



A study on passengers satisfaction towards Indian airline industry with special refrencr in Coimbatore City

K M Sangamithra¹, M Sangeetha²

¹ Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

² Assistant professor, Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore Tamil Nadu, India

Abstract

The evolution of the airline passengers experience has been a crucial focus in the aviation industry, driven by various factors such as technological advancements, changing consumers preference, and industry regulations. Initially, airline travel was exclusive and costly catering mainly to affluent travelers. However, with advancements in technology and increased competition, airlines shifted their focus towards improving the passengers experience to stay competitive in the market.

Keywords: Airline services, passengers satisfaction

Introduction

The first airline in the world was the German airship company DELAG, established on November 16, 1909. Following this, the four oldest non-airship airlines that are still operational today are KLM from the Netherlands (founder in 1919), Avianca from Colombia (founder in 1919), Qantas from Australia (founder in 1920), and Aeroflot from Russia (founder in 1923). Over the years, airline ownership has transitioned until the 1930s to government ownership of major airlines from the 1940s to the 1980s, and then back to significant privatization after the mid-1980s. Since the 1980s, there has been a notable trend of major airline mergers and the establishment of airline alliances. The most prominent alliance in the airline industry are star alliances, Sky Team, and One world. These alliances collaborate on various passenger service program, including lounge and frequent-flyer initiatives, offer special interline tickets and often engage in extensive code sharing.

Objective of the study

- To know the passengers satisfaction level in airline service.
- To know the factors that had a role in the decision to fly.
- To know the rates and cleanliness and maintenance of facilities available at the airport premises to the passengers.
- To know the reasons of the passengers to fly in airlines.

Scope of the study

The primary scope of the study is to know the satisfaction of the passengers, encompasses a wide range of factors, including demand trends, consumer preferences, regulatory requirements, key areas of focus include enhancing passengers experience, ensuring safety and security, optimizing operational efficiency, and addressing sustainability concerns. With increasing globalization and connectivity, the passengers market continues to grow, presenting opportunities.

Limitation of the study

- Coimbatore might have fewer direct flight options compared to larger cities, leading to inconvenience for passengers who have to connect through other airport
- Passengers in Coimbatore might be particularly sensitive to ticket prices due to economic factors.
- There are only 150 responses included in the sample size.

Statement of the problem

The major issues is information timeliness and transparency in case of flight delays, or cancellations other issues baggage handling and food quality crowded seats and additional costs. Inadequate amenities security concern, heightened security measures can lead to longer wait times at airport and stricter rules for passengers. Environmental impact of air travel including carbon emissions and noise pollutions to the passengers.

Review of literature

Mahajan, Rau (2015) The researcher extensively emphasis on the customer satisfaction is an important tool in developing the customer satisfaction measures and establishing business processes that link quality with customer satisfaction. In recent years, there has been considerable managerial interest in defining, measuring and developing customer satisfaction to meet the competitive challenges among the industries. Airlines also are suffering from such competition, Airlines must understand that customer satisfaction is what guarantees the future of these companies and it is achieved by an adoption of a comparative tool to minimize discrepancies between their services and passengers needs. Various researches are available which clearly depict the satisfaction among the customers. In India low cost airline industry is going through an interesting phase of competition.

Punitha, Tamilchelvi (2019) Satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is what guarantees the future of airlines and it is achievable by an adoption between their service and passenger needs. The

study has tried to find out the level of satisfaction on the services offered by domestic airlines in Coimbatore district. Total of 300 respondents have been taken by applying non-probable convenience sampling method and chi-square test is used to test the hypotheses. Findings of the study reveal that the passengers are fairly satisfied with the services offered by domestic airlines.

Research methodology

The objective of this study is to understand the customer satisfaction in full service in Indian airlines, it involves a systematic and structured approach to collect, analyze and interpret data for the purpose of answering research questions or testing hypotheses

Primary data

The primary data has been collected from the passengers with the Questinareies used as a tool.

Secondary data

The secondary data is a data collected from the internet, books, journals, etc.

Sample size

Nearly 150 respondents from the passengers in Coimbatore city was selected.

Area of the study

The area of the study is through Coimbatore city.

Tools used for analysis

Data analysis tools are simple percentage and chi- square tests.

Data analysis and interpretation

Percentage analysis

Table 1: showing the age of the respondents

Age of the respondents	Percentage	Respondents
18-25	57%	81
26-30	23.5%	35
31-40	12.1%	23
Above-40	7.4%	11

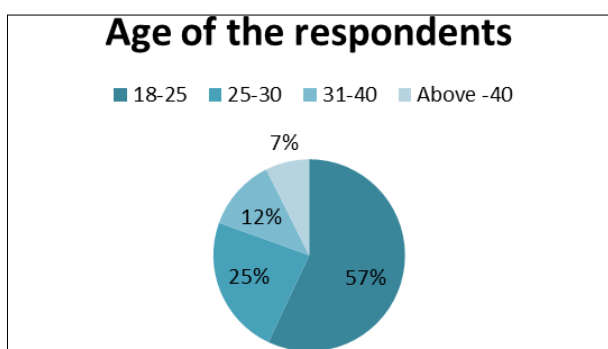


Fig 1: chart showing the age of the respondents

Interpretation

It is interpreted that is was found that the majority (57%) of the respondents are age group in 18-25 years.

Table 2: showing the level of services provided by the flight

Particulars	Percentage	Respondents
Good	46%	68
Bad	6.7%	12
Excellent	45.3%	66
Satisfactory	2%	4

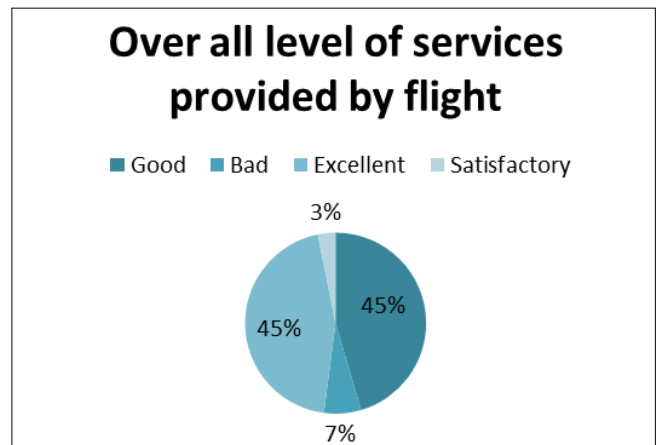


Fig 2: showing the over all level of services provided by flight

Interpretation

It is interpreted that it was found that the majority (46%) of the respondents are choosing good for providing flight services.

Chi-square analysis

Chi-square analysis formula: $\chi^2 = \sum (O_i - E_i) / E_i$

Degree of freedom = (r-1) c-1

H1: There is a relationship between gender and passengers preference of flight.

Table 3

Particulars	Indigo	Go air	Spice jet	Air India	Total
Male	9	16	11	41	77
Female	20	8	5	39	73
Total	29	24	16	80	150

Table 4: Chi-Square

O	E	O-E	(O-E) ²	(O-E) ² /E
9	14.88	5.88	34.57	2.32
16	12.32	3.68	13.54	1.09
11	8.21	2.79	7.78	0.94
41	41.06	0.06	0.003	0.00
20	14.11	5.89	34.69	2.45
8	11.68	3.68	13.54	1.15
5	7.78	2.78	7.72	0.99
39	11.68	27.32	746.3	63.9
			Total	72.84

(Source: Primary data)

Significant level: 0.05

Result

The calculated chi-square value is (72.84) higher than the (7.815) table value. Hence the hypothesis is not accepted and it is a Alternative Hypothesis (H1).

Findings

- The majority of (57%) of the respondents are from the age group of 18-25 years.
- The majority of (51 %) of the respondents are female.
- The majority of (65.8%) of the respondents are unmarried.
- The majority of (42.7%) of respondents income is 31000-40000.
- The majority of (89.3 %) of respondents are from the urban area.
- The majority of (41.3%) of respondents are working.
- The majority of (38.7%) of respondents are prefer arrival time was more convenient to fly in airlines.
- The majority of (30.7 %) of respondents are flying once in a month.
- The majority of (52.7%) of respondents are respondents highly satisfied for their flight services.
- The majority if (46%) of respondents are choosing good for overall level of services provided by the flight.
- The majority of (92%) of respondents are prefer quick respondents for their needs and requirements during flight.
- The majority of (94.6%) of respondents are participated in the airline rewards program.
- The majority of (94%) of respondents are says for their good condition and undamaged luggage.
- The majority of (49.3%) of respondents are prefer first class flight for travelling.
- The majority of (52%) of respondents says everything went fine during the flight.
- The majority of (72%) of respondents are choosing excellent for the facilities available at the airport.
- The majority of (40.7%) of respondents are choosing other countries while flying.
- The majority of (67.3%) of respondents are satisfied with their booking process.
- The majority of (94%) of respondents says the available payment method is convenient.
- The majority of (96.7%) of respondents says it is easy to select extra services and selecting seats in online booking.
- The majority of (44%) of respondents are visiting friends and family are the reasons to fly.
- The majority of (56.4%) of respondents are prefer Air India flight when their travelling.

Suggestion

- Provide clear and timely updates on flight statuses, delays, and cancellations through multiple channels like email, SMS, and app notifications to keep passengers informed.
- Implement self-service kiosks and mobile check-in options to reduce waiting times and enhance convenience for passengers.

Invest in comfortable seating with adequate legroom and adjustable features to improve the overall in-flight experience.

Conclusion

The data gathered from passengers surveys can be used to measures the effectiveness of the airline's efforts to improve its services. This information can provide valuable insights into which changes have had the greatest impact on

passengers satisfaction and which areas may still need further improvement. By continuously seeking feedback and making data- driven improvement, the airline can ensure that it remains competitive and delivers the best possible experience to its passengers.

Reference

1. Dogan, Rigas. The airline business in the twenty first century. Psychology Press, 2017, 185. ISBN 978-0-415-20883-3
2. Britannica Concise Encyclopedia. Britannica Digital Learning, 2017.
3. Airways (August 13,2023) The history of commercial flight: how global travel took off.
4. WWW. Airlinehistory.co.in.
5. WWW.aeroflot.in.