BIBLIOGRAPHY
BIBLIOGRAPHY

13. atimes/Asian_Economy/EL04Dk01.html.
20. Baum, H., Auerbach, S. and Albers, S. (Eds), Strategic Management in the Aviation
42. Business Review, September-October, pp. 105-11.
45. Carriers: A case study involving Ryanair, Aer Lingus, Air Asia and Malaysia Airlines.
61. Damuri, Y.R. and Anas, T. (2005), Strategic Directions for ASEAN Airlines”.
94. Gummesson, E. (1994), Relationship Marketing: From 4Ps to 30Rs, Stockholm University, Stockholm.
110. Hill, New York, NY.


204. Southeast Asia”, working paper, School of Management, Asian Institute of Technology.
236. World: The Emergence of Low Cost Carriers in Southeast Asia, No. REPSF Project(04/0008),
QUESTIONNAIRE

A STUDY ON SERVICE QUALITY AND PASSENGER SATISFACTION ON AIRLINES

1. Have you travelled by airlines [ ]
   a) Yes  
   b) No

2. Please indicate your priority for travelling by airlines from 1 to 5 [ ]
   a) Time saving
   b) Comfort
   c) Long Distance Travel
   d) Need of the hour
   e) any other specify________________ [ ]

3. How frequently do you fly by air per year [ ]
   a) Up to 6 times
   b) 6 to 12 times
   c) 13 to 18 times
   d) 19 times and above

4. How do you book your air ticket [ ]
5. Please indicate your priority of flights for air travel from 1 to 10

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of the Airlines</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IndiGo</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jet Airways</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Air India</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>GoAir</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Aircosta</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Air Asia</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>SpiceJet</td>
<td></td>
</tr>
</tbody>
</table>

6) What made you to prefer particular flight
   a) Regularity / Less time taken   b) High service quality
   c) Less fair                     d) Only service available
   e) Reliability                   e) Any other, specify______________

7) By which class you generally travel
   a) Economy class  b) Business class  c) Premium class

BRAND LOYALTY
8. Are you loyal to any of the airlines? ( )
   (1) Yes    (2) No

   If yes, how long have you been flying the airlines? ( )
   (1) 1 Year   (2) 2 Years   (3) 3 Years   (4) 4 years above

9. Do you shift from one airline to other airline frequently? ( )
   (1) Yes (2) No

   If yes, what influenced you to shift one airline to the other? ( )
   (1) Price    (2) Sales Promotion and offers
   (3) Better service quality    (4) Brand image

   If no, what influenced you to stick to same airline? ( )
   (1) Price    (2) Satisfaction with service quality
   (3) Brand imaging    (4) Customer loyalty

10. Who bears the cost of travel? ( )
    (1) Self    (2) Company
    (3) Govt. Agency    (4) Any other specify______

11. If the flight cancelled, do you get the information much in advance to make alternative arrangements? ( )
    (1) Yes    (2) No

12. If the flight is rescheduled, do you get the information through SMS? ( )
    (1) Yes    (2) No

13. In case you arrive to airport late and miss the flight, can airline allow you to fly in the next flight? ( )
    (1) Yes    (2) No
14. Purpose of trip:  
(1) Business meeting  (2) Visiting family/friends  
(3) Tourism  (4) Others, specify _____

15. Are you a frequent flyer member with airlines?  
(1) Yes  (2) No  
Which airlines? ____________

16. Please indicate your opinion for various aspects of Service Quality in the below specified format:

<table>
<thead>
<tr>
<th>S.No</th>
<th>SERVQUAL Aspects Airlines</th>
<th>Expectations</th>
<th>Perceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>TANGIBLES</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1    | It has in-flight modern looking and clean facilities  
   (Cuisines Provided, child care / Bassinets, Seat Comfort,  
   Cleanliness of cabin, Cleanliness of toilets, Newspapers /  
   Airline magazines, Provision of Pillow / Blankets etc) |              |             |
| 2    | Its physical features are visually appealing |              |             |
| 3    | Its Employees Appearance, attitude and uniform are up to the mark |              |             |
| 4    | **It provide Variety and choices of in-flight entertainment  
   Internet and meals facilities** |              |             |
<p>|      | <strong>RELIABILITY</strong>            |              |             |
| 5    | When they promises to do something by a certain time, it does so |              |             |</p>
<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-time departure and arrival</strong></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>When you have a critical problem, they show a sincere interest in solving it</td>
</tr>
<tr>
<td>7</td>
<td>They perform the service right the first time</td>
</tr>
<tr>
<td>8</td>
<td>An Airline provides its service at the time it promises to do so</td>
</tr>
<tr>
<td>9</td>
<td>The Airline insists on error free service</td>
</tr>
<tr>
<td><strong>RESPONSIVENESS</strong></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Employees can manage the delay time very effectively</td>
</tr>
<tr>
<td>11</td>
<td>Employees perform efficient check-in/baggage handling service</td>
</tr>
<tr>
<td>12</td>
<td>Employees are always willing to help you</td>
</tr>
<tr>
<td>13</td>
<td>Employees are never too busy to respond to your request (Reservation, Complaints, etc)</td>
</tr>
<tr>
<td><strong>ASSURANCE</strong></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>The behaviour of employees instills confidence in you</td>
</tr>
<tr>
<td>15</td>
<td>The airline provide very safe journey</td>
</tr>
<tr>
<td>16</td>
<td>Employees are consistently courteous with you</td>
</tr>
<tr>
<td>17</td>
<td>Employees have the knowledge to answer your questions (Foreign language level, other information)</td>
</tr>
<tr>
<td><strong>EMPATHY</strong></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Employees show empathy to delayed passenger and give guidance</td>
</tr>
<tr>
<td>19</td>
<td>The Airline has operating hours convenient to all its customers</td>
</tr>
<tr>
<td>20</td>
<td>The Airline has employees who give you personal attention</td>
</tr>
<tr>
<td>21</td>
<td>The Airline has your best interests at heart</td>
</tr>
<tr>
<td>22</td>
<td>The employees of the Airline understand your specific needs</td>
</tr>
</tbody>
</table>
17. Please rate your opinion as detailed for the following elements of services marketing mix

a. High  
   b. Moderate  
   c. Low

PRODUCT / SERVICE

a. Quality of services offered
   [   ]
b. Flight safety
   [   ]
c. Punctuality
   [   ]

PRICE

a. Airfare’s Price
   [   ]
b. Cancellation charges
   [   ]
c. Price charged if book in advance
   [   ]

PLACE

a. Location of Airline offices
   [   ]
b. Availability of authorized Agents
   [   ]
c. Accessibility to Internet based services
   [   ]

PROMOTION

a. Loyalty programs
   [   ]
b. Public Relations (Social responsibility)
   [   ]
c. Sales promotion (Offers)
   [   ]

PEOPLE

a. Knowledge / Skill of Employees
   [   ]
b. Knowledge / Skill of authorized Agents
   [   ]
c. Knowledge / Skill of in-flight staff
   [   ]

PROCESS
a. Ease of access to / updating of information [  ]
b. Ease of booking / cancellation of ticket [  ]
c. Ease of getting information about refund status [  ]

PHYSICAL EVIDENCE

a. Interior design & Ambience of Aircraft [  ]
b. Quality of food and beverages [  ]
c. Appearance of Airhostess and other staff [  ]

18. Have you travelled abroad Yes / No

19. Did you have any Grievance Yes / No

   If Yes, specify__________________

   Was it referred to the concerned authority Yes / No

   Was it redressed up to your satisfaction Yes / No

20. Are you aware of Directorate General of Civil Aviation Yes / No

   If Yes, Did you approach them Yes / No

21. Please indicate your overall satisfaction with air lines

   a) Satisfied  b) Dissatisfied

22. Please suggest for further improvement of service quality and passenger satisfaction in air lines
   ____________________________________________________________
PART – II

1. Name of the Respondent:  

2. Place:  

3. Age: ( )
   (1) Below 18 years  
   (2) 19 years to 30 years  
   (3) 31 years to 40 years  
   (4) 41 years to 50 years  
   (5) 51 years and above  

4. Education: ( )  
   (1) Illiterate  
   (2) SSC  
   (3) Intermediate  
   (4) Graduation  
   (5) Post-Graduation and above  

5. Occupation: ( )  
   (1) Business  
   (2) Govt. Employee  
   (3) Private employee  
   (4) Professional  
   (5) Student  

6. Annual family Income: ( )  
   (1) Below 12 lakhs  
   (2) 12,00,001 – 18,00,000
(3) 18,00,001 – 24,00,000  (4) 24,00,001 – 30,00,000

(5) 30,00,001 and above

7. Gender:  (  )
   (1) Male    (2) Female

8. Marital Status:  (  )
   (1) Married  (2) Unmarried  (3) Divorced

9. Total family size:  (  )
   (1) 2    (2) 4    (3) 6    (4) 8 and above

Thank you very much for the cause of knowledge creation.

V. SOMA SEKHAR
Research Scholar in Management,
Sri Krishnadevaraya University,