

## **Passenger Service Quality Dimensions with Respect To Indian Air Travel Using Data Envelopment Approach and Statistical Estimation**

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### **Abstract**

The present study aims to understand the airlines customers satisfaction level separately in public airlines, private full cost airlines and private low cost airlines with respect to ease of ticketing, punctuality, arrival & departure assistance, handling delays and cancellation, luggage handling, seat comfort, cleanliness, safety, catering service, customer complaint handling, attitude and behaviour of the staff as external service quality parameters and General working conditions, Pay and other benefits, Management style, Promotion potential, Work relationships, Work activities, Use of skills and abilities, Performance appraisal, Training and development, Teamwork, Quality and customer focus, Communication, Feedback, Work/life balance; stress, Fairness, Personal expression/ idea generation as internal service quality parameters ; to compare the customer service quality in these three different categories of airlines; to identify the satisfaction level of the internal customers i.e., the human assets of these three types of airlines; to find out the relationship between internal and external customer satisfaction in Indian aviation industry, for public , private full cost and private low cost airlines; to establish a framework which may be helpful for all three categories of airlines in Indian aviation industry to satisfy their internal customer and result of which they can retain their existing customers as well as attract new customers by balancing the aforesaid Service Quality factors and to develop various policies to provide guaranteed PASSENGER SERVICE QUALITY.

## 1. Introduction

Present study has been undertaken to identify and analyze the service quality factors related to both public and private full cost and low cost airlines operating in India for which Indian Airlines, Jet Airways, Kingfisher Airlines, IndiGo Airlines and JetLite have been taken into consideration.

## 2. Problem Identification

Depicts a clear view of the LITERATURE REVIEW where a theoretical framework has been illustrated on service industry, concept of service quality, customer satisfaction, Service quality and Customer service, Service Quality in Aviation Industry, Internal and External Service Quality Job Satisfaction / Employee (Internal customer) satisfaction, Job Satisfaction and Job Performance, Job Satisfaction and the Service Sector, Job Satisfaction in Aviation Industry, Link between Internal and external customer satisfaction from number of literatures. Till now, several research works have been done on aviation industry, customer satisfaction in some service industries and on employee job satisfaction separately, but no such comparative study has been done on the public and private low cost as well as full cost airlines operating in India on the basis of their internal and external customer satisfaction.

## 3. Research Objectives

The main objectives of this research are to analyse the efficiency level of these three types of airlines operating in India with respect to their internal and external service quality parameters, To identify the most significant service quality factors and their impact on both internal and external customer satisfaction in three types of airlines and to develop a framework which may help to initiate some adequate measures so that all these three kinds of airlines operating in India can achieve their *desired passenger service quality*.

## 4. Methodology

The respondents have been selected by random sampling method; Data Envelopment Analysis, Factor analysis, Multiple Regression Analysis have been used to analyze the data.

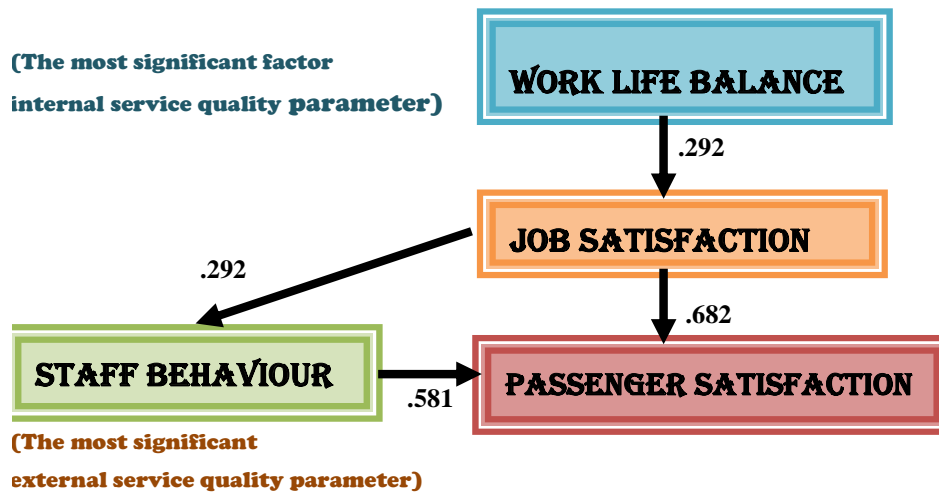
## 5. Data Analysis

It analyses the efficiency level of these three types of airlines operating in India with respect to their internal and external service quality parameters. It identifies the most significant service quality factors and their impact on both internal and external customer satisfaction in three types of airlines. It develops a framework which may

help to initiate some adequate measures so that all these three kinds of airlines operating in India can achieve their desired passenger service quality.

### 6. Findings

Data Analysis reveals that the balance between work and personal life (proper stress management) leads to employee job satisfaction i.e. internal customer satisfaction and satisfied employees seem to behave in a desired manner which takes a pivotal role in passenger satisfaction. Hence, the prescribed model may be helpful for all three categories of airlines in Indian aviation industry to improve their current passenger satisfaction level by balancing the aforesaid Service Quality factors as well as to develop various policies to provide guaranteed *passenger service quality*.



Relationship Between Internal And External Customer Satisfaction With Respect To Internal And External Service Quality Parameters (Prescribed Model):

### 7. Conclusion

These diverse findings in the context of internal and external service quality in Indian domestic airlines sector research lays the foundation for future investigation in a very promising but highly complex world aviation market.

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