

A Study on Passenger Satisfaction of Indigo Airline With Reference To Cochin International Airport Limited

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Abstract: *Aviation is one of the primary mediums of long distance commutation. Aviation industry invests a major share of their fund towards satisfaction of their clients and customers. The current study analyses the customer satisfaction of flyers with Indigo airline. The geographical scope of the study extends to all the available Indigo Airlines customers with a special reference to CIAL. The theoretical scope of the study includes the perception of passengers, passenger behavior, satisfaction of passenger etc. The survey finally observes that how effectively the airlines influence its passengers. Taking Cochin International Airport as the special reference, passenger satisfaction of the Indigo airlines is evaluated. It is found that the passengers give equal importance to the compassionate attitude of the staff along with other technical aspects associated with flying in order to book an optimal airline of choice*

Keywords: Passenger Satisfaction, Indigo Airline, Cochin International Airport, Aviation

Introduction

The aviation sector has become the most important segment in the economic development of a nation. It plays a vital role in moving people or product from one place to another, be it domestic or international, especially when the distance involved is far¹. Stiff competition and favorable initiatives of the Government of India added fuel to enlarge both flights and fleets. Now ordinary citizens easily access the aviation service from their respective air terminals. In a highly competitive environment, the provision of high-quality services to passengers is the core competitive advantage for an airline's profitability and sustained growth. In the past decade, as the air transportation market has become even more challenging, many airlines have turned to focus on airline service quality to increase service satisfaction. Service quality conditions influence a firm's competitive advantage by retaining customer patronage, and with this come market share². Delivering high-quality service to passengers is essential for airline survival, so airline need to understand what passengers expect is the most crucial step in defining and delivery high- quality service.

Passenger satisfaction is fundamental to the practice of consumer sovereignty. Recently many researchers stress that, customer satisfaction have become an important issue for marketing practitioners because of the rapid business environment. Passenger satisfaction can be defined as a judgment made on the basis of a specific service encounter³. Satisfaction and loyalty are not surrogate for each other. It is possible for customer to be loyal without being satisfied and to be highly satisfied and yet not loyal. Moreover, the result from this research would assist airline manager to better serve their customer, monitor and develop service quality to achieve the highest level of their passenger's satisfaction. Passenger satisfaction about the service arises when a company can provide passengers with benefits that exceed passenger's expectation and this is considered value-added. There are many factors that can help an airport to build its customer base, and passengers services and satisfaction can be a determining factor in the success of an entire operation⁴. As, delivering high- quality service to passengers is essential for airline survival, so airline need to understand what passengers expect from their services. Since, Indigo stands as the largest airline in India it is relevant to study its passenger's satisfaction⁵. As a part of this global village, India is also witnessing a steep increase in the number of

passengers, traveling to and from the country, via air. The prominent international airlines have been carrying on the operation in India mainly because of the fact that they attract people in India, largely the business and leisure travelers^{5,6}. The increase in the air passenger's traffic in India has resulted in an explosion in the number of international airlines flying to the country. So, in this cut throat competitive situation, the success of airlines of airlines are very much dependent on the passenger's service provided at all levels- be before, after and during the journey to make the passengers satisfied⁷. Now a day, passengers become very choosing about where they spend their hard-earned money. This study is based on the passenger's satisfaction of indigo airline with special reference to Cochin international airport.

Objective of the work

- To study the relationship between the services offered to passengers with their satisfaction level.
- To study the perception of the passengers with respect to the Indigo airline.
- To examine the impact of passenger's satisfaction towards Indigo airlines.
- To study the various trends of passenger satisfaction in the aviation sector.

Sample Size

Sample size means the selected elements included in the given population. It is drawn using various sampling method. From the given population of airline passengers' people are selected as samples. Sample size chosen for study is 60

Methodology

Primary data is the data collected directly from the given population or sample. In the current study the method of questionnaire is been used. Secondary data is the data collected from various published and unpublished source. In this study the secondary data used are journals, magazines and internet publications.

Data Analysis

Gender of Passenger

GENDER	FREQUENCY	PERCENTAGE
Male	36	60
Female	24	40
Total	60	100

Age Group and educational qualification of Passengers

AGE	FREQUENCY	PERCENTAGE
Below 15	4	6.7
15-25	14	23.3
25 - 35	17	28.3
Above 35	25	41.7
Total	60	100

EDUCATIONAL QUALIFICATION	FREQUENCY	PERCENTAGE
Below SSLC	3	5.0
SSLC	7	11.7

Graduate	24	40.0
Post Graduate	23	38.3
Others	3	5.0
Total	60	100.0

Occupation of the Passengers

OCCUPATION	FREQUENCY	PERCENTAGE
Student	16	26.7
Business	8	13.3
Profession	12	20.0
Others	24	40.0
Total	60	100

The Frequency of Availing Service

FREQUENCY	FREQUENCY	PERCENTAGE
Weekly	5	8.3
Occasionally	28	46.7
Rarely	18	30.0
Very Rarely	9	15.0
Total	60	100.0

Possibility of Ticket Cancellation

POSSIBILITY	FREQUENCY	PERCENTAGE
Yes	39	65.0
No	2	3.3
Maybe	19	31.7
Total	60	100.0

Agreement on Technological Advancement And Improvement In Service

AGREEMENT	FREQUENCY	PERCENTAGE
Strongly Agree	20	33.3
Agree	20	33.3
Neutral	17	28.3
Disagree	2	3.3
Strongly Disagree	1	1.7
Total	60	100.0

.Satisfaction Level with The Facilities Provided

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	6	10.0
Satisfied	40	66.6
Moderate	12	20.0

Dissatisfied	1	1.7
Highly Dissatisfied	1	1.7
Total	60	100.0

Opinion on Facilities For Booking Tickets

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	15	25.0
Satisfied	25	41.7
Moderate	18	30.0
Dissatisfied	1	1.7
Highly Dissatisfied	1	1.7
Total	60	100.0

Adverse Effect of Time Lag Of Flight

OPINION	FREQUENCY	PERCENTAGE
Frequently	3	5.0
Rarely	11	18.3
Never	46	76.7
Total	60	100.0

Satisfaction with the Working Environment

OPINION	FREQUENCY	PERCENTAGE
Yes	29	48.3
No	5	8.3
Maybe	26	43.3
Total	60	100

Data and Time Reminder Provision

POSSIBILITY	FREQUENCY	PERCENTAGE
Yes	32	53.3
No	5	8.4
Maybe	23	38.3
Total	60	100.0

Satisfaction on Treatment and Attending of Staff

OPINION	FREQUENCY	PERCENTAGE
Yes	50	83.3
No	1	1.7
Maybe	9	15.0
Total	60	100

Ability to Follow the Directions Given By The Authority During Fly

POSSIBILITY	FREQUENCY	PERCENTAGE
Yes	49	81.7
No	1	1.7
Maybe	10	16.7
Total	60	100.0

Satisfaction Level Of Refreshments Provided

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	3	5.0
Satisfied	21	35.0
Moderate	24	40.0
Dissatisfied	10	16.7
Highly Dissatisfied	2	3.3
Total	60	100.0

Difficulty in Dealing with the Help Desk

OPINION	FREQUENCY	PERCENTAGE
Frequently	40	66.7
Rarely	17	28.3
Never	3	5.0
Total	60	100.0

Satisfaction Level with The Ticket Rates

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	3	5.0
Satisfied	42	70.0
Moderate	12	20.0
Dissatisfied	1	1.7
Highly Dissatisfied	2	3.3
Total	60	100.0

Satisfaction with The Services Rendered by Staff

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	2	3.3
Satisfied	42	70.0
Moderate	13	21.7
Dissatisfied	1	1.7
Highly Dissatisfied	2	3.3
Total	60	100.0

Confidence of Recommending Indigo Airline To Friends

POSSIBILITY	FREQUENCY	PERCENTAGE
Yes	40	66.7
No	3	5.0
Maybe	17	28.3
Total	60	100.0

Satisfaction with the Safety Measures of Indigo Airline

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	14	23.3
Satisfied	41	68.3
Moderate	3	5.0
Dissatisfied	1	1.7
Highly Dissatisfied	1	1.7
Total	60	100.0

Findings

- Most of the passengers are male 60% and female 40%.
- Most of the passengers are above the age of 35 and then are the age group 25 — 35.
- Majority of the passengers are graduates and then comes the post graduates.
- Most of the passengers avail the airline service occasionally.
- Majority of the passengers agree the possibility of cancellation of tickets.
- New technological advancement has made improvement in the services of Indigo Airline.
- Only a minority is affected by the time lag of the flight. Majority of the passengers has not been affected by the time lag of the flight.
- In case of any help needed for the passengers, the staff treats and attends well. A well care is offered.
- Most the passengers are not satisfied with the refreshments provided by the Indigo Airline.
- The help desk facility provided is a great help to the passengers. Majority of the respondents are completely satisfied with this facility.
- Most of the passengers are confident to recommend the Indigo Airline to others.
- Almost all the passengers are satisfied with the safety measures taken by the Indigo Airline.

Suggestions

- On the basis of the information obtained from the passengers, some salutary suggestions are made by the researcher for enhancing better passenger service and more efficient functioning of the Indigo Airline.
- The procedures for cancellation of tickets in case of emergency are to be simplified for the passengers. So, they stick to the same airline.
- New inventions are to be carried out with the advancement of technology so that passengers are highly satisfied
- Time lag of flight is to be minimized to zero percentage to increase the number of passengers.

- The working environment is to be improved.
- To Make use of the latest technologies to improve the working environment.
- During the fly, make sure that the refreshments provided are of the quality assured. Passengers are to be treated well.
- The authority has to maintain the quality by providing better services. The staff should be directed so as to make the passenger feel comfortable.
- All the possible safety measures are to be adopted and updated. The airline should ensure the safety of the passengers more effectively.

Conclusion

Air travel is the most popular mode of tourist transport, for international travel. Air travel is attractive because of its speed and range and also because, for business visitors, it offers status as well as saves valuable work time when travelling on a long- haul basis. In the development of international tourism, air transport has played the most important role. The multibillion-dollar airlines industry has a very humble beginning.

The empirical nature of this study is really a contribution to identify the factors that determine the passenger satisfaction of Indigo Airline. Continuous, comprehensive, lengthy intentional performance and attempts are essential to solve the problems. Accordingly, the researcher gives some insights to develop and improve the quality of services to satisfy the passengers. In order to enrich the satisfaction of customers the quality of service are to be improved.

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