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Impact of continuous improvement on customers' satisfaction

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A Study of the Factors Influencing Customer Loyalty

Researching Customer Satisfaction & Loyalty

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Air Travel Consumer Report

A Practical Guide to Airline Customer Service

KHAN COCHRAN

Impact of continuous improvement on costumers' satisfaction GRIN Verlag

Service quality has become prime part of all highly developed organization s strategic plan. Higher attention on service quality has resulted in increasing profit of an organization. Airline services has possesses all the features of service industry such as tangible, reliability, responsiveness, assurance and empathy. This study was to examine the relationship between perceived service quality, customer satisfaction and behavioral intentions in airline industry. The objective of this study were to examine the relationship between perceived service quality and customer satisfaction, to examine the relationship between perceived service quality and customer s behavioral intentions, to determine the relationship between customer satisfaction and customer s behavioral intentions and finally to determine whether customer satisfaction mediates the relationship between perceived service quality and customer behavioral intentions. This research conducted on the domestic Air Asia passengers at Sultan Ismail International Airport (Senai, Johor)in Malaysia.

Relationship Between Perceived Service Quality, Customer Satisfaction and Behavioral Intentions in Airline Industry Routledge

Master's Thesis from the year 2019 in the subject Business economics - Customer Relationship Management, CRM, grade: 3.6, Limkokwing University of Creative Technology, language: English, abstract: The main essential piece of this research would be the factors perceived value, perceived service quality, and brand image as they are the most powerful factors that influence customer satisfaction and Behavioural intentions in airline industry in Malaysia. A change in outlook was recorded as far as the simplicity of transportation and unwavering quality of the airlines companies over the globe. The airline industry has assumed a vital part in the worldwide economy particularly in filling in as an indispensable segment in the tourism industry and stays fundamental to the lead of universal business. The primary worry of any airlines partnership would dependably be satisfying the customers' needs by giving advantages and services at the highest point of its class. Customer satisfaction and Behavioural intentions stay basic in reflecting deals gainfulness and maintainability of the firm. This makes a consideration for the scientists to explore the key factors that influences the customer satisfaction and Behavioural intentions in airline industry. Consequently, this examination intends to decide the criticalness of contributing factors toward customer satisfaction and Behavioural intentions in minimal effort bearers (Low cost carriers) and full-service transporters in Malaysia. The reason for this investigation was to look at factors that impact the customer satisfaction and Behavioural intentions in airline industry. The information for this investigation was gathered utilizing overview poll. For this examination, the focused on populace is business or potentially relaxation voyagers who have flight encounter either with Low cost carriers or Full service carriers. An example populace of 200 understudies was conveyed to travelers who had no less than one flight involvement with either Low cost carriers or Full service carriers. The information was accumulated from travelers who were sitting tight for their flights in Kuala Lumpur International

Airport (KLIA) and Low Cost Carrier Terminal (LCCT). Also, the factual bundle for Social Sciences (SPSS) is being utilized to break down the information gathered all through the study. A couple of proposals are displayed to propose gainful recommendations and call for additionally ponders.

Customer Care Systems of Low Cost Airlines. an Analysis of Ryanair Routledge

Provides comprehensive insight into today's global airline industry - now in its 3rd edition!

Flight Catering Springer Science & Business Media

Seminar paper from the year 2012 in the subject Business economics - Operations Research, grade: A, University of Massachusetts Boston, language: English, abstract: Continuous improvement refers to the process in which an organization makes effort to improve its services, processes and products. For the process of continuous improvement to become successful, it is necessary for an organization to have good feedback mechanisms where customers' preferences are evaluated according to the goals that a company has. Organizations use Kaizen principle to ensure success in their operations. These principles introduce continuous improvement in the culture of a company, quality of products and services, technology, safety, productivity and leadership. Using Kaizen system, employees from every level of management are given a chance of suggesting the techniques that an organization can adopt in order to improve its entire operations. Continuous improvements benefit an organization in several ways. One of the benefits of this strategy is that it helps in reducing all the wastes that may be in organization's processes. It also improves the quality of organization's products increasing the level of consumers' satisfaction. Customers' satisfaction focuses on the extent at which consumers are happy concerning services and products that are offered by a particular business. The level of consumer satisfaction is used to assess the efficiency of employees in an organization. All the employees should be trained so that they attend to all the needs of consumers. Being polite to customers drives the sales of a company. Due to this, companies are able to achieve the profits targeted by focusing on consumer satisfaction. Conducting customers' surveys is one of the methods that companies use to determine whether consumers are satisfied with the services offered to them. From the surveys, a company is able to assess its chances of having return customers. Such surveys also enable firms to know whether they have met or exceeded the expectation of consumers. Firms use the calculated customers' satisfaction levels to assess the purchase intentions of consumers. It enables firms to project the market share that they will have. All marketing efforts should be directed towards increasing the level of satisfaction of consumers. It will enable organizations to increase their brand loyalty.

Measuring Customer Satisfaction in Airline Industry GRIN Verlag

A Practical Guide to Airline Customer Service is a textbook written for airline executives and undergraduate students who are preparing for a career in the airline service industry. Those working in similar functions and fields can also benefit from this book. This book primarily focuses on the importance of customer service in the airline industry. This includes basic airline operations and essential communication skills, and how airline service agents interact with passengers at every contact point of the travel process. A Practical Guide to Airline Customer Service is a must-read for those who seek a rewarding career in the airline industry.

An investigation on customer satisfaction and loyalty in the UK low - cost airline industry from the perspective of university students Springer Science & Business Media

This book gathers a selection of peer-reviewed papers presented at the first Big Data Analytics for Cyber-Physical System in Smart City (BDCPS 2019) conference, held in Shengyang, China, on 28–29 December 2019. The contributions, prepared by an international team of scientists and engineers, cover the latest advances made in the field of machine learning, and big data analytics methods and approaches for the data-driven co-design of communication, computing, and control for smart cities. Given its scope, it offers a valuable resource for all researchers and professionals interested in big data, smart cities, and cyber-physical systems.

Customer Satisfaction and Service Quality in the Airline Industry (commercial Airline) with Special Reference to Malaysia Airlines System Berhad Kogan Page Publishers

Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-growing field. "This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require." PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS

Challenging in Delivering Quality Services: Balancing Customer Expectations and Perceptions in Airline Industry Ashgate Publishing, Ltd.

Inhaltsangabe:Abstract: This report will demonstrate the importance of Loyalty Management in the competitive environment of the airline industry and will show that a successful approach to Loyalty Management consists of three different, interlinked aspects. These three pillars are Customer Service, Frequent Flyer Programs, and Complaint Management; their interdependence will be analysed in depth, with special attention given to the perceived importance of Frequent Flyer Programs. Findings from a detailed literature review and a survey show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline. It was found that Customer Service can be regarded as the foundation for Loyalty Management; it can help an airline to gain competitive advantage by setting it apart from its competitors. Frequent Flyer Programs, if implemented and run properly, can provide the customer with added value. As such, they compliment Customer Service and can help to increase overall loyalty. Additionally, Complaint Management was found to be gaining importance among airlines. The number of complaints was shown to be rising gradually, stressing the growing significance of efficient Complaint Management and its strong after-effect on customer loyalty. Inhaltsverzeichnis:Table of Contents:

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Services Branding and Customer Satisfaction in the Airline Industry Springer

Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Teesside (Teesside Business School), course: Consumer Behaviour, 10 entries in the bibliography, language: English, abstract: To analyse the consumer behaviour presents an important criteria to be successful in the airline industry. This text gives answers to most relevant questions regarding consumer behaviour, using Air Lingus as an example. Finally, it includes a plan to implement a relationship marketing programme.

A STUDY OF FACTORS THAT AFFECTS CUSTOMER SATISFACTION IN THE BUDGET AIRLINE INDUSTRY IN MALAYSIA : A CASE STUDY OF AIRASIA Emerald Group Publishing

The Airline industry has been under increasing pressure recently, from the increased competition of low-cost airlines and the terrorist events of 2001 to name but a few. Various US airlines, including Delta and Northwest, have been declared bankrupt, oil prices have soared, and seat prices are still being forced down, the supply far outweighing the demand. This e-book looks at recent case studies of airlines in crisis (Continental Airlines), and also airlines which have excelled at expansion during this turbulent time such as Easyjet and Ryanair, and offers examples of successful strategies previously used. The collection also features interviews with high-profile figures from airlines such as Go!, Qatar Airways and SWISS International Airlines.

Big Data Analytics for Cyber-Physical System in Smart City GRIN Verlag

Academic Paper from the year 2019 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 2,0, University of Applied Sciences Frankfurt am Main, language: English, abstract: This assignment aims to achieve a number of things. It will define customer value and explain why it is so crucial that companies need to create it and incorporate it into their operations. It will then focus on the airline industry and discuss the evolution of customer value driven services marketing in this industry. Finally, it will address the challenges airlines face in creating and delivering customer value driven marketing strategies. In addition to this it will discuss the methods that airlines use in order to create value for their customers. It is becoming ever more important for organizations to create customer value in order to gain and retain customers. The airline industry is at one of its most competitive stages in its history. It is becoming increasingly challenging for airlines to create customer value in order to retain their current customers and aim to gain new customers.

Delivering Excellent Service Quality in Aviation Springer Nature

Building and maintaining long-term relationship with customers is a key element of the relationship marketing philosophy, this requires an understanding of the customerfirm interaction. The concept

of brand loyalty can be employed to emphasize the attitudinal and behavioural aspects of this relationship. This study aims to investigate the antecedents of brand loyalty in the conventional airline industry in Malaysia and gain an understanding of the dimensions of brand loyalty. Moreover, it investigates the impact of customer satisfaction, service quality, perceived value and brand image on brand loyalty. In addition to this, the study follows the composite approach and proposes that brand loyalty consists of a behavioural dimension and attitudinal dimension. The questionnaire data was collected from 327 airline passengers travelling from and to Malaysia. Two-stage Structural Equation Modelling (SEM) was followed to test the research model and hypotheses of this study. Therefore, the analysis of data showed that the two dimension model of brand loyalty was significant indicating that brand loyalty consists of attitudinal and behavioural dimensions. Furthermore, it was found that there were significant relationships between the variables except for four paths. The four insignificant paths were the relationship between 'service quality and attitudinal loyalty', 'airline image and customer satisfaction', 'service quality and attitudinal loyalty through customer satisfaction' and 'airline image and attitudinal loyalty through customer satisfaction'. The results of testing the structural model also indicated that customer satisfaction mediates the relationship between perceived value and brand loyalty.

Customer Relationship Management in the Airline Industry World Scientific

Seminar paper from the year 2016 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Plekhanov Russian University of Economics, course: International Marketing, language: English, abstract: The purpose of this paper is to show how a low cost airline can implement a customer care system into its organizational structure to increase its customer satisfaction. The current paper observes the customer service of the chosen company, which operates in the aviation business sector. As an example I have chosen Ryanair as a low cost airline. In this paper I will at first address the chosen sector and give a brief overview over its specifications. For this I will also differentiate the low cost airlines from the full service airlines to point out the primary strategic thoughts on how to achieve customer satisfaction. Secondly I will briefly describe the low class airline of choice. In this part I will concentrate on a short overview over the airlines organizational structure and financial standing to later determine whether and if where to import a customer care system or new parts of the system, which are currently missing. Thirdly I will make a step by step analyses of the company's current customer care system in regards to its impact on the customer satisfaction. For this I will concentrate on the customer care principles as bespoken in the lectures as well as the customer satisfaction model. I will at last make a conclusion, what the low class airline can do to improve its customer care and how certain elements can be implemented in the company's organizational structure. Furthermore, current literature can be found online which observes customer satisfaction in the airline industry.

Global Airlines LAP Lambert Academic Publishing

Bachelor Thesis from the year 2012 in the subject Business economics - Operations Research, grade: A, Kings College London, language: English, abstract: Norwegian airline operator has been offering airline services for quite a long time, frequently among the Scandinavian countries. However, the condition for service quality has been deteriorating for the last couple of decade. Despite the many researches done to dig out the factors that could be adjusted to favour service quality, not much has

been seen to change. This study was aimed at conducting an exploratory survey in the grounds of the Norwegian company to find out the recommendations for the company's quality service. We issued self-governed questionnaires to the customers at the waiting room, who were rather waiting for flight take off. A focus group discussion was also conducted by the group to engage the passengers in a dialogue that involved customer service quality expectations and perceptions. During the survey period which took six days, we interacted with the customers and show them the need for their genuine response towards the questions asked. A well elaborated questionnaire was distributed to the customers who answered them as they awaited the operator services. The customers answered the questions at their own pace, giving their opinions independently. The sampled population was made-up of 120 customers taking on flights among the Scandinavian countries at Oslo Airport. The answers were analysed and deductions made from the analysis. The services expected offered by the company were rated along with the customers' expectations and that was what could only measure customer satisfaction for services offered by Norwegian airline service. SERVQUAL system was used to calculate the relationship between customer expectations and perceptions. Some mathematical implications of mean and standard deviations also added some weight on the relationship between the company's present status and customer perception. Challenging in Delivering Quality Services Grin Publishing

The airline industry is a vast international business that is central to world economies. In today's environment, it faces many challenges and a tight operational strategy is vital to survive. In-flight catering is a central part of these strategies at all levels: be they customer satisfaction, marketing, operations or logistics. Fully endorsed by the International Flight Catering Association, Flight Catering is an authoritative guide to this specialised and vital area on the catering industry. With an international team of contributions from both academia and industry it provides a user friendly guide, taking the reader through every aspect from marketing and on board service, to cost control and logistics.

GRIN Verlag

Bachelor Thesis from the year 2012 in the subject Business economics - Operations Research, grade: A, King`s College London, language: English, abstract: Norwegian airline operator has been offering airline services for quite a long time, frequently among the Scandinavian countries. However, the condition for service quality has been deteriorating for the last couple of decade. Despite the many researches done to dig out the factors that could be adjusted to favour service quality, not much has been seen to change. This study was aimed at conducting an exploratory survey in the grounds of the Norwegian company to find out the recommendations for the company's quality service. We issued self-governed questionnaires to the customers at the waiting room, who were rather waiting for flight take off. A focus group discussion was also conducted by the group to engage the passengers in a dialogue that involved customer service quality expectations and perceptions. During the survey period which took six days, we interacted with the customers and show them the need for their genuine response towards the questions asked. A well elaborated questionnaire was distributed to the customers who answered them as they awaited the operator services. The customers answered the questions at their own pace, giving their opinions independently. The sampled population was made-up of 120 customers taking on flights among the Scandinavian

countries at Oslo Airport. The answers were analysed and deductions made from the analysis. The services expected offered by the company were rated along with the customers' expectations and that was what could only measure customer satisfaction for services offered by Norwegian airline service. SERVQUAL system was used to calculate the relationship between customer expectations and perceptions. Some mathematical implications of mean and standard deviations also added some weight on the relationship between the company's present status and customer perception.

Loyalty Management in the Airline Industry Emerald Group Publishing

AN ANALYSIS OF THE FACTORS THAT AFFECT CUSTOMER SATISFACTION IN AIRLINE INDUSTRY IN MALAYSIA Challenging in Delivering Quality Services: Balancing Customer Expectations and Perceptions in Airline Industry GRIN Verlag

Factors influencing customer satisfaction and behavioral intention. The airline industry in Malaysia Psychology Press

This book gathers extended versions of the best papers presented at the Global Joint Conference on Industrial Engineering and Its Application Areas (GJCIE), held in Nevsehir, Turkey, on June 21-22, 2018. They reports on industrial engineering methods and applications, with a special focus on the advantages and challenges posed by Big data in this field. The book covers a wide range of topics, including decision making, optimization, supply chain management and quality control.

AN ANALYSIS OF THE FACTORS THAT AFFECT CUSTOMER SATISFACTION IN AIRLINE INDUSTRY IN MALAYSIA AN ANALYSIS OF THE FACTORS THAT AFFECT CUSTOMER SATISFACTION IN AIRLINE INDUSTRY IN MALAYSIA Challenging in Delivering Quality Services: Balancing Customer Expectations and Perceptions in Airline Industry

* Includes both a client and supplier perspective of market research on customer satisfaction and loyalty

Southwest Airlines Springer Science & Business Media

This paper presents a study of the factors influencing the customer loyalty in a case of Thai Airways. The customer loyalty is an essential element for a company to survive from the furious competition among its competitors. For a airline company such as Thai Airways, enhancing the customer loyalty is one the most efficient strategy to achieved success in airline industry. As the number of loyal customer increases, a company will achieve more benefits during the running of its business, in terms of market share, market position, and profit. There are many factors which impact the customer loyalty in a significant way. The author studied four factors in this paper, which were service quality, complaint handling, corporate image and customer satisfaction. The objectives of this paper were to investigate about the impact of service quality, complaint handling, corporate image and customer satisfaction on customer Loyalty; to investigate about the influence of service quality, complaint handling, and corporate image on customer satisfaction; and to confirm the previous studies about the customer loyalty within airline industry and the factors which have influence on it. This paper was a descriptive research. In this paper, the method applied to do the research was Sample Survey Technique which is known as questionnaire. 400 Thai Airways customers were chosen to do the questionnaire. The sampling procedure of this paper applied judgment sampling and convenience sampling. Pearson Correlation Coefficient was used to investigate the strength of association between dependent and independent variables. After data analysis, the all of the relationships in the hypotheses were confirmed and supported. The strongest relationship was found between customer satisfaction and customer loyalty, which indicated that the customer satisfaction has significant impact on customer loyalty. These results supported the study of Yap et al.; Hallowell, Lam and Burton; Ball et al; Kim; and Bendall-Lyon and Powers, in which the great positive influence of customer satisfaction on customer loyalty was verified.