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RESEARCH ARTICLE

Passengers' Perception towards Service Quality of Airlines

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ABSTRACT

Airline service dimensions are found to have significant and positive influences on airline image and passengers' perception towards it. Since passengers' perception of service quality plays a crucial role in an airline's success ,hence it is important to know about the difference in consumers' perceptions toward airline service to enhance the service quality for the future sustainment of the airline business. The Current Study Determines The Passengers Perception towards the service quality dimension of private and public airlines in India in general and Coimbatore International Airport in particular. To find out a close relationship between airline services and also passenger level of perception. The data was collected from 480 passengers while they entered the service counters during travel and ticket booking at agent office. The study applied convenience sampling technique for collection of data. To examine the relationship between airline services and passengers' level of perception. The result confirms that there is a relationship between services and level of perception.

Keywords: Passengers, Airline service, Service, Data, crucial

INTRODUCTION

Modes of transportation now hold a significant position in the rapidly changing world of economy. Air travel has drawn more attention than other forms of transportation. People who live in remote areas of the globe can now communicate with the rest of the world because to the rapid development of air travel. Air transportation has economic and social relevance for a rising economy like India since it helps the country generate tax money and gives the young of the country jobs. Air travel is now used for more than just the movement of people and products; it also serves as a means of cultural exchange and leisure travel.

In the past, there weren't many brands from which to choose when customers were looking for airline services, but today there is fierce competition due to the abundance of domestic and foreign service providers. Airlines must therefore make sure that customers are satisfied at all times, from purchasing tickets to checking out of airports. Based on the above theoretical discussions this empirical study aims to analyse the passengers' perception towards service quality of airline.

Research Objectives

To find out the factor determining passengers' level of perception towards service quality dimensions of airlines.

LITERATURE REVIEW

Rajeswari (2014) aimed to determine the customer satisfaction towards price, quality, services, and source of booking in airways in Coimbatore city. According to the study, passengers were also pleased with the level of quality, service, and safety provided by airlines. According to the study, customers were also pleased with the cabin cleanliness, in-flight entertainment, and seat comfort in flight. Customers in the sample agreed that they were getting good value for their money and were pleased with the overall courtesy and helpfulness. Bhatnagar and Mittal (2015) in their research paper attempted to analyze the customer satisfaction levels in no-frills airlines with special reference to Indigo and SpiceJet airlines Delhi NCR(New Capital Region).According to the study, customer satisfaction with Indigo was higher than with Spice Jet because the quality of service provided by Indigo was superior to that of Spice Jet. Suresh *et al*. (2017) attempted to investigate the passengers' satisfaction towards Airlines services quality in India. The study primarily focused on the relationship between air passengers' class of service and their perception of service quality, as well as the purpose of the trip and satisfaction. According to the study's findings, passengers ranked responsiveness first, followed by tangibility, empathy, assurance, and reliability. The study also discovered that consumers were most satisfied with the tangibility dimension of air craft, followed by responsiveness, reliability, empathy, and assurance.

RESEARCH METHODOLOGY

Both quantitative and qualitative research techniques have been applied in this research work. Thus, this study has a combination of both explorative and descriptive research nature's. The area of the study was restricted to Coimbatore District since this is the biggest two tier city next to Chennai in the state of Tamil Nadu. Air travel is popular due to the existence of Industries, Corporate hospitals and Educational Institutions that provide a lot of scope for mobility such as medical tourism, visits of industrialists, and movement of students for higher education. This population provides sufficient scope for the study. Hence, the population for the study consists of people who travel in airlines. This study is focused only on domestic and international flight. The study applied convenience sampling technique for the collection of data. The current study is primarily based on primary data sources. The study aims to focus on the passengers travel through the specific airlines, data were collected from these passengers while they entered the service counters during travel and ticket booking at agent office(s) (through phone call or personal visits). All the eight airlines were chosen as the sample. From each airline, a sample 60 respondents were chosen as sample population i.e., in totals 480 air passengers, were surveyed for the effective collection of data

Data Analysis

The multiple regression analysis was performed to evaluate whether there exists a close relationship between airline services selected and passengers' level of satisfaction towards it. The dependent variable considered is airline services selected by the passengers and the independent variables:

Level Of Significance:5 percent

It is Revealed From Above table-1 econometric analysis that ratio (13.420) is statistically significant 5 percent level. This indicates that entire regression is significant, it establishes only 74.20 percent relationship between the variables

tested. From Thetable4.53 It is seen that the Coefficient Of Correlation(R)value.742 which describe good relationship between variables and the coefficient of determinant (R^2) .550 value establish significant association between the 40 variables tested. Therefore the hypothesis framed stands accepted and it has been concluded that there exists close relationship between airline service selected and passengers level satisfaction. This hypothesis conclusion holds goods, when it is compared with the findings made by Murugesan and Perumalsamy (2013). Empirical findings made by Murugesan and Perumalsamy (2013) confirmed that passengers satisfaction towards airline services influences their decision to choose the airline service. Multiple regressions identify the comparative contribution of each variable and determine the best predictor variables among a set of variables. The Unstandardized co-efficient value reveals the particular airlines users of dependent variable and a number of independent variables have a perfectly linear relationship. The resulting table shows the value of the constant and coefficient value of each attributes to analyse the passengers' level of satisfaction towards it.

Level Of Significance: 5per cent

To determine one or more of the independent variables are significant with the predictors and to analyse whether there exists an association between air passengers level of satisfaction towards service quality dimensions of airlines, with the information provided above theco-efficienttableisexamined.Outof40 Parameter Statements Considered, only 25 were statistically significant. The standardized coefficient beta column reveals that airline services selected by the passengers have met beta standardco-efficient±.4.240 which is statistically significant at 0.000.To find out the multi-collinearity one looks at the size of tolerance and Variance Inflation Factor are considered. Absent of collinearity indicates a small tolerance value. The large variable are considered if the VIF is inverse to the tolerance. If the tolerance value is smaller than .10, it is concluded that multicollinearity is a problem.Similarly,iftheVIFis5orlarger,the multicollinearity is problem. Since The Tolerance value is substantially above .10 and the VIF is smaller than 5, it is concluded that multicollinearity among the independent variable is statistically significant.

Predicated Value of

Passengers level of satisfaction towards airline services
= ±4.240 (Constant)
±.774(Behaviour of ticketing staff)
±.585(Baggage Waiting Time)
±.725(Queue Time at check in counter)
±.627(Baggage Handling)
±1.357 (Baggage Security)
±1.074(Efficiency of check -in at the counter)
±.788 (Attitude of in-flight service crew)
±.809 (Cabin cleanliness)
±1.639(Cabin Quietness)
±.619(Provide pillows and Blankets)
±.698 (Sky sales on Board)
±.458 (Rest room Cleanliness)
±.767(Onboard catering services)
±.861(Price)
±1.035(Personal Entertainment Appliances)
±.979(Safety & Security)
±.561 (Reservation of flights delay)
±.499 (Availability Of Info)
±.462(Check–in-services)
±.797(Refreshments of Flight Delays)
±1.554 (Compensation)
±.626(Value For money)

±.794(FF Programmes)
±1.321(Rescheduling/Cancellations)
±.471(Flights On time)

Toassesstheassociationbetweenairlineservicesselectedbythepassengers and their level of satisfaction towards it, multiple regression modeling was completed and to the relative importance of the individual dimension of the generated scale, Multiple Regression Analysis indicated that out of 40testedvariablestestedonly25 variables: Behaviour of ticketing staff, Baggage waiting time, Queue time at the check-encounter, Baggage Handling, Baggage Security, Efficiency of check-in at the counter, Attitude of in-flight service crew, Cabin cleanliness, Cabin Quietness, Provide pillows and Blankets, Sky sales on Board, Restroom Cleanliness, Onboard catering services, Price, Personal Entertainment appliances, Safety & Security, Reservation of flights delay, Availability of Info, Check –in-services, Refreshments of Flight Delays, Compensation, Value for money, FF Programmes, Rescheduling/ Cancellations and Flights on time are found to be statistically significant.
Factoranalysistechniquehasbeenappliedtofindtheunderlyingdimension(factors) that exists in the 40 variables relating to the air passenger's level of satisfaction towards service quality dimensions of airlines.

KMO and Bartlett's Test
The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's test of Sphericity was used to assess if the data were enough or appropriate for factor analysis. In this study, the value of KMO for the entire matrix was determined to be outstanding (0.816) and Bartlett's test of sphericity was found to be extremely significant ($p<0.05$). Bartlett's Sphericity Test was successful since the chi-square result is statistically significant at the 5 percent level. Thus, the findings suggested that the sample chosen was suitable to proceed with a factor analysis procedure. Along with the KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity, the Communality values of all variables were also observed.

Rotated Component Matrix
Air Passengers' Level of Satisfaction Toward Service Quality Dimensions of Airlines
Five extracted factors account for 78.23% of the total variance (information contained in the original 40 variables). This is beneficial because the researcher was able to reduce the number of variables (from 40 to five underlying factors), while the data lost only about 21.77 percent of its information content (78.23 percent is retained by the five factors extracted out of the 40 original variables).
Five factors were identified as being the maximum percentage variance accounted.The factor I includes the variables X18, X19, X24, X25, X26, X31, X35, X36, and X39 and accounts for 45.03 percent of the total variance. Factor II is made up of the variables X1, X2, X3, X4, X10, X11, X23, and X24, and it accounts for 7.40 percent of the total variance. Factor III is made up of the variables X29, X30, X32, X33, and X34 and accounts for 4.85 percent of the total variance. Factor IV is made up of the variables X6, X12, X14, X15, X16, X17, and X27, and it accounts for 4.71 percent of the total variance. Factor V is made up of the variables X7 and X8, and it accounts for 3.74 percent of the total variance. The internal consistency of each factor was estimated individually using the alpha coefficient of Cronbach's (α). Factor analysis was applied to establish and reveal the correlation between air passengers' level of satisfaction towards service quality dimensions of airlines. The Cronbach's reliability values of (.978, .904, .880, .873, and .861) indicate a significant correlation between the variables tested and good internal consistency.

DISCUSSION

The majority of the passengers' have exhibited a high degree of satisfaction towards the efficiency ticketing staff in airport, baggage security provided by the airlines, the cleanliness of the cabins i.e., inside flight, onboard catering services, personal entertainment appliances like moving-map systems, personal televisions, in-flight movies, closed-captioning, etc., precautionary measures taken for their safety and security of passengers while they are on board, compensations paid on flight cancellations and refreshments of flight delays, value for the money and airline's

practices of rescheduling, cancellations and flight timings of branded airlines. The result of Multiple Regression Analysis concluded that there exists a close relationship between airline services selected and passengers level satisfaction.

CONCLUSION

The aviation industry is one of the most essential industries since it helps the nation's economy thrive by facilitating trade and tourism, two major sources of money. This industry gives us the ability to cross geographical boundaries across continents, nations, and states. This industry is incredibly rewarding in terms of employment. The nation is focused on modernizing the aviation sector, which includes building new airports and updating existing ones, developing infrastructure for airport connectivity, creating a modern air navigation system, and finding ways to cut costs while still providing cutting-edge aviation facilities in various small cities. This sector caters to about 150 million passengers daily, with the potential to grow further. The study concluded that air passengers' level of perception towards service quality dimensions of airlines differ from one airline services to the other. The study concludes by stating that the aviation sector act as the catalyst to economic growth of India, but the airline has to focus on price cut of their tickets and other service cost, tends to concentrate on few urban areas and offer promised services in order to enjoy the vast potential market opportunity.

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Table 1- Multiple Regression Model Summary Association between Airline Services selected by the Passengers & their Level of Satisfaction towards IT

R	R^2	AdjustedR^2	SE	F Value	Sig
.742	.550	.509	1.427	13.420	.000

Association Between Airline Services Selected by The Passengers'& Their Level of Satisfaction Towards it

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	**4.240**	**.396**	**-**	**10.719**	**.000**	**-**	**-**
Reservation Procedures							
Efficiency of ticketing staff	.235	.278	.083	.844	.399	.105	9.535
Behaviour of ticketing staff	**-.774**	**.242**	**-.274**	**-3.196**	**.001**	.139	7.192
Boarding							
Ease Of Obtaining Boarding Pass	.254	.257	.092	.988	.324	.118	8.461
Efficiency of check-in at the counter	-.241	.320	-.091	-.754	.452	.070	14.185
Baggage waiting time	**-.585**	**.258**	**-.210**	**-2.265**	**.024**	.119	8.417
Queue time at checkout counter	**-.725**	**.259**	**-.288**	**-2.797**	**.005**	.097	10.354
Baggage Handling	**.627**	**.201**	**.270**	**3.120**	**.002**	.137	7.306
Baggage Security	**-1.357**	**.260**	**-.594**	**-5.210**	**.000**	.079	12.693
Hotseat Priority	-.156	.242	-.066	-.647	.518	.100	10.029
Cabin Crew Services							
Cordial Welcome By In-flight crew	.110	.238	.044	.461	.645	.114	8.763
Efficiency of check-in at the counter	**1.074**	**.315**	**.428**	**3.410**	**.001**	.065	15.403
Attitude of in-flight service crew	**-.788**	**.216**	**-.340**	**-3.653**	**.000**	.118	8.461
Cabin Cleanliness	**-.809**	**.191**	**-.301**	**-4.243**	**.000**	.203	4.923
Cabin Quietness	**1.639**	**.249**	**.613**	**6.572**	**.000**	.118	8.482
Cabin temperature on ground	-.279	.208	-.107	-1.341	.181	.161	6.205
Cabin temperature during flight	.427	.254	.173	1.683	.093	.096	10.368
Seat Comfort	.112	.173	.051	.646	.518	.167	5.994

Provide pillows and Blankets	**-.619**	**.184**	**-.279**	**-3.366**	**.001**	.150	6.684
Sky saleson Board	**.698**	**.192**	**.291**	**3.636**	**.000**	.160	6.250
Rest room Cleanliness	**-.458**	**.197**	**-.188**	**-2.330**	**.020**	.158	6.344
Food & Beverages							
Onboard catering services	**.767**	**.202**	**.378**	**3.800**	**.000**	.104	9.649
Price	**.861**	**.275**	**.435**	**3.131**	**.002**	.053	18.859
Quality Meals	-.069	.230	-.029	-.301	.763	.110	9.057
In-flight Entertainment							
Inbound Outbound Theatres	-.387	.228	-.178	-1.695	.091	.093	10.802
Personal Entertainment appliances	**-1.035**	**.352**	**-.432**	**-2.944**	**.003**	.048	20.967
Audio-video on demand newspapers, Magazines Etc.	-.264	.146	-.132	-1.805	.072	.192	5.212
In-Flight Facilities & Comfort							
In–Flight Services	.174	.266	.074	.653	.514	.080	12.547
Safety & Security	**.979**	**.227**	**.342**	**4.308**	**.000**	.163	6.149
Comfort	.412	.241	.150	1.711	.088	.133	7.529
Onboard Meals	-.029	.177	-.013	-.161	.872	.166	6.008

Information							
Reservation of flight delay	**-.561**	**.175**	**-.276**	**-3.212**	**.001**	.139	7.191
Availability Info	**-.499**	**.233**	**-.204**	**-2.138**	**.033**	.112	8.900
Behaviour of crew	-.019	.228	-.007	-.085	.932	.140	7.140
Check–in-services	**-.462**	**.194**	**-.176**	**-2.385**	**.018**	.189	5.301
Compensatory							
Refreshments of Flight Delays	**-.797**	**.168**	**-.461**	**-4.741**	**.000**	.108	9.239
Compensation	**1.554**	**.191**	**.674**	**8.116**	**.000**	.149	6.730
Value For Money							
Value For Money	**-.626**	**.210**	**-.244**	**-2.986**	**.003**	.153	6.535
FF Programmes	**-.794**	**.183**	**-.322**	**-4.335**	**.000**	.186	5.378
Time Value							
Rescheduling/Cancellations	**1.321**	**.149**	**.716**	**8.886**	**.000**	.158	6.332
Flights On time	**.471**	**.217**	**.208**	**2.173**	**.030**	.112	8.898

Level Of Significance: 5per cent

Air passenger's level of satisfaction towards service quality Dimensions Of Airlines

Kaiser-Meyer-Olk in Measure of Sampling Adequacy	.816
Bartlett's Test of Sphericity Approx. Chi-Square	22571.948
DF	780
Sig	.000

Air Passengers' Level of Satisfaction Toward Service Quality Dimensions of Airlines

Variables	Level Of Satisfaction				
	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied

Reservation Procedures					
X_1-Efficiency of ticketing staff	-	.651	-	-	-
X_2-Behaviour of ticketing staff	-	.675	-	-	-
Boarding					
X_3-Ease of obtaining boarding pass	-	.572	-	-	-
X_4-Efficiency of check-in at the counter	-	.686	-	-	-
X_5-Baggage waiting time	-	-	-	-	-
X6-Queue time at checkout counter	-	-	-	.642	-
X7-Baggage Handling	-	-	-	-	.789
X8-Baggage Security	-	-	-	-	.695
X9-Hotseat Priority	-	-	-	-	-
Cabin Crew Services					
X10-Cordial Welcome By In-flight crew	-	.728	-	-	-
X_{11}-Efficiency of check-in at the counter	-	.554	-	-	-
X_{12}-Attitude of in-flight service crew	-	-	-	.628	-
X13-Cabin Cleanliness	-	-	-	-	-
X_{14}-CabinQuietness	-	-	-	.718	-
X_{15}-Cabin temperature on ground	-	-	-	.623	-
X_{16}-Cabin temperature during flight	-	-	-	.611	-
X17-Seat Comfort	-	-	-	.556	-
X_{18}-Provide pillows and Blankets	.627	-	-	-	-
X_{19}-SkysalesonBoard	.561	-	-	-	-
X_{20}-RestroomCleanliness	-	-	-	-	-
Food & Beverages					
X_{21}-Onboard catering services	-	-	-	-	-
X_{22}-Price	-	-	-	-	-
X23-Quality Meals	-	.593	-	-	-
In-flight Entertainment					
X24-In bound & outbound theatres	.595	.515	-	-	-
X25-Personal Entertainment appliances	.813	-	-	-	-
X26-Audio-video on demand newspapers, Magazines Etc.	.693	-	-	-	-
In-Flight Facilities & Comfort					
X27-In–Flight Services	-	-	-	.718	-
X28-Safety & Security	-	-	-	-	-
X29-Comfort	-	-	.707	-	-
X30-Onboard Meals	-	-	.599	-	-
Information					
X31-Reservation of flight delay	.551	-	-	-	-
X32-Availability of Info	-	-	.704	-	-
X33-Behaviourofcrew	-	-	.714	-	-
X34-Check–in-services	-	-	.691	-	-
Compensatory					

X35-RefreshmentsofFlightDelays	.754	-	-	-	-
X36-Compensation	.727	-	-	-	-
Value for money					
X37-Value For Money	-	-	-	-	-
X38-FFProgrammes	-	-	-	-	-
Time Value					
X39-Rescheduling/Cancellations	.764	-	-	-	-
X40-Flights On time	-	-	-	-	-
Eigen value	**19.01**	**3.96**	**2.94**	**2.88**	**2.50**
%of Variance	**47.53**	**9.90**	**7.35**	**7.20**	**6.25**
Cumulative	**47.53**	**57.43**	**64.78**	**71.98**	**78.23**

Level Of Significance: 5 percent

Summary of Rotation Factor Analysis & Cronbach's Alpha Air Passengers Level of Satisfaction Towards Service Quality Dimensions of Airlines

Factors	Factor Interpretation	Variables Included in the factors	Cronbach's Alpha
F1	Highly Satisfied	Provide pillows and Blankets, Sky sales on Board, Inbound &out bound theaters, Personal Entertainment appliances, Audio-video on demand newspapers, Magazines, etc., Reservation of flights delay, Refreshments of Flight Delays, Compensation, and Rescheduling /Cancellations	.978
F2	Satisfied	Efficiency of ticketing staff, Behaviour of ticketing staff, Ease of obtaining boarding pass, Efficiency of check-in at the counter, Cordial Welcome Yin-flight crew, Efficiency Of check-in at the counter, Quality of meals and Inbound outbound theatres	.904
F3	Moderately Satisfied	Comfort, On-board meals, Availability Info, Behaviour of crew, and Check –in-services	.880
F4	Dissatisfied	Queue time at the check-in counter, Attitude Of in-flight service crew, Cabin cleanliness, Cabin Quietness Cabin temperature on the ground, Cabin temperature during flight, Seat Comfort And In-Flight Services	.873
F5	Highly Dissatisfied	Baggage Handling And Baggage Security	.861

Source: Computed From Primary Data