APPENDIX 1

AN EMPIRICAL STUDY ON AIRLINE PASSENGER LOYALTY MANAGEMENT

Dear Passenger, Kindly spare a few minutes of your valuable time in responding to the questions and I assure you that this study is conducted only for educational purpose, the information given will be kept very confidential

Part-A
1. Reliability
   Rel1  1. The flight departs and arrives at the promised time
         1.  2.  3.  4.  5.  
   Rel2  2. The Airline provides good ground and in-flight services Consistently
         1.  2.  3.  4.  5.  
   Rel3  3. Availability and efficiency of ground staff to answer the queries raised by the air passengers
         1.  2.  3.  4.  5.  
   Rel4  4. Providing quality food and beverages
         1.  2.  3.  4.  5.  
   Rel5  5. Equal treatment to all passengers without any bias
         1.  2.  3.  4.  5.  

2. Responsiveness
   Res1   6. Efficient check-in and baggage handling services
          1.  2.  3.  4.  5.  
   Res2   7. Employees are always willing to the passenger
          1.  2.  3.  4.  5.  

Res3  8. Employees give you timely service
1.  2.  3.  4.  5.  
Res4  9. Informing exactly when the services will be performed
1.  2.  3.  4.  5.  

3. Assurance
Ass1  10. Baggage handling system is convenient and assured
1.  2.  3.  4.  5.  
Ass2  11. Airline Employees have the knowledge to assist the air passengers
1.  2.  3.  4.  5.  
Ass3  12. The consistent and courteous behavior of employees are good
1.  2.  3.  4.  5.  
Ass4  13. Airline provides high level of safety to all the passengers
1.  2.  3.  4.  5.  

4. Empathy
Emp1  14. The employees give you individual attention to each and every passenger
1.  2.  3.  4.  5.  
Emp2  15. Employees understand the passengers specific needs
1.  2.  3.  4.  5.  
Emp3  16. The Airline offers a sound loyalty program to recognize you as a frequent flyer
1.  2.  3.  4.  5.  
Emp4  17. Airline provides you air/accommodation packages(Tour)
1.  2.  3.  4.  5.  

5. Tangibles
Tan1  18. Convenient flight schedules and enough frequencies
1.  2.  3.  4.  5.  
Tan2 19. The aircraft has clean and comfortable interiors and seats
  1. □  2. □  3. □  4. □  5. □

Tan3 20. The employees appear neat and tidy
  1. □  2. □  3. □  4. □  5. □

Tan4 21. Availability of modern looking equipments renders a sense
    of comfort and pleasure
  □  1. □  2. □  3. □  4. □  5. □

6. Convenience
conv1 22. The airline has very easy method of booking and cancelling the tickets
  1. □  2. □  3. □  4. □  5. □

conv2 23. The flight has connections to all major cities in India
  1. □  2. □  3. □  4. □  5. □

7. Overall Satisfaction
Sat1 24. How would you rate your satisfaction with your airline services
   Extremely Dissatisfied □□□□□  Extremely satisfied

8. Behavioral
B1 25. I will travel with this airline again for future needs
   1. □  2. □  3. □  4. □  5. □

B2 26. I will try augmented services that are provided by this airline
   1. □  2. □  3. □  4. □  5. □

9. Attitudinal
AT1 27. I have a strong preference for this airline
   1. □  2. □  3. □  4. □  5. □

AT2 28. I will keep patronizing this airline regardless of everything
    being changed
   1. □  2. □  3. □  4. □  5. □

AT3 29. I think this airline is better than the other domestic airlines
   1. □  2. □  3. □  4. □  5. □
10. Cognitive

C1 30. I will travel exclusively with this airline
   1.  2.  3.  4.  5.

C2 31. The Airline that I patronize reflects a lot about who I am
   1.  2.  3.  4.  5.

11. Affective

Aff1 32. I will persuade other people to do travel with this airline
    1.  2.  3.  4.  5.

Aff2 33. I have a positive emotional attachment with this airline
    1.  2.  3.  4.  5.

Aff3 34. I am satisfied with my decision to stay with this airline
    1.  2.  3.  4.  5.

Aff4 35. I think of this airline as my airline
    1.  2.  3.  4.  5.

Aff5 36. I like the performance and service of this airline
    1.  2.  3.  4.  5.

12. Conative

Con1 37. I intend to associate myself with this airline’s frequent flyer programme
     1.  2.  3.  4.  5.

Con2 38. Even when I hear negative information about this airline, I
     will stick with this airline.
     1.  2.  3.  4.  5.

Con3 39. I intend to stick with this airline even if competitors’ give a
     slightly better deal.
     1  2.  3.  4.  5.

13. Trust

Tr1 40. I have a complete trust in my airline
    1.  2.  3.  4.  5.
Tr2  41. The employees of the airline have high integrity
      1. 2. 3. 4. 5.

Tr3  42. The airline personnel are filled with professionalism and dedication.
      1. 2. 3. 4. 5.

14. Commitment
Com1  43. I am committed to continue my relationship with this airline
      1. 2. 3. 4. 5.

Com2  44. I donot see any other airline fulfilling my needs as this airline Does
      1. 2. 3. 4. 5.

15. Complaining behavior
ComB1  45. When a problem arises I will complain to airline employees first
       1. 2. 3. 4. 5.

ComB2  46. I will not hesitate to give suggestions to improve the quality of services
       1. 2. 3. 4. 5.

16. Price tolerance
PT1  47. Iam likely to pay a little bit more for using the services of this Airline
       1. 2. 3. 4. 5.

PT2  48. I will continue to patronize this airline even if the service
       charges are increased moderately
       1. 2. 3. 4. 5.

17. Word of mouth
WOM 1  49. I will recommend other people to travel frequently in this airline
       1. 2. 3. 4. 5.

WOM 2  50. I will say positive things to other people about the services
       provided by this airline
       1. 2. 3. 4. 5.
Part-B

Please do mention the name of the Frequent Flyer Program with which you are registered

1. KingClub  2. Flying Return  3. Jet Privilege

SEX: 1. Male  2. Female

AGE: 1. Less than 25  2. 26-35  3. 36-45
     4. 46-55  5. 56 and above

INCOME: 1. Less than or equivalent to Rs. 20,000
         2. Rs. 20001 - 40000
         3. Rs. 40001 - 60000
         4. Rs. 60001 - 80000
         5. Rs. 80001 and above

JOB / PROFESSION: ______________________

EDUCATION: 1. Hr. Sec. School and below
            2. UG and equivalent
            3. PG and equivalent
            4. Other professional qualifications

POT (PURPOSE OF TRAVEL):
   4. Education  5. Medical
   6. Others (Please specify __________)

DEC (WHO MADE THE DECISION FOR YOU TO TRAVEL WITH US?)
1. Yourself  2. Secretary  3. Friends/Family
   4. Travel agent  5. Others (Please specify __________)
NAT  NATIONALITY
- Please specify your nationality if you like ______________

FE  FLIGHT EXPERIENCE

FE1 Which class were you travel often?
1. Economy ☐  2. Business ☐

FE2 Are you satisfied with the fare you paid for the travel
1. Yes ☐  2. No ☐

FE3 How many domestic trips you have travelled this year
1. 1-5 times ☐  2. 6-10 times ☐  3. 11+times ☐

FE4 Within these 12 months with which Indian domestic full service
Airline you have flown frequently __________

Thank you for your cooperation