



**THE AIRLINE INDUSTRY COMMITMENT TO  
PASSENGER'S SATISFACTION**

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Further I certify that the work is based on investigation made, data collected and analyzed by him and it has not submitted in any university or institutions for award of any degree. In my opinion it is fully adequate in scope and utility as dissertation report towards the partial fulfillment for the award of BBA(AO) DEGREE.


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## EXECUTIVE SUMMARY

### INTRODUCTION

At the present scenario, the success of an airline purely depends upon the satisfaction of customers. To attain passengers satisfaction, commitment is a key factor. Mostly people choose air transport because of faster and comfortable travelling. If these two are not done in a proper manner, no airline can succeed. Comfortable travelling comes from proper commitment to passengers. The satisfaction that they get at the time of the journey is the profit of every airlines. Each satisfied customer brings a new customer. Comparing with other transport industries like water and land, air transport industry is a competitive one. Day by day the competition between airline companies increases rapidly. To succeed in this competitive run, all the airline has to do is, maintain each and every customer happy and treat them as king. So every staff must make sure that every customer who commits a journey with the airlines are leaving with fulfilled hearts.

In the present world, every airlines are trying to keep up there standards so as to cope up with the demands of every customers. Nowadays customers who use an airline are more educated and they expect a lot more from the airlines they use. If this can't be fulfilled by the airlines, customers always have a wide and better options to choose.

If an airline have to succeed in passengers satisfaction, all they have to need is a well working, fully committed and experienced working staff, so that they can male sure that, no customer leaves disappointed. The facilities provided by the airlines is an another crucial factor. This also makes the passengers to choose the airlines.

The most important contribution of an airlines is that they provide a lot of connectivity all over the world. This successfull establishment will workout properly, only if they have enough customers. So the key factor is that each and every airline must maintain a good and valuable relationship with customers, so that they can make sure that they have enough customers to run the airlines successfully.

### **REVIEW OF LITERATURE**

Present day, cargo and all other business movements are done through airline industry. So the role played by an airline is an unavoidable factor. The progress of every airline not only affects the airline growth and customer satisfaction, but also the growth of tourism industry. This growth will easily help the development of the country. So when each and every airline invites a new customer to the country, it will play a huge role in the development of the country.

The whole study describes about the airline industry commitment and satisfaction to passengers. To ensure that, whether it is properly done or not. The objective of this paper is to analyse that, how can an airline maintain happy faces of customers and making sure that they had a smooth journey through out. Remember that one satisfied customer ends invites a new customer.

## **PROBLEM STATEMENT**

In aviation sector, satisfying every customer is a tough factor. Sometimes customer satisfaction has been questionable. For a thumbs up from customers, every airline have to give fiver star customer services. This can be implemented by qualified staff and proper facilities. Customer service agents are the key factors of maintaining

Customers. On account of this reason, every customer service agents must treat customers politely and humbly. There is an another big factor for customers satisfaction, it is the connectivity and timing of the flight. More on time flights and more connectivity invites new customers. When a customer meets an airline, it must be fully ensured that they are satisfied and leaves with a full happy heart. So it wil be much more easier for an airlines to gain more customers.

## **NEED FOR THE RESEARCH**

I prefer to take this topic as to get first-hand knowledge about the airline industries commitment to passenger's satisfaction and to identify that how an airline maintain good relationship with customers. A well satisfied customer is the prime focus of each and every airline in the country.

The airline industry has turned into the most fast and significant mode of transportation and it helps in the financial aspects of a country also. It also implies a tremendous job in transporting passengers and goods from one destination to the other, no matter it is domestic or international it will be

properly implemented. In a proper arrangement of tremendous travelling condition, there will be proper benefits and excellent development for the airlines and it will probably led to customer satisfaction. Since the air transport industry has shifted to be the most competitive, all airlines have started to make sure that the commitment to the passenger's have increased and that specifies the need for the research.

The need for the research was concentrated mainly on how to satisfy a customer. It is further concentrated on the investigation done by the carriers to ensure the requirements, needs and requests from the passengers. This is done to make sure that every client is satisfied after their travel.

### **OBJECTIVES**

- To realize how an airline can completely fulfill the needs of passenger's.
- To examine the need of clients satisfaction, for the airlines.
- To identify what are the main factors affecting customer satisfaction.
- To check the influence of company's customer service quality at the time of passenger,s journey.
  
- How can they retain passenger's.
- To define the importance of airline company's commitment to customers satisfaction and experience of journey.

### **RESEARCH METHODOLOGY**

The analyses presented are about the airline's commitment to passenger's needs and what all are the ways to solve those problems which happened in the region, where customers are not satisfied.

The notes and studies composed are chosen by proper analyzation of data from online networks, handbooks, internet and some are also chosen from selected questionnaires in order to find out airline industries commitment to passenger's satisfaction. There are plenty of definitions to be explained about customer's satisfaction. For every airline, customers satisfaction and happy face is the primary objective in fulfilling the bond between airline's and the proper promotion of benefits to all clients, so that they can increase the outcome of the company.

### **SOURCES OF DATA**

The data available are mostly chosen from present marketing trends, books, social network, etc.

- **Primary Data:** The data which collected by the researcher himself, from personnel questionnaire, working professionals etc.
- **Secondary Data:** The data collected from the official websites, feedback from social networks, books, journals etc

## **SAMPLING**

The sampling frame of research are on the basis of airline industries commitment to passenger's satisfaction. Samples are also chosen from markets like systematic and random.

## **EXPECTED OUTCOME OF THE STUDY**

The major outcome of the study is to realize that whether the customer is fully satisfied by the services provided by the airlines. This study mainly concentrates on the progress done by the airline in the side of meals served on board, which an unavoidable factor for passenger satisfaction. This study also focuses on clearing all the problems which are faced by the clients.

Developing user friendly reservation systems and ticketing software. Study describes that the passenger's satisfaction can be achieved only through good service at journey.

This study demonstrates the airlines have to make a big improvement in the different stages of customer service. The service quality of every airline's is a significant factor which affects the passenger's satisfaction. This study describes the passenger's satisfaction which can be achieved only through correct feedback from the client's, so that passenger's can get the service they expect.

This research is very helpful in finding out, whether the passenger's needs are fulfilled without any failure. Recognizing convenient flight schedules for passenger's and decreasing the mistakes which took place at the time of

booking of tickets. This research also represents how can an airline solve the customer issues properly, by realizing the issues and giving attractive offers to the customer's who face problems in the journey, this can also help in maintaining the standard of the company. Another aim of the study is to find out frequent flyer and give them more attention, so that they can bring more valuable customer's to the airline's. The in-flight, post-flight and pre-flight services which are given to clients act as a big role in the satisfaction of each passenger. Studies define that all types of operations done by the airlines are major factors which affects passenger's satisfaction. All in all the study explains the nature of the company, how they must maintain their space in the market, how they can provide attractive ticket prices, how they can reduce the flight delay's and how they can serve the customer with good hospitality and care.

## **CHAPTER 1: INTRODUCTION**

### **1.1 Overview**

Airlines are growing day by day in the present scenario. As of the expansion, every airline have to keep up their standards up to the mark. So, keeping the heads up is a tough task. To be a good competitor in the sector, every airline have to satisfy each and every customer they meet. Airlines have to fulfill all the necessary needs and proper demands of passenger's. Clients needs must be set as the primary goals of every airlines. Like discussed in the past, the airline company's commitment to traveler's should be high, so that they can end up in high profit.

There is tremendous growth over past 25 years in aviation sector. Every airlines in the world are providing a huge number of opportunities all over the

globe. New techniques must be adopted to attract new customers. Airline companies have started a lot of upgrades at their country airports like cargo sorting, automated check-in etc. This will help the journey of passengers much more easier. It will help all the working staff in maintaining proper timing. For example, CUSS system will escalate the passenger's convenience and the long queue worries are no more and this will finally lead to passenger satisfaction. Even all these processes are carried out by machines, human effort is necessary because humans can only work with commitment.

All these things pave the way for a comfortable journey for passengers. The facilities and services provided by each and every airline are different, not every one can perform up to the mark. But unfortunately those who keep up the standards can only win this competitive field. Some airlines concentrate on big cities and big airports so that they can catch big fishes like NRIs, foreigners etc.



**Figure 1: Customer service**

### **1.1.1 Customer service at airports**

When it comes to customer service at airport, customer satisfaction is a crucial factor. High level satisfaction of passenger's is necessary at airports, as it is the primary face of an airline.

Every airline should maintain their own areas at airport, so that they can make sure that their customers are not disappointed. Airlines play a significant role in attracting new passenger's by providing great services at airport level, using good customer service agents. Airline company's choose people who are good in communication and people those who can hear and understand their customers. There are certain other factors that depend on customer services like, if the connectivity to an airport is not good, the users will be low in number. By utilizing this, airline can send experienced employees to full functioning airports and appoint trainees to less passenger movement airports.

### **1.1.2 Types of services provided**

Mainly, the services provided by an airline services are on airport and on board. Services are things which can't be seen, but it can be experienced through good service agents. When going through the service section, the big role played by customer handling people can't be avoided because as we Discussed, services can't be seen but can be experienced. The airport location, Infrastructure and the type of the airport play major part in satisfying the Customers. Because more number of passenger's causes more number of Distractions. At hub airports it is very hard to take care each and every customer who are flying. But at domestic airports passenger inflow and Outflow will be low and the customer service agents can easily handle the situation.

A strategy applied which is applied by certain airline that they increase the Number of days of stopovers of transit aircraft's to attract the client's so as to

ensure that they visit the place and move on to the next destination. When moving to the on board services. This is the longest time they spend with an airline company. This period is a crucial time for every career in the case of satisfaction. Sometimes in-flight determine the comfort zone of customers and it will surely affect client's satisfaction. On time flights will give confidence to customers, so that it will not spoil their daily routine. So this will increase the synergy between passenger and airline's. When convenient flight schedules are provided it will increase the booking and profit of the company.

By Ensuring food facilities, neat and tidy wash rooms and every place a customer approaches when the delay is caused. This will help to maintain the impressions of passenger's. By any kind weather problems, if the flight is canceled, airline must make sure that proper hotel arrangements are provided.



**Figure 2: On-board services**

### **1.1.3 Satisfaction through benefits and offers**

Satisfying customer's through attractive offers is a good idea for an airline. Not all passengers are satisfied by services, some purely focus on the benefits and offers. Certain passenger's are very proud in having premium flying card. These flying cards can be achieved through regular flying miles. This can be seriously considered by all other airlines which have not adopted this techniques. Because now-a-days people depend more on smart phones, so they will probably search for best prices and benefits. In old days passengers where not having wide options, but now if they are not satisfied, they will surely move to the next supplier.

By providing attractive prices at certain public occasions like christmas, will encourage customer's to choose the same airlines when an another event occurs. It will not only escalate the profit of airlines and but also the benefits of the country. According to the observation airline industry is the best supporter which help in the progress of the present society. So offers can't be avoided.

### **1.1.4 Impact of satisfaction**

Impact of satisfaction will be reflected in the improvement of airlines. At a certain point every airline will experience the impact of satisfaction. If a customer is satisfied, they will surely give a good feedback. This will encourage all the working personals to do their job with more passion.

There is economic and social benefits for a country, when a customer is satisfied. Because if some one is planning for a leisure trip, they will search for feedback, if the feed back is positive it will led them to chose the country.

Satisfaction play's a vital role in encouraging monetary progress, especially for airlines. Satisfaction led them to re-use the same airlines.

It acts as a catalyst for the progress of airline and the country. Satisfying every customer is not simple thing, it requires lot of hard work and determination by the staff. But once a customer is satisfied, they will stick on to the airlines for a long time period. Transportation to every nook and corner will impress passenger's because when the connectivity increases people will not go for another option. So without satisfaction no airlines will succeed.



**Figure 3: Impact of satisfaction**

#### **1.1.5 Duties of staff in the growth of airlines**

Duties done by airport staff is a crucial factor in the growth of airport. They work 24/7 to make the airport run successfully.

Not only assisting passengers, but also helping security staffs in security checks are also duties of customer service agents. Directing loading and unloading of passenger's baggage is a tough task to perform because damaged baggage causes a lot of problems in the satisfaction area. Helping differently abled people, assisting unaccompanied minors are also the duties of staff. Managing take-off slots is a risky job because late flights causes huge problems not only for the aircraft but also for the airport.

## **1.2 Purpose of study**

The purpose of my study is to provide full information about the airline industry commitment to passenger's satisfaction. This study helps us to gain knowledge about the importance of customer service and satisfaction in the airport sector. This research leads us to various areas to analyse that how to achieve client satisfaction. As study indicates the aviation field is a key contributor to the progress and enrichment of a country rapidly the aviation side expands year by year. To achieve an retain more valuable customers, airlines have to keep up their quality. In any type of business, satisfaction of client must be the prime concern of any company. Customer satisfaction is one of the valuable assets of airline business in the present scenario.

My purpose of study also includes the identification of factors that affects the dissatisfaction of customers such as late flights, refunds and improper baggage handling. There must be proper examination of passenger satisfaction levels in Indian airline companies. If a passenger is satisfied with the service provided by the airlines, they will be much interested in buying more. Identifying this, proper offers must be provided. My current study also aims at the evaluation of the quality of services and satisfaction of customers day by day. Customer service personnel must be well qualified, so that customer satisfaction must be

ensured 100 percent. dimensions and to determine the bond between the airline company and the clients.

Although presently the airline companies are facing a lot of challenges in the airport side and the economy side. Handling customer problems in a good manner will easily leads to the smooth functioning of the flight. The purpose of study also includes the challenges faced by the airlines to retain valuable customers. The main aim of the study is to compare passenger satisfaction and the quality of services provided with respect to the company's quality. One valuable customer have the capability to attract more customers. In-flight services must be carried out smoothly so that there will be no arguments in the area of passenger's contentment. This study describes satisfaction is the act of attaining and fulfilling the needs and desires of passengers.

### **1.3 Research hypothesis**

The goals of the research includes:

1. To find out the roles of customer service agents in satisfying customers.
2. To identify the satisfaction level of each and every passengers.
3. To find the quality of service at airport and users in-flight service satisfaction.
4. To know the client's perceived satisfaction and quality of service at each and every part of the journey.
5. To understand what are the key factors and concepts of service quality and satisfactory in terms of air side and land side services.

6. To determine the importance of feedback and ratings given by every traveller.

7. To identify whether the cleanliness and child play area affects the passenger satisfaction.

The research data is gathered from books, feed backs, online websites etc..

## **1.4 BACKGROUND**

### **1.4.1. Customer satisfaction is everybody's prime concern.**

In an airport, first and foremost concern of each and every working personnel is customer satisfaction. Passenger satisfaction survey must be done by every customer service agent so that it can be used as an effective tool in order to identify what customer actually needs.

Therefore, finding the level of passenger satisfaction inside the terminal must be the primary objective of every staff. Feed backs must be distributed to every ground service agents, so that they can find out their mistakes and improve themselves. Ideologies for improvements was put forward on the basis of theories and surveys. Each and every customer service agents must identify what all services must be offered to customers.

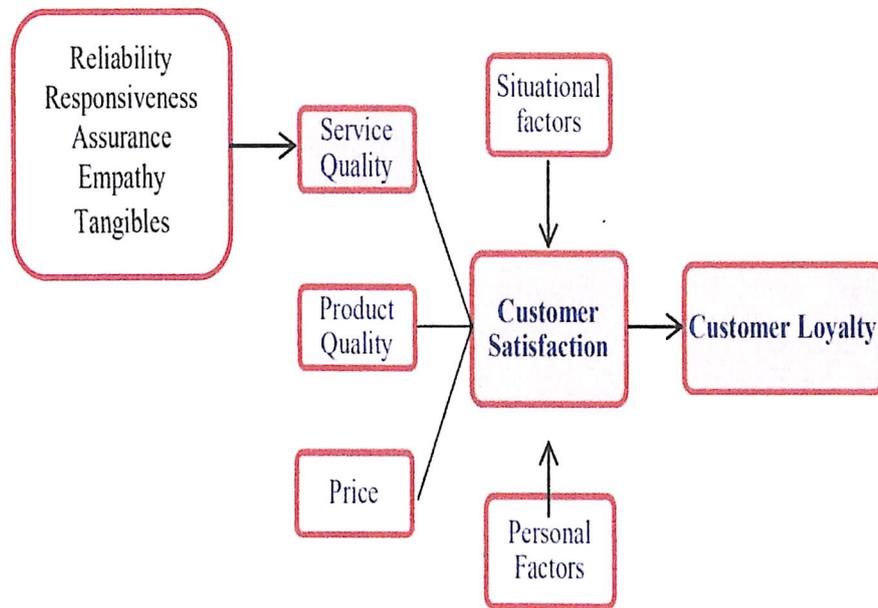
Minimization of problems will create happy customers. It will make the work of each staff much more easier. First of all each and every agents should identify what is wrong with the services and must identify how to resolve them. Staff should understand what customer feels about the quality of services inside the airport and flight. Improving the quality and service is not an easy thing to manage. The main factor is evaluating and

judging customers. Not every customer will approach in the same way. Each one have their on unique behaviour, this is the tougher part of the job. So identifying the customer is like a key to the lock. This can be carried out only by qualified professionals.

**Factors that play crucial role in estimations made by passengers.**

**They are:**

1. Safety
2. Security
3. Access
4. Communication
5. Tangibles
6. Responsiveness
7. Credibility
8. Reliability
9. Courtesy
10. Competence
11. Assurance
12. Loyalty
13. Price



**Figure 4: Customer's vision on quality of services.**

#### **1.4.2. Goal of customer satisfaction**

The main goal of customer satisfaction is to attain the impression of customers so as to maintain the customer for life time. At the present scenario all type of airlines including government, private and foreign airline companies are offering different types of benefits and low ticket fares for advancing booking. Customer satisfaction can only be achieved by being the favourite one.

This is the place where favourite brand positioning plays a crucial role in bringing out the separating factor. Certain airlines have widened their marketing strategies so as to gain their target groups. There are certain research studies which have attempted to

confirm the satisfaction level of consumers in airport services and also to find out, what are the factors that affect the customer's choice in selecting certain airlines. In addition there are only few attempts made to understand the customer's preference in choosing particular airlines.

#### **1.4.3. Definition of customer satisfaction**

Customer satisfaction can only be achieved through :

- Helpful airline working personnel.
- Speedy baggage delivery
- Accessibility to every nook and corner of airport
- Perfect communication skills of every airline staff
- Positive attitude of airline staff
- Wide range of availability of beverages and food
- Hygienic flight cabin
- Proper situation handling at the time of late flights
- Perfect check-in procedures
- Transportation facility all around the airport area
- Eco-friendly premises
- Safety and security in every stages of travel

#### **1.4.4. A team for customer satisfaction**

In every airport, for satisfying customers all airline should have a well qualified team. This team must identify what are the pros and cons of airlines. This team can help the airlines achieving heights. To an extent this team can find out the preferences which are made by the costumers for their air travel. Based upon the studies a well qualified team can identify the factors that influence the clients to select particular airlines.

According to the findings ticket charges, offers provided by the airlines during certain seasons, comfortable seats, in-flight entertainments, cargo carrying capacity, quantity and quality of beverages and food, perfect take-off and landing times, behaviour of crew towards customers, identification of each and every customer etc.

Placing a team for measuring passenger's satisfaction level will escalate airline's status level. When there is a peak at client's satisfaction level, it will probably lead to the profit of airlines. Not every staff can work in this responsible team. The staff who are appointed for this job must be well qualified so that they can understand and identify each and every passenger. They should be appointed on a long time basis so that they can identify the frequent flying passenger's and give them more care. All together appointing a well qualified team will surely help in the enrichment and profit of airline's.



**Figure 5 : Team work**

## **CHAPTER-2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This study is mainly based on the data collected from different type of airline's which are growing and also from airlines which have shut down their operations. More data based on this topic are collected from the official websites of airline's, working personnel, books, journals, case studies of different airline's.

This study is also based on certain selected hand books which provide information about passenger and airline bond between passenger's. It also describes about the need of customer satisfaction for the growth of airline's.

Literature analysis describes that over the years airlines are progressing day by day. Without any doubt, it is the responsibility of an airline to satisfy their customer's without any failure. An airline cannot survive without customers, not only the satisfaction of customer's is enough but also they have to gain the trust and support of airports where they connections.

Passenger satisfaction has become the primary goal of every airline companies who are working hard to be the best. Once a promising position is obtained by a company, it will be profitable always, all they have to do is keep up their standards. Generally, researchers and observers have admitted that client satisfaction is the highest and first priority of every organizations and company's. Passenger satisfaction is the key determinant in the maintenance and development of relationship between airlines, airports and passenger's. Psychological responses, feedback, emotions etc. from passenger's can be considered as the level of comfort. It can be considered as the outcome or judgement of what really a client expects from airlines.

If the expectations are not up to the mark, the passenger's will move on to the next competing airlines. This study also give preference in measuring the amount of commitment given by each and every airlines to passenger's comfort. The revenue and income ant airlines are determined by the recurring purchase of tickets, recommending to the colleagues, powerful word of mouth and feedback from passenger's. Moreover, there is secure evidence for the quality of services that provided have a direct contact on the behavioral approach of client's or an indirect approach on such cases. It is clear that the cases where such quality of services are up to the mark have a successful endings. The growth of every carriers provides tremendous opportunities as well as barriers to the all fellow competitors in the industry. The opportunities offered are from the increasing requests for the services provided, at

the same time, the barriers are due to tough competition in the market. Because all most all successful airlines have better services. The growth of the aviation industry mainly give benefits to home country.

## **2.2 Techniques to promote the usage of airlines**

There are certain innovative techniques used by carriers to attract customers and to gain more profit. If the usage increases the profit and growth will automatically increase.

### **1) By creating there own reliable program:**

An airline's reliable program can help them in attaining new valuable consumers and turning them into new potential consumers. Carriers can conduct more reliable program in which they can offer good points to customers for free and later customers can use them for different trips.

By providing this type of rewards, a passenger will always stick on the airlines. This technique can surely help the companies to maintain their consumer base as well as to retain their old traveler's. Along with the reliable programme, providing free premium seats for frequent customers and variety in meals can help in increasing the reputation of the carrier. By adopting this technique, there are certain other challenges. Such as more offerings led to less profit. If an airline is planning to provide reliable programme it must be well unique and visionary. They must have an eye on client's and then, also about the benefits they receive.

### **2) Impact:**

In all type of marketing strategies, making an impact on the focused people is an unavoidable factor. The big factor that almost all airline's forget is that, they do not make a idiosyncratic place on consumer's mind. For example the American airline's give free food to the poor people

residing in New York city. It is well clear that all the people around the world including me, who read about this matter, which is done by the airlines, is surely going to give respect to the carrier and it is said to be the impact created by the airlines. This impact will probably turns into trust. It is a reality that consumer's who have placed their trust on a carrier will consistently buy tickets from them, even if their charges are not affordable. Now a days trust factor matters a lot.

**3) Starting impressive social network crusades:**

At the present world, most of people spend their valuable time in social medias. So we can take this as an advantage and utilize this to make an impact on customers. Facebook, YouTube and all other big social networks can be used as a tool to reach the targeted audience. For helping us these social network platforms themselves provide a paid advertising technique, so that we can reach the customers through paid advertisements. Viewers have a tendency to skip advertisements. So that the staff who work behind the campaign should make sure that the advertisement published by the company is catchy, attractive and people friendly.

Companies can also make videos and upload them into the medias to create an impression on consumers. By using this technique the value of and goodwill of the airline company will rise day by day. While considering advertising techniques, old techniques must be eliminated such as TV shows and audio telecast on radios etc. Because people are growing faster than before.

**4) Have an eye on existing client:**

The airline company should concentrate on their old clients first. Because existing consumers are going to bring profits for the company more than the latest customers through word of mouth. Existing clients can be maintained through offers and providing better in-flight journey

experience. By allowing the old customers to access the lounge freely, providing stable internet connection facility, free call services and a wide range of entertainment options inside the flight.

For giving a tough competition to all fellow competitors, every carriers should consider there existing customers and provide them much more comfort than the new one. There is a massive large market of untouched travelers who are presently travelling through random airlines without any interests. So airline company can find out those ones and add them to their list.

#### **5) Seek help from bellwethers**

Influencing people is not an easy job. All major companies look forward for bellwethers, so that they can influence travelers and market easily. The carriers should find out proper ways to implement this influence technique, so that it can be added as a catalyst for the airlines. This technique helps airlines in boosting their business every time. As bellwethers have a lot of fans and followers, people will be easily attracted and they will promote the brand. Probably the bellwethers will be film stars, sports stars etc.

At the same time people blindly trust the bellwethers, then people will start believing the airlines who market. By adding trust worthy pricing criteria in the advertisements presented by the stars, will make a big difference in the number of customers. The hidden problem with the advertising criteria is, customers will easily get disturbed with the hidden tax and charges. So whatever the pricing low or high it should be mentioned clearly.

### **2.3 Managing mistakes**

Mistakes shows people what needs to be improved. Without mistakes, how would everyone know what should we have to work on. Like this if a skill is performed, whatever it is, there will be mistakes. The common mistakes committed by the airlines and staff are listed below:

- Baggage mishandling
- Late flight
- Poor hygiene
- Rude behaviour
- Bad communication
- Failure in safety and security
- Inconvenient flight schedules

If the baggage is not properly handled, passengers will become angry easily. Because no one is interested in losing their baggage. If a customer service agent came to know that a baggage is mishandled, the situation must be handled properly. Because it is hard to control an angry customer who have lost his baggage. First of all apologize for the committed mistake and gather all the details about the baggage from the customer itself. Pass the message to the origin station where the passenger departed and also make sure that the baggage is not stuck in the arrival area or taken by any other passenger's by mistake. Still the baggage is not found forward the complaint to the higher authority and inform the passenger to wait for 48 hours. If the time period exceeds and the airline couldn't find out the baggage, ask the customer whether a claim is made on baggage, according to the value of it.

Whether the passenger claimed for the baggage or not, offer the passenger a new bag and give special discounts for the customer and offer a free one

way ticket, so as to make sure that airlines do not lose a customer by silly mistakes. For managing this kind of mistakes, team work is necessary. If every airport personnel work together the amount of mistakes committed will be reduced.

Late flights causes massive problems not only for the passenger's but also for the departure and arrival airports. Because, if a flight is delayed due to technical issues, it will affect the timing slots at the air traffic control and it will lead to penalty. When a flight is delayed it will affect the timing of other flight too. If a flight have exceeded the parking time, there will be imposition of fine on them. Their will be passenger's who have business meets, medical emergencies, visa renewal and all kind of busy people. Due to the flight delay it will badly affect there daily routine. So it is the full responsibility of the airlines to make an apology and make fast decisions to handle this worst situation.

Each and every staff must make sure that sufficient food and beverages are supplied at certain intervals. Because there will be chances of angry moments and shouting. There will be people who give importance to food, they can be handled by supplying food items. By non stop usage of washrooms and toilets there will be chances of contamination.

So it is the responsibility of the working staff to make sure that every place in the airport is maintained properly. It will help in managing certain client's. The most important thing a customer handling agent must have is patience. First of all we must understand that the mistake is from the airline side and must behave properly. Behaving rudely deletes the name of the airlines from passenger's mind. Because every passenger expects care and help from the customer service staff, if the behaviour of the service agents are rude they can't maintain the customer.

So the key is behave very nicely to the customers, so that airline can make sure that the travelers are not going for a second option. Helping

customer in necessary situation makes the passenger's journey more bright. So every staff should appear the client with a charming and good looking mindset so as to ensure that the client is satisfied. Rude behaviour invites a lot of problems to the airline and airport, sometimes it will finally become a threat to the staff who handled the situation. When a customer gets angry there is no point in shouting back. If the working personnel couldn't handle the situation, they can seek help from their manager's or higher authorities.

Bad communication can invite lot of problems. If a passenger service agent fails to communicate properly with their client's, the smooth functioning of the airlines will be questioned. This issue can be solved by the airline companies itself. By appointing professionals who are very good in communication can solve the problem to an extent. Hearing passenger clearly, can help the handling people to identify the issues and act upon them quickly. If the conversation between passenger and staff fails it can cause a lot of troubles.

Failure in the case of safety and security can cause threat to all people in the airport including the working staff. Security is maintained by the central police force or armed soldiers, so error in security is less. But no one can what will be the situation, so everyone must be vigilant in the matter of security all the time. In the case of safety it is the full responsibility of the staff to maintain it. There are certain areas where guidelines must be given to customers to ensure safety, for example inside the flight and emergency situations. Emergencies must be handled with prior care.

Safety must be properly maintained for the smooth running of an airline and airport. Every human will have tendency to do things which are restricted.

So clear demonstrations must be made to the customers, so that they can understand that what will happen in the case of breach of security.

Mock drills must be conducted in a positive manner, so that every traveler will achieve confidence on the airline's that they can handle any kind of situations. In case of any kind of safety breach, at the time of daily job briefing, works must be delegated to each and every staff by the manager's to handle the panic situations. If people feel secured and safe in traveling with the airline's they will not switch on to the other one. That's why findings say that maintaining safety at airports by airline staff can invite more customers.

Inconvenient flight schedules is a silly mistakes made by the airline staff. When the work load increases and due to lacking of slot availability, airline's forget the satisfaction level of passenger's and create their own schedules. This can lead to a loss to airline's profit. Maintaining perfect timed departures and landings, convenient flight schedules can do a large difference in the profit gained by the airline companies. According to studies, maintaining regular flight schedules can invite more consumers, because their are certain group of people who select airline's by observing their schedules. So keeping up well timed flight charts and plans can make a huge blow om the profit side.

So managing mistakes is a key aspect. If mistakes are not properly managed at certain stage it will indicate a warning to the existence of airlines. If mistakes are managed in a clean and clear manner it can produce so many happy customers. Satisfaction can be gained through deleting mistakes. For working freely without mistakes, airline's must allow all the staff to work freely, by proper monitoring. Every working people should feel that they can work freely with the organization. Training classes must be given to all the staff to avoid emotions and family related problems inside the working are whether it is inside the airport or or inside the flight. All workers must

keep things in a perspective manner. Every workers are capable of performing well, situations make them worse in working, so assistance must be provided by the higher personnel, if necessary.



**Figure 6: Maintenance of safety**

#### **2.4 Proper training for good service**

By providing proper training to employees, they can understand the concept of airlines rules and guidelines and provide first class service to the company's clients. Proper training can improve their skills in handling new passengers and behave according to the airport system.

Vocabulary and presentation skill training must be given to the staff who are in job. Permitting on job training is not a good idea, because freshers who came for the job will not have an idea to handle situations. Another basic ingredient, is the selection. Selecting perfect candidates can decrease the training period. The ground and in-flight operations sector has experienced tremendous change over the last 10 to 15 years because of the regular usage of air travel. Additionally, the workers of the airline company's represent the face of them, no one notices the people working behind the airline operations.

To maintain the face of an airlines, proper training must be given to workers who come in direct contact with the travelers. Research and observations on training provided for ground staff are limited, despite these working agents play a significant role in avoiding unsafe conditions from appearing. The label 'customer service agent' encompasses the non-technical customer dealing staff who's service can't be seen, but can be experienced. Their work starts when the flight arrives at the tarmac and ends when the flight reaches the destination safely. Carrying out this type of work is not an easy one, genuine coaching must be provided to perform this job.

The roles performed by the service staff are generally considered as semi-skilled ones, with responsible staff training which rests upon the company rather than to the workers. When a wage earner shifts from one airline to another, in almost all situations, re-training is necessary because different airline's have different rules and aspects. In aviation industry suitable tutoring for working staff has been identified so as to have an effective control in eliminating mistakes and faults.

There are certain challenges in providing proper training for the staff. Not only for the airlines but also for the staff itself to achieve good

training. One of the big challenge faced by the employee is complexity and irregularity of the service contribution required by the variety of client's of a customer handling staff. An important factor that every airline must notice is that, every person have their own capacity to intake knowledge and perform. If their job burden and responsibilities cross the limit, they will be stressed and will not perform the actual duties of them. The other important challenge in providing proper training by the employer company is fully about financial crisis. If an employee is appointed as an airline staff, working materials and all other items for training are provided for free. When the duration of training periods increases for proper training, it will badly affect the profit. This must be handled properly by accounting professionals. A super effective training method can definitely save each and every money through decreased employee turnover.

## **2.5 Passenger satisfaction survey**

Customer satisfaction is the best indicator of a customer's intention to reuse the airline and it's services. The contact between consumer satisfaction and monetary performance of an airline company can be indirect or direct. Satisfied users impact will reflect, by directly permitting through, by remaining as a long time user and afford high rated tickets than they usually buy. So according to the survey, once a customer is satisfied, then they are the lower maintenance consumer, only requires a few resources to satisfy them, so thereby lowering the spending associated with these type of customers.

By conducting surveys, understanding and identifying passenger satisfaction will escalate the financial and economical performance of

an employer company immediately. It can help the airline's in identifying the potential issues that they are facing in particular sections. In this way, through surveys, reading the minds of consumers can help in expanding the longevity of the employer company. Data collected from the survey's can help the company to select their new passenger preferences, which can be also used as a tool for the increment of service quality provided by them. This kind of information is a needy one for the organizations to develop or progress in the competitive aspects.

Certain passenger satisfaction surveys define the bond between airlines and travelers in the matter of satisfaction. The best and innovative information comes from surveys that are placed with present working conditions and targeted company concerns, still allow the companies to compare their own outcome with other market competitors. This kind of assessment permits an airline to grasp, what type of consumers, they need at the present period. In this style, a well developed survey earns goodwill and actionable details that can significantly boost the airline companies performance. Typically a well organized consumer survey questionnaires contain 15 to 30 well framed questions which are not confusing, but customer friendly ones.

This type of well framed questionnaire helps in tailoring the development of the airline's. A firm NBRI, it can actually identify the basic causes of passenger's purchasing behaviour. This type of survey's gives the company, a clear identification of what must be done to progress traveler experience in the future. From studies, there is a technique called clear path action, it helps an airline company to start the changing process. This technique works with an idea of grassroots approaching technique, soliciting workers to greet passenger's satisfaction levels by only concentrating on recognized root causes.

Eventually, with clear path action method, every airline is ready to address and ready to handle root cause.

It help in the growth of sales and monetary performance and it also helps in ensuring stable passenger relationship in upcoming days. Conducting the survey with NBRI in passenger satisfaction levels, every companies will experience progress in several areas of the company. Such as:

- Drives customer cooperation
- Helps in defining unbiased performance
- Encourage client loyalty
- Measuring opinions from passengers about new offers and services
- Providing a passenger focus method

A passenger satisfaction survey is the best way to show that, the airline's give value to the opinions made by customer's. By seeking responses from client's, and applying changes on areas they wanted. By this method, every companies are conveying a clear message that their opinion is given prior value. As an outcome, passenger's feel that they are given value and they will automatically give their feedback, so as to confirm that they get the value all the time. By giving commitment to passenger surveys, airlines are letting the client know that the company are always committed to them. By starting campaigns like 'we always listen you and your satisfaction matters'. These type of simple technique can strike customers satisfaction level.

By relying upon extended criterion database, NBRI helps every carriers to understand the performance, by comparing with the fellow competitors. This indicates that every company can understand the total picture of their own progress and they will also come to know passenger

satisfaction in every company by comparing them with others. NBRI works very close with firms who are in touch with them, so that they can provide advice to make the airlines as the market leader in consumer satisfaction. The important information provided by NBRI can help the airline in being specific and in achieving their targets. For example they can provide information on the performance level of the company and simultaneously provides information about other competitors in market to outperform well.

The data collected in a consumer survey provides you the information that every firm needs to respond to certain client concerns and needs. A service recovery monitoring technique provided by NBRI, alerts the company when passenger satisfaction drops below the margin. Quick decisions have to be taken by the airlines in an emergency situation, this firm helps you in this matter. Because speedy response may even build passenger loyalty.

The secure bond that every airline enjoy with their already satisfied consumers gives the airline company an ideal market to experiment different variety of services and offers. This group of satisfied consumers is always ready to invest highly on first class tickets, costly tour packages and seat upgrades. Further more, the bond in the relationship that a company have with this satisfied group means they are ready to offer candid ideas that are crucial during market researches. After the conclusion of consumer satisfaction survey, the internal reaction to the survey can easily help to refocus the companies attention to clients. The clean path action method challenges workers to address the important client concerns in quick and concentrated manner. By using these type of techniques, companies can make sure that passenger remains as the spearhead in workers minds. The more you

give importance to consumers, the more you will be rewarded in the form of repeated business.

## **2.6 Avoiding unsatisfied customers**

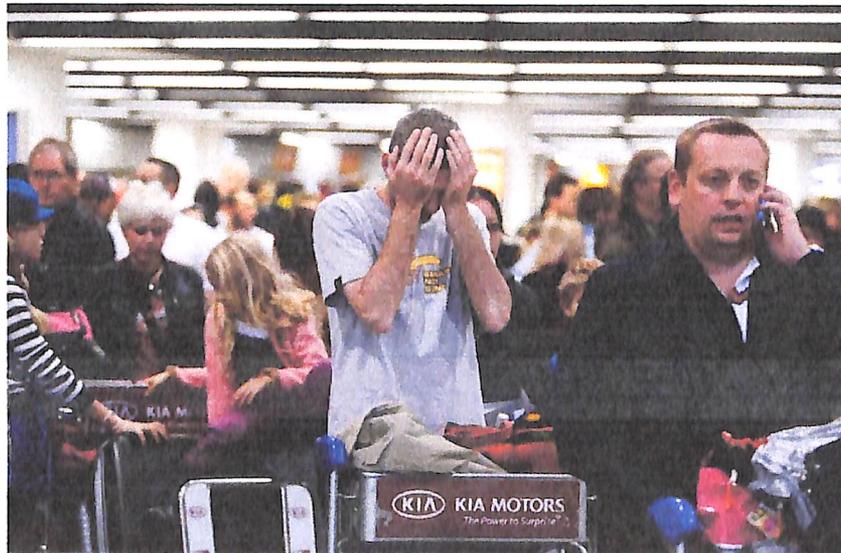
It is not easy job to satisfy thousands of users in a daily basis. When a job is done, there will be mistakes. So avoiding mistakes to an extent can outcome successful airlines. Now a days consumer complaints via social media spread quickly, this will quickly affect the good will of company. When a client feels that they have been wronged by a company they trust, they will surely quit the usage and start sharing negative feelings about the airlines to so many people. No matter how big and perfect are the services, objections are bound to happen.

It's how a company chooses to cope up the negative customer experience that can succeed or lose valuable consumers observing from social aspects. Protecting a companies reputation requires a lot of effective planning. Every working personnel must be ready all the time to address the complaints committed in a neutral way, without disappointing the customer and by saving the face of the airlines. Preventing complaints can help a lot in this case. Because once a mistake is committed it is hard to solve, preventing them before registration is a far better idea. By pinpointing unsatisfied passengers before they register complaints, can help in resolving issues before it occurs. By the same way airlines can gather tremendous insights on highly reputed customers, the airline brand that can assess the behaviour of consumers are more likely to give complaints off site and by guiding service supplies to address problems insight.

With clever minded and intelligent behavioral targeting, airlines can monitor:

- Who all are hanging in a registered complaint form or passenger service pages.
- Interaction data to become conscious about site monitoring clients who often complaints
- Customers who may be having problems in accessing the locations
- Those who are not satisfied by services provided

Identifying circumstances that need airlines attention can help in avoiding unsatisfied customers. Customers always discuss about airlines in social medias and forums. By the implementation of a social listening technique, airlines can track all the conversations and discussions that happens real time and understand the repeating errors that invite consumer complaints. For example if a consumer wants to call an airlines for support and it takes a long waiting period always, this will be discussed all around the social media. A concentrated feedback management can help an airline in becoming success. Certain airlines struggle at the area of speaking variety of 35 languages.



**Figure 7 : Unsatisfied customers**

## **2.7 Present pricing techniques used by airline's**

At the present, different airlines use different pricing techniques. Most probably, airlines pricing are always maintained secretly. Any individual, who search for flight offers and deals is pretty sure that airline ticket fares varies from minute to minute. When the price is high at one day, it will be low at the next and long time traveling flight will be cheaper than short time travelling flight. There is a technique behind the rotation, though. Its called the airline monetary management. There is a science in maintaining prices dynamically and also in real time, so that the airline company can improve their income. And it's not a matter of demanding and supplying. Companies now a days trust more on several enlightened software that helps into account of a wide variety of factors, form the total conditions all around their network across the globe. In aviation industry, airline companies are operating in a closely regulated, non competitive areas, where all the charges certainly cost a little bit of fortune.

International connections were always operated by the flag companies of the country which are involved, who took a gentle type of approach to price placing and competition. Deregulation- a world wide liberalization idea which implemented with the help of US deregulation act technique that started in 1978, which swap everything before it, from the market shape, to the way that we are now thinking of air transport and charges. Monetary management's complex has escalated and tremendous competition in the previous decades. The progress of the connecting airlines and the fall in the price of computing has changed the money management to the next stage of sophistication. Methods must be used to look after the optimization of fares all the time, not only for a fixed route, but also

considering the monetary developing opportunities all around the airline companies network. For example, flying from Amsterdam to Muscat will cost very high, but at the same time flying all the way to Philippines, also through Amsterdam.

## **2.8 Passenger profiling**

It is hard for the airline companies to know who is the premium customers and how much is the fare to be given to each individuals. The founder of a consultancy company, describes that airlines can make numerous reasons, for the assumptions on the profile of a busy sessions on a specific route and then by adjusting the fares according to that.

‘If the airline company consider that passengers who are travelling for leisure purposes, will attempt to book very early, certain months early of their upcoming holidays. This will tempt the airlines to price highly. All these factors collectively led the airlines to the satisfaction of passenger. In tact, those final-minute very high profile customers are very important so that airline companies make some room for them by bringing up schemes like free seat upgrades and mile traveled programme. The mile programme scheme is like, if a passenger frequently uses airlines, the distance they traveled with the prior airlines, will be calculated in considering the miles they traveled and there by giving them profits. Taking case of a Barcelona based airlines, this company find customers who always swap the flights without any certain reasons by exchanging it for compensations. By considering all this, the high priced customers start booking their flight in the previously booked full aircraft. Loyalty schemes, registered clients and the tracking of some cookies will give certain threads for the companies, but problem with airline companies is like even they have collected a lot of information about the passenger and their whereabouts, most of the companies don’t use them profitably,

to implement new ideas and gain new customers. Passenger profiling programme, will be super benefit to the loyalty schemes of passengers in this scheme, but the problems start at the point where a frequent flyer tries to to book tickets for his family tour or outings will not get any benefits because there is no consideration of family members in a single frequent flyer programme.

## **2.8 Protecting the airline's brand name**

When considering every factors for passenger satisfaction, every airline must keep in mind of maintaining their brand name. Without passenger satisfaction no airlines will have a happy journey, but at the same time, every airline should remember the fact that brand name is a factor which is very important for the sustainability of an airline. Goodwill and the spread of good word of mouth is two unavoidable things which is necessary.

Every carrier should have a professional working team for monitoring their increase and decrease of brand value. So that they can identify the mistakes immediately and correct it in the area of brand protection. While carriers may have certain causes to overcharge their good consumers and they must also give proper care to undercharge the different types of passengers. There will tempting factors for lowering the charges, when there is so many seats available at the time of departure. At this kind of situations, there will be serious questions about the matter of brand name and its value. There are certain number of companies which are applying an auction type of method, like upgradation of seats to the bidder which give higher value for the seats.

This technique is a marvellous idea of making high profit for the airline companies. This is the perfect and excellent way of conveyance to clients

that, up to what extent will a company go to provide first class service for them. The response from the carriers to passengers to demand for less pricing of tickets must be done for them. By lowering the seat prices and at the same period to strip lot and lots of factors which is considered in the price calculation. They are is an unnoticed technique of being cheapest. This techniques are followed by certain British companies, these airlines will not be having high market value or super brand name, but the only technique is affordable price. At the conclusion, protection of brand is something which is very crucial for an airlines to hold up their position in market but also the maintenance of valuable customers without any failure.



Figure 8 : Brand name

## 2.9 Workers attitude

The study of workers attitude highlights the importance of working people considering their capability and commitment in offer helping hands, attentive mindset and creating passenger confidence on airlines at any circumstances, inside the airport and inside the flight.

The most important factor which has to be considered is the influence of the staff on passengers. This satisfying factor is applicable for both low cost carriers and full servicing carriers. All above factor implies that the, human factor is a tremendous factor in determining security, safety and comfort levels.

Different airlines give importance to different areas like some airlines concentrate on in-flight services, while others on airport service. The fact is, both are important. The companies which give prior importance to both can achieve easily. These achievements can be acquired through the employees. Nowadays airline industry is technologically highly improved.

Thus, all the customers expect that the carrier they use must have staff with a very positive and charming attitude, all over the journey period. This will lead the passengers to achieve much confidence, that they must feel that their flight journey is always safe. From the above context, it is understood that, how well the staff give services is a big factor in determining the passenger satisfaction throughout their travel time. This case explains that the attitude consideration factor is the most important one among all. This factor is always important in the full servicing carriers and not as much as important in low cost carrier, but in both without attitude nothing is possible.

A possible definition of this findings is that the passengers of fully serviced airline companies expect more and more basic services from the airlines, such as then safety of the aircraft and the using airport and the perfect timing of the service as the customer expected. But in low cost

carriers, these are less. Besides the common services, from the fully serviced airline companies customer expects and requires, first class services in the lounge area, check-in counters, boarding gates, inside the cabin etc. According to big flight servicing carriers, providing great comfort by employees, good food servicing, proper servicing and guidelines without any confusion. All these must be properly carried out by the appointed staff for the smooth functioning. Thus, its is clear that the employees attitude and behaviour, is an important thing in maintaining customer confidence and satisfaction while they use the full servicing carriers than the low cost servicing carrier.

The accuracy and performance of employees at the time of service is a significant and crucial in influencing the clients. Workers will be facing certain problems in their day to day life such as family issues etc. and this must not affect them in their workplace, they have to maintain their attitude. For providing a helping hand for them in this case every should conduct refresher classes, entertainment sessions and proper delegation of work all the time. A possible factor which affect the attitude of employees is the way the company approach them,of they feel confidence in their working airlines, it will reflect in their work and it help them in working with more passion and pride. Quality of services, is a judgemental factor for the users. They define the overall result of the service provided, which is widely explained as on of the most crucial determinants of carrier loyalty. The style and implementation of service is an essential technique for the achievement, growth and success of any type of airline companies. In any type of airlines, a research is done in the quality of services provided. In recent years, it has been started to examine the attitude of workers to the approaching clients. Certain airlines only concentrate om the services, which are provided at day time, but night time services are

also crucial, because no one can predict the arrival of a high profile customer. So the key is, by avoiding the time and only concentrating on service provided.

There are lots and lots of studies and research have been conducted to identify the small amount consensus which is not only in its accuracy, but also in all areas of the airport where a customer reaches. Workers attitude is one of the main objective of an airline company in the marketing technique, so that they can express that their services are best like Singapore airlines and Qatar airways. Satisfying passengers by positive attitude is an important element in the concept of marketing. The way an agent approaches the passengers will affect the consumers buying behaviour, the profitability and recurring usage the particular airlines. There are many explanations regarding the term attitude of workers. More recently, employee attitude have gone above the toned formulas, this revealed the difference of satisfaction in passengers.

### **CHAPTER-3**

#### **RESEARCH DESIGN, METHODOLOGY AND PLAN**

##### **3.1 Data sources**

In the above study, all the data is gathered using two types of research.

1. Primary research method
2. Secondary research method

##### **3.1.1 Primary research method**

This system accumulated data clearly, rather than depending upon data assembled from as of late done research. The specialist can aggregate the basic information by various courses.

They are like by driving overviews and posing formal and direct simple inquires. The basic research should be possible in two frameworks, subjective investigation and quantitative examination.

The fundamental researches are done by two types of system, quantitative analysis and qualitative analysis.

### **Quantitative analysis**

A quantitative examination is an authentic strategy where the examination of a situation or event, especially a financial market is finished by techniques for complex numerical and true illustrating. Quantitative inspectors intend to Address a given reality with respect to a numerical worth.

### **Qualitative analysis**

The subjective examination is additionally similar to sensible technique. Subjective examination uses theoretical judgment reliant on non-quantifiable information, for instance, the official's inclination, industry cycles, nature of creative work and work relations. Subjective examination stands apart from the quantitative examination, which spotlights on numbers found in reports, for instance, fiscal records.

### ❖ **Interview :**

The interviews for this condition should be possible over web, expressly confronting one another or even through telephone.

### **Advantages :**

- It is useful to procure points by guide information about close toward sincere beliefs and discernment.
- It empowers continuously point by point requests to be presented.
- It achieves a high response rate.
- Ambiguities can be cleared and incomplete answers followed up.
- Both the interviewee and the questioner can honestly exchange information on  
any foreordained issue through a meeting. This extends their level of understandings and redesigning associations between them.

### **Disadvantages :**

- The fitting applicants can't be picked by meetings so to speak. The composed test  
is a higher need than the gathering.
- Availability for the meeting, taking meeting and clarification of the responses  
require a great deal of time, which makes the meeting procedure tedious.
- This strategy is commonly expensive.
- Some of the time, it is seen that both the examiner and the interviewee are less  
careful. That is the explanation veritable information can't be accumulated.

### **❖ Observation:**

In perception, the investigator for this situation is ordinarily found to have a motivation which can help him in gathering the vital data. This method helps in getting finding out about a particular event.

### **Advantages :**

- Information accumulated through perception will be more strong than data assembled by some other system.
- Less predisposition regarding observer while driving the advertising research.
- Recognition gets information that customers are hesitant or unfit to give.
- For dumb and hard of hearing individuals, for authentic occurrences of variety  
from the standard or distressed individuals, for non-accommodating individuals,  
for too shy individuals and for individuals who don't understand the language of  
an examiner, perception will be the primary fitting mechanical assembly.
- The critical proportion of data can be accumulated in a for the most part brief  
time length.

### **Disadvantages :**

- Issues of the past can't be inspected by strategy perception.
- The controlled perceptions require some specific instruments or gadgets for reasonable working, which are particularly costly.
- A complete reaction to any issue can't be gained by perception alone.
- The problems that occur before few years or decades back cannot be examined through these technique.
- It incorporates a lot of time as one needs to hold up that an occasion will happen to find out about that particular occasion.

### ❖ **Questionnaires and surveys :**

These are one of the most realized methods to gather information in essential research. An audit is a method of social affair data that could incorporate a wide collection of data aggregation systems.

**Advantage:**

- Reviews and polls empower you to gather information from a gigantic gathering of a group of spectators.
- Right when data has been assessed, it might be used to altogether investigate other research and may be used to measure change.
- Most overviews and polls providers are quantitative in nature and grant basic assessment of results.
- It has the choice to pose several inquiries as you like

**Disadvantages:**

- While there are various positives to studies, deceitful can be an issue.
- Quite perhaps a couple of inquiries will be dismissed or left unanswered.
- Passionate responses or opinions of respondents can't be totally caught by overviews or surveys.
- Nonappearance of availability is a hazard. Concentrates may be unsuitable for customers with a visual or hearing inability, or various deterrents, for instance, nonappearance of training.

❖ **Focus groups:**

Focus groups are a sort of emotional research that is commonly used in thing showcasing and publicizing research, yet it is a renowned strategy inside human science too. During a focus groups, a social affair of individuals will be joined in a space to partake in a guided talk of a subject.

**Advantage:**

- The analyst can team up with the individuals, offer follow-up friendly exchanges

or ask requests that test all the more significant.

- The examiner can get information from non-verbal responses, for instance, outward appearances or non-verbal correspondence.
- Information is given more quickly than if people were met independently.
- Results can be more clear than entangled accurate data.
- The components of the center gathering can affect the idea of the investigation yield.

**Disadvantage:**

- The littler model size methods the social occasions most likely won't be a decent depiction of the greater populace.
- Gathering talks can be difficult to guide and control, so time can be lost to irrelevant topics.
- Respondents can feel partner strain to offer practically identical reactions to the middle person's request.
- The arbiter's aptitude in communicating requests close by the setting can impact responses and slant results.

### **3.1.2 Secondary researches**

It is otherwise called helper inquire method. Auxiliary research method is an assessment procedure that incorporates using beforehand existing data. Existing data is laid out and assembled to grow the general sufficiency of research. These records can be made available by open libraries, locales, everyday paper articles, data got from adequately filled in outlines, etc.

**Advantage:**

- Researchers are routinely dismantled into helper data in light of the fact that

getting this information is significantly less expensive than if the specialist expected to do the assessment themselves.

- Helper research is every now and again used before greater scale fundamental research to help disclose what is to be figured out.
- Optional data get-together is routinely used to help set a path for basic research. Over the range of doing so experts may find that the precise information they were looking for is open by methods for discretionary sources, along these lines clearing out the need and cost to doing their very own fundamental research.

**Disadvantage:**

- As we are not gathering our own one of a kind information, direct, we are totally dependent on someone else who undertakes. Fundamental expert may have been uneven or may have used crude procedures to assemble data; this can be totally perilous for assistant researchers to assemble their report as for such data.
- Affiliation won't discover answers for their specific issues through this data straight forwardly.
- A segment of the discretionary sources may have copyrighted their information and using them without approval can provoke distinctive legitimate entanglements. Various techniques are utilized in optional research, for example, data gathered from organization sites, public statement and by doing contextual investigation.

❖ **Company websites:**

The official site contains all data identified with the association. What's

more, it is the dependable source as a particle and data accessible on the official page of an association is in every case genuine and is copyrighted and the association can be seen as cautious if the data gave isn't real.

❖ **Press releasing:**

It is an official enunciation passed on to accomplices to give information, an official clarification, or making an affirmation.

❖ **Case study:**

Relevant examinations for research can be single or diverse logical examinations, consolidates quantitative confirmation, and relies upon different wellsprings of evidence and preferences from the earlier headway of hypothetical recommendations. It is the assessment and examination of an event by and large and significantly.

**Advantage:**

- The contextual investigation technique is responsible for raised examination of a unit.
- The case study procedure offers grounds to the theory of data for depicting truthful disclosures.
- It thinks about a social unit in its entire perspective. It infers there is no testing on the occasion that audit strategy.

**Disadvantage:**

- Any division is silly a direct result of looking at a little unit.
- This methodology depends upon the situation and has no fixed breaking points of assessment of the examiner.
- This system is even more exorbitant and repetitive as it diverges from various strategies for data gathering.

### 3.2 Survey questionnaires

Study questions is a game plan to gather answers from people in general.

In driving a study, a poll is an outright need altogether for an individual to gather data that are required in the investigation. As an essential part of one's interrogation, making a survey could be testing. It ought to a mass all the basic information, but then, it should not exhaust and jumble your respondents. While doing an examination, there are various strategies to get ready with the overview survey. Some of them are given underneath:

- **Multiple choice questions :**

These are very familiar type of questions which help the consumers to select any one answer, these question will be very easy and of course, the answers also. They very customer friendly and easy to find out questionnaires.

- **Likert scaled questions :**

These questions are like “ do you prefer or not prefer” or simply “ yes or no” which are probably asked in almost every questionnaires in market. These are always used to evaluate the customer’s sympathy, emotion and empathy. This allow the client’s to reply by a wide range of alternative methods, like, starting With “ they don’t like” to “ they love it”. This is why all the companies work efficiently to comprehend the customer response.

- **Matrix type of questionnaires :**

This type of questionnaires help a company to gather information on different type of ideas in the single and in the same question. These are close ended type questions.

- **Rating scaled questions :**

This questionnaire reveals a huge sized answers, which contains a wide variety of choices, from any level like 0 up to 100 and 1 up to 10. Users can easily find one of the number, which is almost correct to the answer which is in their mind.

- **Drop down questionnaires :**

It is a very easy and simple technique to show a variety of responses which will not give any stress or any type of forcing to the consumers. So that they will not feel any kind of inconvenience in answering them. At the time of preparation of this questions, there will be wide range of available response for client's.

### **3.3 Interview procedures**

An interview room is the place where a request is presented by the questioner and reactions are given by the interviewee, both confronting one another. Significantly, the two ought to hear each other and give reactions appropriately. It is handled by various advances. The inquiries ought to be made previously, ask plainly, tune in to the appropriate responses, make appraisal as indicated by the appropriate responses and discoveries, and so forth. It does not simply give the examiner information about the interviewee's specific data yet also gives a learning about the matter of theme itself. Here, the meeting depends on air terminal development and its impact on the travel industry.

The interview procedures mainly contains 3 most important paces:

1. Preparing for the interview session like finding out valuable and important Questions.
2. Enquiring the prepared questions

3. Evaluating the gathered information and sorting the gathered one for the required purposes.

❖ **Preparation for the interview:**

The arrangement is the initial step of a meeting procedure. The questioner ought to be solid and steady for the meeting. It is essential to invest energy in making questions and to have a rundown of requests to present before arranging interviewees for meetings. When preparing for a meeting, the fundamental movement is to find a zone where you can coordinate the meeting without any impedance. The questioner ought to educate the time, place and the subject in which the inquiries will be posted to the interviewee. The inquiries ought to be composed obviously which is justifiable in an unmistakable paper. So, it will be all the more simple to ask right now. Well prepared interviews will give clear and precise data for valuation, so that the assessment using data will be much more easier.

❖ **Enquiring the prepared questionnaire:**

Start with the presentation and the objectives of the meeting. On the off chance that any blunder occurs in this stage, it will influence the entire procedure. Along these lines, this stage ought to be accomplished all the more cautiously. Questioner ought to reliably know where you are inside the three noteworthy bits of a meeting: the beginning of the meeting, the presenting request stage, and the end of the meeting. At the outset, open-finished inquiries are smarter to utilize. Open finished inquiries are the issues that need more than one answer while shut finished inquiries are those inquiries which can be replied by just "true" or "false".

Here, the theme is air terminal and the travel industry related. In this way, it is critical to pose inquiries dependent on that and to not veer off from the subject. It is essential to give close consideration and tune in to what the interviewee is stating. It is smarter to take notes right now or else later, it can't have the option to be reviewed for appraisal. Pose the inquiries all the more strangely. Along these lines, the questioner won't feel exhausted or uninterested. The notes which have composed at the meeting time or things we have in the brain are utilized for the last evaluation. Along these lines, it is essential to recollect each answer unmistakably if the notes are not being composed when the interviewee says the appropriate responses. End the meeting positively and clear wrapping up. This permits the smooth progress into the subsequent stage, evaluation.

❖ **Assessing the gathered data :**

This is the last phase of a interview process. This is where every company go to the last appraisal of the meeting. In this stage, the primary concern is an appraisal of the appropriate responses. Confirm the data got from the interviewee. Survey every answer with the data got from different sources. Contrast those data and one another. Ensure no blunders have happened in the last evaluation. By assessing the last appraisal, include them into the exploration.

These 3 stages are utilized in the meeting procedure about the theme development of the air terminals and the jobs in the travel industry.

The data got from the meeting and different sources are included for a further appraisal from which a last evaluation about the examination is made.

## **CHAPTER- 4**

### **ANALYSIS AND FINDINGS**

#### **4.1 Strategies adopted by different airlines for passenger satisfaction**

In the following chapter, the study explains about different types of strategies, used by different airline's such as Himalayan airlines, Jet star Pacific airlines. By considering airport side, the technique used by Chennai international airport etc. This study gathered data from so many airlines and airports, to identify how all these airline and airport companies function smoothly. All the gathered data and Information are from the officially opened websites of the companies and other Information are from different articles uploaded in internet.

##### **4.1.1 Strategies by Himalayan airlines**

Himalayan airlines is one of the best upcoming airlines who adopted a number of strategies in keep up their position in the market. The main aim of this study was to find out the level of satisfaction by the consumers of Himalayan airlines in the matter of customer servicing and also in finding out the level of service provided by the customer service agents of the airlines in all airports. The observations mainly focused on the proper arrival timings, departure schedules, the meal quality at cabin and all other types of airport services.

The principle target of the investigation was to discover consumer loyalty of Himalaya carriers and dissected the variables influencing consumer loyalty level. One hundred organized shut finished polls were

created and conveyed among the travelers who went through Himalaya aircraft at Tribhuvan International air terminal (Kathmandu, Nepal) to gather information for the result. To inspect the impact, consumer loyalty was taken as needy variable and ticket tolls, air terminal administrations, representative practices, flight dependability, and in-flight administrations were taken as a free factor. The clients of Himalaya aircraft when all is said in done were fulfilled. It is proposed to the administration to concentrate on charges in correlation with contenders.

The flying history of Nepal began in the mid-1950s. At first, neighboring India airship used to arrive on an unimportant touching chap called "Gaucharan" in Kathmandu. Illustrious Nepal Airlines Corporation was set up in a state claimed carriers organization. In the old eras, the Nepal government had presented the open sky arrangement; numerous carrier organizations have been set up. Himalaya carriers a Nepal-China joint endeavor aircraft which was established in 2015 with the expectation to exceed expectations in well being and operational unwavering quality. The flow pursued in an overview technique to finish the targets of the exploration. The overview was directed by taking the reactions of the client who were associated with going with Himalaya Airlines. The examination utilized both quantitative and subjective approaches.

The poll made out of five inquiries speaking to the administration of the aircraft, which were the topic of investigation and estimated the fulfillment of the clients from the administration nature of Himalaya

Airlines. The examination took the variables, for example, Ticket charges, Airport administrations, Employee practices, Flight dependability, and In-flight administrations to distinguish the connection of these components with consumer loyalty. Five-point Linkert mode was utilized to gauge the force of the fulfillment of the respondents where 5 amazingly fulfilled, 4 fulfilled, 3 unbiased, 2 disappointed and 1 incredibly disappointed.



**Figure 9 : Himalayan Airlines**

#### **4.1.2 Techniques of satisfaction by Jet star Pacific airlines**

This paper analyzes the impact of elements on consumer loyalty and distinguishes the fulfillment levels with the administration that clients

have obtained from the minimal effort aircraft industry in Vietnam, with the contextual analysis of Jet PA that is the first LCA in Vietnam. The assessment depends on the SERVPERF model incorporates Reliability, Responsiveness, Assurance, Empathy, Tangibility measurements, and the Price measurement which is included thereafter. The speculations of six measurements have been accepted to impacts affect consumer loyalty. Those theories are tried to decide the connection between underlying measurements and recognize the genuine agent components influencing consumer loyalty with administrations that Jet Pacific Airlines has provided.

What's more, the paper decides the scores of comparing to the delegate factors that are assessed by its clients. Through those discoveries, the administration has a review and understanding of execution that JPA executes to alter the practices and to provide the most proper guidance. Moreover, the recognized elements are additionally assessed to decide affected coefficients that have an impact on consumer loyalty. In light of the affected coefficients, the proposals for improving those elements are given.

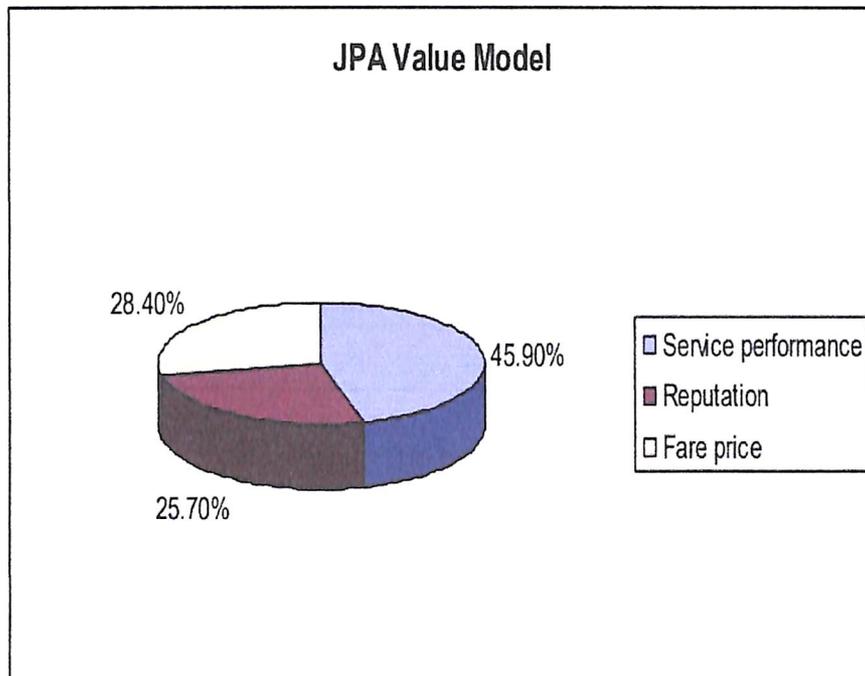
The overview and examination result demonstrates that the Behavior – Performance factor has the most grounded impact on consumer loyalty; anyway JPA travelers are not very satisfied with JPA presentation on this factor, subsequently, Jet pacific airline should concentrate on it at the most elevated need for development. With regards to the current monetary challenges, Price Convenience is also considered as the second factor which has generally noteworthy effect on travelers' fulfillment; Jet Pacific company is respected entirely great at this angle in client evaluation so that Jet star Pacific Air company needs to

elevate and keep on improving to keep an upper hand. Furthermore, the investigation likewise shows that the Tangibility – Commitment factor has little effect on consumer loyalty, anyway pursued by the two above components, the JPA ought to improve this component. The Service Performance Model and value factor that have been presented in the past section will fill in as a premise to present the exploration approach on consumer loyalty at JPA. In this part, the review poll that will be utilized to gather the information of the properties in the examination model will be portrayed in subtleties of the structure, dependability evaluation

- **Techniques which can be used by other airlines**

Being one of the organization parts, all aircraft associations bear themselves the characteristics referenced beforehand. 4P advancing mix model will plot the general help setting of transporters when all is said in done and Low Cost at JPA explicitly. As demonstration by McCarthy exhibiting a ton of promoting mechanical assemblies including things, worth, spot, and progression. So to speak, it is known as the publicizing mix. Flying aircraft use it as a key model to achieve displaying in their goal markets. Yet various people fight that the 4Ps gathering is unquestionably not a nice logical arrangement for the exhibiting system today and there are various other publicizing mix models.

4 P method still exists in most advancing courses since it covers most segments of promoting technique



**Figure 10 : Overall value model by Jet star Pacific Airlines**

#### **4.1.3 Interview reply statistics**

So as to accumulate the insiders claim considerations about the present status of consumer loyalty, administration quality, and costs that JPA is conveying to its clients and comprehend the key directions that JPA pioneers are seeking after for improving the consumer loyalty, a meeting with two key supervisors who are Ta Huu Thanh – Chief Commercial Officer and Cao Hong Phuong – Marketing Manager has been sorted out.

#### **4.1.4 Latest level of the quality of service, affordable price and client satisfaction**

- **All inclusive market :**

The Vietnamese carrier market is viewed as potential with the persistent development limit of traveler and merchandise as of late. In any case, the challenge winds up stricter with the passageway of the recently settled aircraft and the development of vehicle limit of the current carriers. In the Vietnamese LCA, the support of Viet jet Air makes rivalry in this division increasingly serious. Other than the misfortune in business for back to back a very long time in spite of elevated level seat utilization coefficients powers JPA to persistently change the association and improve the administration quality and air toll too.

- **Affordable price :**

Interviewees expressed that as indicated by the most recent overview of the organization, Jet star pacific airlines is driving the challenge in cost at the household advertise jet star pacific airline company . In another review of David and Rachael, the Jet star Pacific Airlines was additionally positioned at a similar level among the studied organizations that are Vietnam Airlines, Jet star Pacific Airlines and Air Mekong. As per the global positioning on a large number of dream flight appointments. During 2012 JPA offered the least expensive flights worldwide at 8.35 Euros per 110 miles.

- **Quality of service**

The interviewees additionally honestly recognized shortcomings in Jet star Pacific Airlines as far as administration quality execution. As per the overview results Jet star Pacific airlines, the Jet Pacific is remaining at the base of the rankings of administration quality in examination with three other local carriers. This is lower than the review brings about 2010, in which JPA was positioned at the

second most excellent assistance in correlation with two other residential aircraft around then . Thanh said the low quality originates from two fundamental drivers which are hard and delicate administrations. The hard assistance alludes to the present maturing flying machine armada which has various setups and low specialized unwavering quality prompting surprising specialized issues. This effects legitimately on flight timetable, for example, retractions and deferrals. The delicate help speaks to the exhibition of cutting edge armadas, for example, client assistance staff, registration workers, and airline stewards.

#### **4.1.5 Solutions for improving the quality of provided service, affordable rates and consumer satisfaction**

In the interview process, the interviewees referenced center components of improving consumer loyalty at JPA is to constantly improve the administration quality, and keep up the lead on toll cost.

JPA reliably agrees to the accompanying methodology headings :

1. Synchronizing the flying machine armada just Airbus A-380 flying aircraft that have a similar design, same motor with the airship armada of mother Jet star gathering. JPA likewise goes for more youthful airships. As a proof for this procedure, JPA is about finished eliminating the old B-747 airships which are supplanted by the more up to date A-380 flying machines.

With this procedure, JPA plans to improve the unwavering quality of flight plan, diminish the deferrals and retractions. Other than airship inside is additionally improved altogether because of the idea of the more up to date flying machines. Besides more current airplanes, one of a kind

arrangement, one sort of motor can improve the expenses of upkeep, save parts, and specialized organization.

2. Upgraded preparing for bleeding-edge representatives that discuss straight forwardly with clients to improve the administration execution, the capacity to deal with issues, way of correspondence, conduct frame of mind, and so forth. For instance, the execution of instructional classes for a standing grin in each forefront staff.
3. This factor portrays, for the most part, the conduct and execution of the staffs, for example, agreeable motion, the comprehension and the capacity to fathom errands, the dedication that has offered, the total well being for each flight, the deferral and abrogation status, duties of representatives for their work, the administration procedure of previously, during and after flights, and the dispositions of helping clients also. The aftereffects of meeting with airline key administrators and score judgment shows that Airline's clients were not so much happy with recognition, about the conduct and execution of Jets staff.

- **Improvisation in behavior**

Staff preparing arrangements should be actualized constantly. For instance, JPA should make ideal conditions for their staff to refresh their insight consistently, understand duty regarding their work, and improve the handling abilities and effectiveness. Moreover, Jet Airlines should give specific consideration to in front representatives to outfit them with information about client assistance aptitudes, practice persistence, certainty to take care of issues of the client, quiet and happy frame of mind with clients in any event, when confronting work weight.

- **Improvisation of performance**

Improvement of dependability and affirmation, for example, guaranteeing

the reliability at a high rate, restricting the status of postponed or dropped flights will add to the impression execution for JPA. To improve these perspectives Jet airline should concentrate on criteria key purposes of the airship accessibility, registration process, ground administration, flight arranging and controlling.

- **Improvisation in pricing and convenient outlook**

Cost and accommodation is the second huge factor that JPA should concentrate on. In spite of the fact that is evaluated very well by clients for this factor anyway JPA is confronting the difficulties that needs to defeat to keep driving on cost. The presence of Vietjet Air with a similar market fragment has made a genuine kick to drive JPA to have plainly aggressive methodologies. Other than it keeps on acquiring misfortunes for late years, despite the fact that the coefficient of seat utilizing consistently remains at an elevated level. Accordingly, it should cautiously figure to manage the challenge on cost. The creator might want to propose the accompanying suggestions so as to improve the expense and expand the comfort for considering of its administrators.

- **Ways to prevent risk**

In aircraft activity consistently exists high dangers that are hard to foresee, for example, vacillations of fuel costs, the strange episodes. Along these lines forestalling dangers, for example, fuel supporting, protection for airplane and motor will guarantee for JPA keeping away from anomalous occasions, adjusting the toll cost.

- **Proper utilization of seats**

Having answers to guarantee the seat usage as high as could be expected under the circumstances. For model JPA should keep giving the most

helpful assistance, adaptability to its clients consistently; giving help bundles to pull in voyagers; Linking the travel industry, transportation to guarantee availability.

## **CHAPTER - 5**

### **INTERPRETATION OF RESULTS**

#### **5.1 Findings and suggestions**

##### **5.1.1 Findings**

Resulting to looking at data, it should be deciphered to land at genuine destinations. It should be developed on the Objectives and Theories depicted for the evaluation. This section of the exploration gives a thought of how beneficial was the techniques taken by jet star pacific and Himalayan airlines to create the travel industry in the nation through its development and appealing offices. The methodologies received in air terminals foundation has made numerous enhancements. The discoveries of the examination are given underneath. The head examined the data which is given in the past part and the present area; the analyzed data are deciphered ward upon the goals depicted for the assessment.

##### **5.1.2 Suggestions**

In this area, it is a few recommendations to bring Himalayan airlines and jet star pacific airlines increasingly beneficial, to draw in travelers and take them back to the air terminal nation as voyagers. JPA ought to likewise focus on the association between the flights and another sort of transportation at the goal, for example, flight associations, vehicle

transportation, and so on to make the most positive conditions for its travelers. The organization organizes when all is said in done and the bearer business explicitly, the shopper faithfulness is always a key part of by and large associations. Cautious perception of customers' wants and perception is a fundamental stage to enable associations to choose the right decisions for making. This assessment doesn't stay outside that reason. The researcher applied the speculations of organizations, organization quality, lower costs, etc for translating and a little bit at a time perceiving the reactions for the buyer reliability and its included points of view in a negligible exertion airship in Vietnam with the specific example of Jet star Pacific Airlines Sensible flight plans, appropriate flight times and ordinary flights will add to the comfort. The following are a portion of the proposals for the improvement of the air terminal.

### **5.1.3 Translation which depends upon Objectives of a Study**

#### **❖ Complete factors of satisfaction**

- Helpful air terminal staff
- Convenient check-in
- Communication aptitudes of the air terminal staff
- Accessibility to wash area
- Cleanliness of wash area
- Speed of things conveyance
- Accessibility to wheel seats
- Accessibility to trolleys
- Courtesy of air side staff

- Attitude of air side staff
- Airport terminal solace
- The airport has opened to holding up parlors
- Transport office to and from a trip to the out entryway is profitable
- Escalator offices are advantageous
- Walkalator office is advantageous
- Drinking water office
- Convenient openness of snacks
- Food and drinks office is sterile
- Airport security angle is productive
- Convenient bar office
- Smoking is denied
- Clarity of declarations at the terminal
- Signboards are plainly composed
- Clean air terminal offices
- Efficient check-in techniques

In the above study, the techniques and ideas used by airlines are different, for measuring this, airlines use certain techniques which as follows

- Seat solace and Leg space
- Flight amusement (Audio, Video, Magazines, Newspapers and so forth)
- Clean airplane inside
- Luggage carrying capability for each
- Quality of snacks and drinks
- Quantity of drinks and snacks
- Accuracy of stuff conveyance

- Boarding administrations
- Flight accessibility technique
- Routes accessibility mode
- Flight leaves according to master plan
- Flight appearances to the plan
- Frequency of flights at arrival and departure
- Client's agreeable and accommodating reactions.
- User's reactions while the delay
- Crew's obliging towards travelers
- Staff singular considerations towards travelers
- Workers familiarity with the various culture.

#### **5.1.4 Importance of questionnaires in satisfaction**

A consumer loyalty review is an instrument that enables organizations to gauge their client's level of fulfillment with their item/service. They're particularly valuable for distinguishing despondent clients pitiful, I know just as those that adoration your image so a lot of they have potential for being brand advocates. The significance of client studies goes way have a place this outline of your client's purpose of view. More regularly than not, a fulfillment overview offers amazing bits of knowledge so your item group can concentrate on satisfying and perhaps surpassing your client's desires. Tragically, they're likewise helpful for pointing out potential issues that can influence the fate of your company. If you have a characterized arrangement for estimating consumer loyalty all the time, you'll no doubt recognize any changes and signs of issues significantly sooner than you would without it. An enormous piece of your unsatisfied clients won't whine

about what is pestering them except if they're inquired. Research demonstrates that over 96% of troubled clients won't gripe, however over 92% of those will leave without saying anything.

### **5.1.5 Requirement for the investigation under selected airlines**

Air terminals Authority of India under the Ministry of Civil

Aviation is responsible for creating, redesigning, keeping up and overseeing common flying offices in India. It offers Air traffic the executives benefits over Indian airspace and just as deals with the air side administrations to the carrier organizations and other assistance like land side administrations to travelers. Without rivalry, the travelers are upheld to get the administrations offered by the air terminal. The Indian Aviation part has demonstrated a noteworthy development post-privatization what's more, after the beginning of the appearance of Low-Cost Carriers.

From the year 2004 onwards the impression of air travel changed. The aircraft business has developed quickly in later decades by the section of different players like Indian private aircraft and outside carriers. Flying turned out to be increasingly moderate. Likewise, there has been serious cost rivalry that has brought about low ticket tolls, extra advantages for long-standing customers furthermore, an acquaintance of flights with different local goals and so on. The section of private aircraft and different outside carriers has additionally given the client a wide decision of administration in the market. At present every one of the aircraft; Indian government carriers, Indian private carriers, and outside carriers are offering different sorts of advantages

and long-standing customer projects and conceivably low ticket toll advance booking.

With each aircraft professing to be the best, how does the traveler choose. This is the place good brand situating assumes a significant job in drawing out the separating factor. Carrier organizations in India have extended showcasing the system to their objective gatherings. Carrier industry characterized the client into three kinds as business voyagers, recreation explorers, and different voyagers. What's more, the carriers give administrations as indicated by the requirement of the customers. Customers are more familiar with various contributions in the commercial center, and are along these lines all the more engaging as far as their desires partner to support conveyance. In this way, the carrier organizations should offer passengers gigantic degrees of administration and affirm that travelers are happy with their administration advertising.

The accomplishment of carriers depends for the most part on the capacity to recognize customer's requirements, and offer a similar assistance quality that would meet consumer loyalty. Many Research studies have endeavored to discover fulfillment level in air terminal administrations, to discover the variables of traveler's decision in choosing specific aircraft, and traveler's fulfillment level in air travel. In the India setting, no endeavor has been made to consider Chennai local and universal air terminal help fulfillment level. Moreover, just a couple of endeavors have been made to think about the traveler's inclination in choosing specific carriers lastly Customer fulfillment in air travel, no endeavor has been made to discover the degree of fulfillment

in the aircraft inclination.

To fill this examination hole, this investigation intended to discover the fulfillment level of Chennai air terminal administrations and the degree of fulfillment in air travel on aircraft chose or favored by the passengers.

## CHAPTER - 6

### CONCLUSIONS AND SCOPE FOR FUTURE WORK

#### 6.1 Conclusions

The fulfilling client is the fundamental proverb of any advertiser. Cost and administration quality influence the consumer loyalty. Explicitly shoppers will, in general, think about the relative connection among cost and their assumptions regarding the presentation of the item. Value assumes a significant job in shopper fulfillment in-flight part.

From this investigation, we can see that value touchy customer centers around cost and contrasts it and the utility and advantages of the administrations. On the off chance that an Airline organization is giving a perfect cost and increment in cost are toll then client takes it decidedly which makes a feeling of fulfillment among the customers. If there should arise an occurrence of Airline benefits the vast majority of the client centers around the cost of the pass to travel. It is discovered that any place and at whatever point they will get a ticket at a lesser cost, the clients tend to purchase the ticket. Some of the time they sit tight at offer costs and in the event that they likewise pay significant expenses for the administration, they will anticipate a decent help.

Then again, more youthful travelers or travelers with lower earnings are more value delicate, and more often than not buy tickets dependent on the most reduced value accessible, and furthermore may have various degrees of desires. This may prompt an alternate assistance experience each flight, and make more youthful travelers or lower livelihoods travelers less inclined to be happy with the degree of administration gave. On the off chance that the value matches with their desires, they become fulfilled.

## **6.2 The scope for work in future**

Undoubtedly, administration quality is a significant segment in any airline's future. This is particularly along these lines, to the advertiser a client's assessment of administration quality and the subsequent degree of fulfillment are seen to influence primary concern proportions of business achievement. Administration quality can be characterized as a purchaser's general impression of the overall proficiency of the association and its administrations. Seeing precisely what clients expect is the most urgent advance in characterizing and conveying top-notch administration. Administration quality is probably the best model for assessing customers' desires and recognition. In the event that the traveler isn't fulfilled, because of the negative involvement, the customer will reexamine the purchasing choice for further flights and will most likely change to another aircraft. So Airline supervisors should better serve their clients, screen and create administration quality to accomplish the most elevated level of their passengers' fulfillment. From this examination, we have distinguished that cost and administration quality are two significant components which have an

enormous effect on consumer loyalty in the Airlines Industry. So the advertisers should concentrate on these two factors and should make appropriate strides as far as client inclinations in this changing focused time. Conveying administration to travelers is basic for aircraft endurance, so carriers need to fulfill the needs. of their passengers“ fulfillment.

From this examination, we have distinguished that cost and administration quality are two significant components which have an enormous effect on consumer loyalty in the Airlines Industry. So the advertisers should concentrate on these two factors and should make appropriate strides as far as client inclinations in this changing focused time. Conveying administration to travelers is basic for aircraft endurance, so carriers need to fulfill the needs.

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## APPENDIX

### Questionnaires

1. How long your are using this airlines?

< 1 years

> 2 years

first time

2. Are you satisfied with the airlines?

Yes

No

Partially

3. How is the customer service?

Yes

No

Not up to the mark

4. Was the journey comfortable?

Yes

No

5. How good is the cabin service?

- Good
- Bad
- Not okay

6. How hygienic was the flight and airport?

- Clean
- Dirty

7. How is the lounge and toilet facilities?

- Good
- Bad

8. How is the timing in check in, departure and arrival?

- Perfect timing
- Delay is there

9. Overall Rating for the airlines

- 5 star service
- 4 star service
- 3 star service