



AN EMPIRICAL STUDY ON CUSTOMER EXPECTATION ON SERVICE QUALITY IN VARIOUS AIRLINES

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Abstract: Service quality is a measure of how well the service delivered by the airline meets the customer expectation. The research design used in this study was descriptive research. The population of the was Chennai customer. The sample size was 102 customers. The sampling technique used to draw the samples was convenience sampling method. The tool used to collect the data is from questionnaire. The statistical analysis was done using correlation, chi-square, weighted average. This study will help to increase the quality of service provided by various airlines with respect to communication effectiveness, physical condition, product quality, and approach quality, close correlations between some of the attributes, the conclusion is often made that the respondents don't differentiate between in-flight or ground service, and consider the aviation experience as an entire.

Keywords: services, service quality, customer expectation, communication effectiveness, physical condition, product quality, and approach quality

I. INTRODUCTION

Airline industry has always been famous for its continuous struggle: cutting costs, managing fluctuating demand, maintaining with tight quality requirements while trying to take care of superior services and satisfy needs of varied customer groups. Customer satisfaction has been on very low levels for many years industry scores lowest out of 47 other industries Airlines score lowest in customer. However, the demand for air transport has been stable and despite current depression and such events as 9/11, the expansion reached 30% as of 2019. In this struggling environment, airlines are forced to shift their focus towards customer-oriented service quality. It's extremely important for carriers not only to understand the perception of customers of their service offerings, but also determine what customers expect from the services and what quite services customers consider most vital. within the airline industry, services are composed of very complex mixture of intangibles because the airlines sell not physical objects but performances and experiences. Thus, service quality may be a key to draw in and keep loyal customers. This project views service experience as a process, starting with an enquiry for a ticket and ending with post-flight services. All the steps a customer is taking during air transport are listed and discussed. Service quality is made on each step of the method, and it's important to know the customer preferences and expectations from the services. Evaluation of customer expectations supported key quality requirements and analysed using statistical methods to know its relative importance to a target customer group chosen for a survey.

II. REVIEW OF LITERATURE

Li et al., (2017)	Service quality and passenger satisfaction is increasingly recognized as critical determinant of business performance and as a strategic tool for gaining competitive advantage.
Chow (2015)	In competitive industry such as airline industry, it is important for firms not only to correctly perceive what their customer want and expect, but also to manage their own resources in meeting their customer expectations appropriately.
Boulter, (2013)	Companies recognize that keeping the current customer is more profitable than acquiring new customers to replace those who have been lost.
Babin and Harris, (2012)	The negative behavioral responses may impact on a firms profitability. at the very least, due to advancements in digital communication, word of mouth can spread rapidly, which can very likely affect the business reputation in positive and more negative manner also.
Vink et al.(2012)	found six descriptions strongly associated with comfort based on 10,032 passengers' trip reports.
Liou et al.(2011)	sate , there is no universal and exact definition of service quality is context-dependent and its measurements should reflect the operational environment being considered.
Chen et al., (2011)	High- quality of service has become a requirement in the market among air carriers, and helps companies to gain and maintain customer loyalty. It also leads to creating competitive pressure among air carriers.
Gures et al., (2011)	Airline companies and their flight frequency have risen due to governmental incentives supporting air transportation. This has resulted as low-ticket prices and thus travellers have given preference to air transportation more than before.
Hoffman and Beteson,2010	Research shows that unsatisfied customers will communicate to other people about his or her bad experience.

III. OBJECTIVES OF THE STUDY

- To identify the expectations of customer on service quality.
- To provide suggestions to improve the service quality of various airlines.
- To analysis the effectiveness of communication to improve service quality of airlines.
- To know how physical condition influences the service quality of airlines.
- To know how product and approach quality influences the service quality of airlines.

IV. RESEARCH METHODOLOGY

We have used (google forms) to answer Questionnaire online.
Totally 102 sample survey have been collected from the Passengers.

V. HYPOTHESIS OF THE STUDY

Ho: There is no significant difference between communication effectiveness and service quality of airlines.
H1: There is significant difference between communication effectiveness and service quality of airlines.

Ho: There is no significant difference between factors physical condition and service quality of airlines.
H1: There is significant difference between factors physical condition and service quality of airlines.

Ho: There is no significant difference between product quality and service quality of airlines.
H1: There is significant difference between product quality and service quality of airlines.

Ho: There is no significant difference between approach quality and service quality of airlines.
H1: There is significant difference between approach quality and service quality of airlines.

Ho: There is no significant difference between customer expectation and improvement of service quality of airlines.
H1: There is significant difference between customer expectation and improvement of service quality of airlines

VI. ANALYSIS AND DISCUSSION

Ho : There is no significant difference between communication effectiveness and service quality of airlines.

H1: There is significant difference between communication effectiveness and service quality of airlines.

Table no 6.1 Respondents opinion on communication skills and service quality

x	19	49	27	5	2	102
y	8	46	41	7	0	102
	27	95	68	12	2	204

Formula

$$x^2 = \frac{\sum(O - E)^2}{E}$$

O = observed frequency

E = expected frequency

$$E = \frac{\text{row total} \times \text{coloum total}}{\text{grand total}}$$

Table no 6.2 Respondents opinion on communication skills and service quality

O	E	O-E	(O-E)	$\frac{(O - E)^2}{E}$
19	13.5	5.5	30.5	2.25
49	47.5	1.5	2.25	0.0473
27	34	7	49	1.441
5	6.5	-1.5	2.25	0.346
2	1	1	1	1
8	13.5	5.5	30.5	2.259
46	47.5	-1.5	2.25	0.0413
41	34	7	49	1.441
7	6	1	1	1
0	1	-1	1	1

$$\sum \frac{(O - E)^2}{E} = 10.840$$

$$\text{Degree of freedom} = (r - 1) (c - 1) \\ = (2 - 1) (5 - 1)$$

$$\text{DOF} = 1 \times 4 = 4$$

DOF 4 at 5% significant level Tabulated value = 9.488

If Tabulated Value < Calculated Value Reject Ho

If Tabulated Value > Calculated Value Accept Ho

Result :

Hence 10.840 > 0.840

We accept H₁

Since Calculated Value is greater than Tabulated Value so we are going to reject the Ho so it is evident that, there is significant difference between communication effectiveness and service quality of airlines.

Ho : There is no significant difference between factors physical condition and service quality of airlines.

H1: There is significant difference between factors physical condition and service quality of airlines.

Table no 6.3 Respondents opinion on factor affecting physical appearance of the airlines staff and service quality

Factor affecting physical appearance	1	2	3	4	5	Total
Clothing	39	23	29	6	5	102
Hairstyle	22	34	35	6	5	102
Grooming	23	34	33	7	5	102
Hygienic	22	34	29	10	7	102

Formula:

$$WA = \frac{w_1x_1 + w_2x_2 + \dots + w_nx_n}{w_1 + w_2 + w_3 + w_4 + \dots + w_n}$$

$w_1 = w_n$ – weight

Clothing

$$= \frac{(5 \times 39) + (4 \times 23) + (3 \times 29) + (2 \times 6) + (1 \times 5)}{5 + 4 + 3 + 2 + 1}$$

$w_1 = 26.733$

Hairstyle

$$= \frac{(5 \times 22) + (4 \times 34) + (3 \times 35) + (2 \times 6) + (1 \times 5)}{5 + 4 + 3 + 2 + 1}$$

$w_2 = 24.5333$

Grooming

$$= \frac{(5 \times 23) + (4 \times 34) + (3 \times 33) + (2 \times 7) + (1 \times 5)}{5 + 4 + 3 + 2 + 1}$$

$w_3 = 24.6$

Hygienic

$$= \frac{(5 \times 22) + (4 \times 34) + (3 \times 29) + (2 \times 10) + (1 \times 7)}{5 + 4 + 3 + 2 + 1}$$

$w_4 = 24$

Result:

Factor affecting physical appearance

Factor Rank

Clothing = 26.733 Rank 1

Grooming = 24.6 Rank 2

Hairstyle = 24.533 Rank 3

Hygienic = 24 Rank 4

Ho : There is no significant difference between product quality and service of airlines.

H1: There is significant difference between product quality and service of airlines.

Table no 6.4 Respondents opinion on product quality and service quality

x	22	33	31	10	5	102
y	8	46	41	7	0	102

Formula :

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

$$\bar{x} = \frac{\text{no. of respondents}}{N}$$

$$\bar{y} = \frac{\text{no. of respondents}}{N}$$

$$\bar{x} = x - \bar{x}$$

$$\bar{y} = y - \bar{y}$$

Table no 6.5 Respondents opinion on product quality and service quality

X	Y	X	Y	XY	X ²	Y ²
22	8	1.6	12.6	19.84	2.56	153.76
33	46	12.6	25.6	322.56	158.76	655.36
31	41	10.6	20.6	218.36	112.36	424.36
10	7	-10.4	-13.4	139.36	108.16	179.56
5	0	-15.4	-20.4	314.16	237.16	416.16

$$\sum xyz = 1014.28 \quad \sum x^2 = 619 \quad \sum y^2 = 1829.2$$

$$r = 0.95319$$

Result :

There perfect correlation between Ho & H1

Ho : There is no significant difference between approach quality and service quality of airlines.

H1: There is significant difference between approach quality and service quality of airlines.

Table no 5.1.6 Respondents opinion on approach quality and service quality

X	16	53	29	2	2	102
Y	8	46	41	7	0	102
	24	99	70	9	2	

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \times \sum y^2}}$$

$$\bar{x} = \frac{\text{total}}{\text{no of items}}$$

$$\bar{y} = \frac{\text{total}}{N}$$

$$X = x - \bar{x}$$

$$Y = y - \bar{y}$$

Table no 6.7 Respondents opinion on approach quality and service quality

x	y	x	y	xy	x ²	y ²
16	8	-4.4	-12.4	54.56	19.36	153.76
53	46	32.6	25.6	834.56	1062.72	655.36
29	41	8.6	20.6	177.16	73.96	424.36
2	7	-18.6	-13.4	249.24	345.96	179.56
2	0	-18.6	-20.4	379.44	379.44	416.16
102	102			$\sum xy=1694.96$	$\sum x^2=1880.72$	1829.2

$$r = \frac{1694.96}{\sqrt{1880.72+1829.2}}$$

$$= \frac{1694.96}{\sqrt{3709.92}}$$

$$= \frac{1694.96}{60.909}$$

$$r = 27.8277$$

Result:

There not correlation between approach quality and service quality. There significant relation between approach quality and service quality among the respondents.

Ho: There is no significant difference between customer expectation and improvement of service quality of airlines.

H1: There is significant difference between customer expectation and improvement of service quality of airlines.

Table no 6.8 Respondents opinion on approach quality and service quality

X	25	28	34	10	5	102
Y	8	46	41	7	0	102
Total	33	74	75	17	5	204

Formula :

$$X^2 = \frac{\sum(O-E)^2}{E}$$

O = observed frequency

E = expected frequency

$$E = \frac{\text{Row total} \times \text{Coloum total}}{\text{Grand total}}$$

Table no 6.9 Respondents opinion on approach quality and service quality

O	E	O-E	(O-E) ²	(O-E) ² /E
25	16.5	8.5	72.25	4.3787
28	37	-9	81	2.18918
34	37.5	-3.5	12.25	0.3266
10	8.5	1.5	2.25	0.2647
5	2.5	-2.5	6.25	2.5
8	16.5	-8.5	72.25	4.3787
46	37	9	81	2.1891
41	37.5	3.5	12.25	0.3266
7	8.5	-1.5	2.25	0.2647
0	2.5	-2.5	6.25	2.5

$$\frac{\sum(O-E)^2}{E} = 19.3182$$

$$x^2 = 19.3182$$

$$\text{degree of freedom} = (r-1)(c-1)$$

$$= (2-1)(5-1)$$

$$\text{DOF} = 4$$

DOF 4 at 5% significant level

Tabulated value = 9.488

If Tabulated Value < Calculated Value Reject H_0

If Tabulated Value > Calculated Value Accept H_0

Result :

Hence $9.488 < 19.3182$

We accept H_1

Since Calculated Value is greater than Tabulated Value. We are going to reject H_0 and so it is evident that, there is significant difference between customer expectation and improvement of service quality of airlines.

VII. CONCLUSION

The results support the hypothesis that the service quality of the airline is very essential for customer satisfaction. The highly satisfied customers are the once who can build the reputation of the airline through word of mouth and can help airline gain more customer providing the services of airline will keep the customers happy which will in turn gain more profits to the airline. When the customer is satisfied with the services provided by the airline they always need to make sure to take feedback in order to improve their service. Instead of waiting for the customer to complaint about the service provided by the airlines they must make certain changes in order satisfy customer to so that they wouldn't complaint.

VIII. ACKNOWLEDGMENT

First of all, I am very much indebted to Our Chairperson of Remo International College Hon'ble Mrs. Deepha, M.A., Our Director Hon'ble Dr. Rithik Balaji, B.E., M.Tech., Ph.D., g., Ph.D, who extended timely advice and continuous motivation had made me to complete this research.

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