptive survey method. 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 among the key determinants of 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. Compas-

sion by airline crew toward any disabled persons onboard was particularly noted to increase significantly the level of customer satisfaction.

**Archana.R, M.V.Subha (2012)** have analysed **“A Study on Service Quality and Passengers’ Satisfaction on Indian Airlines”**. It also examines which dimensions have a positive influence on service quality and which dimensions have the most and least important impact on service quality in international air travel, as perceived by airline passengers. The study is based on the analysis of a sample of 270 respondents. The data was analyzed from passengers of three classes, economy, business and premium. The results suggest that there are different factors of in-flight service quality that are important according to the customer class. Service quality in international air travel was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations. The findings reveal that these three dimensions are positively related to perceive service quality in international air travel. Of these dimensions, cuisines provided, seat comfort, safety are the most important dimension in in-flight service quality. Personal entertainment is the most important dimension as perceived by airline passengers in In-flight digital service quality. Online ticket booking is another dimension in back-office operations. In addition, the findings indicate that passengers’ satisfaction on different airline companies depends on basis of the services delivered.

**METHODOLOGY**

To accomplish the objectives of the study, the data required has been collected using both primary and secondary data. Primary data have been collected through a structured questionnaire. The data were collected using interview schedules and questionnaire distributed and data collected through mail survey. Theoretical back ground of the present study was gathered from various sources which include Books, Journals, Magazines, Website and other related research work. Simple Random Sampling techniques were used to collect the data from 200 respondents, who travelled by different Domestic Airways. The data was analyzed and interpreted using percentage analysis, descriptive statistics and ANOVA.

**ANALYSIS AND INTERPRETATION**

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

PARTICULARS	CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE
Gender	Male	110	55.0
	Female	90	45.0
	Total	200	100.0
Age	20-30 Years	55	27.5
	31-40 Years	79	39.5
	41-50 Years	35	17.5
	Above 50 Years	31	15.5
	Total	200	100.0

Educational Qualification	School Level	11	5.5
	Diploma	17	8.5
	Graduates	76	38.0
	Post Graduates	96	48.0
	Total	200	100.0
Occupational Status	Business	39	19.5
	Professional	33	16.5
	Employee	80	40.0
	Students/ Scholars	28	14.0
	Home maker	20	10.0
	Total	200	100.0
Family Monthly Income	Less than Rs.1,00,000	58	29.0
	Rs.1,00,001-Rs.3,00,000	47	23.5
	Rs.3,00,001-Rs.5,00,000	59	29.5
	Above Rs.5,00,000	36	18.0
	Total	200	100.0

Out of the 200 respondents taken for the study, 55 per cent of the respondents are male, 39.5 per cent of the respondents belong to the age group of 31-40 years, as regards educational qualification 48 per cent of the respondents are post graduates and 40 per cent of the respondents are employees in which most of the respondents have family monthly income ranging between 3,00,001–5,00,000 and below 1,00,000.

**Descriptive Statistics**

The descriptive statistics mean ranking ranges from minimum value 1 to maximum value 5. The Respondents were asked to give their opinion regarding various service quality factors namely tangibility, responsiveness, reliability, assurance and empathy. Respondents gave their ratings for each item under each factor and the rating were assigned as very good-5, good-4, not bad-3, bad-2, and very bad-1. Higher the rating more will be the service quality. The mean ratings were found out for each item. The results are classified below:

**Table 2: SERVICE QUALITY**

Service Quality	N	Minimum	Maximum	Mean	S.D
<b>TANGIBILITY</b>					
Comfortable seats in the Cabins	200	1.00	5.00	4.6450	.6332
Cleanliness of Flight Cabins	200	3.00	8.00	4.4900	.6418
Newspapers/ Magazines	200	2.00	5.00	3.9900	.8387
Quality of Entertainment	200	1.00	5.00	3.7150	.8988
Quality of Food	200	1.00	5.00	3.8800	.8540
Handling of Luggage	200	1.00	5.00	3.7450	1.1386

Neat Appearance of Cabin Crew	200	3.00	5.00	4.4800	.6095
<b>RESPONSIVENESS</b>					
Punctuality in Arrival and Departure	200	1.00	5.00	4.4750	.6256
Friendliness of Cabin Crew	200	2.00	5.00	4.1550	.6106
Courtesy/ Politeness of the Cabin Crew	200	3.00	5.00	4.0850	.6323
Language skills of Cabin Crew	200	3.00	5.00	4.3950	.6792
<b>RELIABILITY</b>					
Flight Safety	200	1.00	5.00	4.4500	.5737
Promise To Do Something By A Certain Time	200	1.00	5.00	4.1500	.6478
A Sincere Interest in Solving Customers Problem	200	3.00	5.00	4.1150	.6663
<b>ASSURANCE</b>					
Passenger Safety is Take Care of	200	3.00	5.00	4.5150	.6096
Efficiency of Check-In-Staff	200	3.00	5.00	4.2350	.6648
Employees Courteous With Passengers	200	3.00	5.00	4.1600	.5710
Employees Knowledge To Answer Passengers Questions	200	3.00	5.00	4.1250	.6256
<b>EMPATHY</b>					
Individual Attention To Passengers	200	3.00	5.00	4.4150	.6518
Convenience of Operating Timings	200	3.00	5.00	4.3250	.6010
Long Term Relationship With Passengers	200	2.00	5.00	4.0500	.7350
Understanding the Specific Needs of Passengers	200	1.00	5.00	4.0600	.7871

The above table (2) reveals that that majority of the respondents have given highest rating for comfortable seats in the cabins (4.64) and the least rating is given for quality of entertainment (3.71). The mean rating indicates that service quality factors such as tangibility, responsiveness, reliability, assurance and empathy have a mean rating between good and very good.

**ANOVA**

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

PARTICULARS	Mean	S.D	No.	F	P	Sig.	H <sub>0</sub>	
Frequency of Travel	Frequently	114.42	9.69	79	4.026	3.417	**	Rejected
	Once in 3 Months	114.48	8.93	42				
	Once in 6 Months	108.20	10.36	40				
	Once in A Year	116.29	7.86	21				

Class of Travel	Business Class	116.17	10.21	54	4.138	3.042	*	Rejected
	Economy Class	111.71	9.72	117				
	Premium Class	113.62	6.41	29				
Most preferred Airline	Jet Airways	114.00	12.05	30	3.054	2.897	**	Rejected
	Air India	114.19	9.59	38				
	Jet Konnect	114.33	8.65	35				
	Spice Jet	113.23	9.77	56				
	Indigo	106.33	8.18	24				
Air Costa	117.88	8.70	17					

\*\* : significance at 1 per cent level

\* : significance at 5 per cent level

It is observed from the above table (3), that the calculated F-ratio value is 4.026 which is higher than the table value of 3.417 at 1 per cent level of significance. Since the calculated value is higher than the table value it is inferred that the satisfaction scores differ significantly among the frequency of travel. **Hence the null hypothesis is rejected.**

It is observed from the above table (3), that the calculated F-ratio value is 4.138 which is higher than the table value of 3.042 at 5 per cent level of significance. Since the calculated value is higher than the table value it is inferred that the satisfaction scores differ significantly among the class of travel. **Hence the null hypothesis is rejected.**

It is observed from the above table (3), that the calculated F-ratio value is 3.054 which is higher than the table value of 2.897 at 1 per cent level of significance. Since the calculated value is higher than the table value it is inferred that the satisfaction scores differ significantly among the most preferred airline. **Hence the null hypothesis is rejected.**

**CONCLUSION**

In today's modern world, Indian aviation industry is a fast growing sector. With the opening of new players' passengers who travel by airways has also improved and competition between different airlines has also considerably increased. The passengers always look for an airline which provides good and quality service. According to their opinion towards service quality factors such as tangibility, responsiveness, reliability, assurance and empathy their mean rating lies between good and very good. Likewise satisfaction score high regards the service provided in the airport and in the cabin. From the above analysis it is concluded that the passengers' are highly satisfied with the service quality of the different airways functioning in the Coimbatore Airport.

**REFERENCE**

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