

EMPLOYEE'S OPINION ABOUT SERVICE QUALITY IN DOMESTIC AIRLINE SERVICES IN TAMILNADU

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Abstract: In India service quality in domestic airline services were infantile compared with western countries fabulous service. Alongside the employees of airline over the country satisfied with their duties and responsibilities which were they had. But employees had numerous services did for their customers with smile and their services always crucial to evaluate possible estimation without data sources but authors were explained and categorized employees services in quality which were interpreted by statistical tools. Basis of this source employee in an organization is given the opportunity of completing this service easier and clear to good quality training to help the career development path. Employees make decision about an organization's service quality based on their experience multitude of service to the passengers. When measuring passenger, how to interact with the passenger, how to speak with passenger the airlines management is very cooperative. Employee oriented management is really helpful learnt good customer handling skills, safety, first aid knowledge on adding value to our customers on meeting their needs and delivery excellent service.

Keywords: Service quality, excellent service, Quality training, Airline passenger, Good quality.

INTRODUCTION

An airline is a company that provides air transport services for travelling passengers and freight, airlines lease or own their aircraft with which to supply these services and may form partnerships or alliances with other airlines for mutual benefit. Generally, airline companies are recognized with an air operating certificate or license issued by a governmental aviation body¹. Airlines vary from those with a single aircraft carrying mail or cargo through full service, international airlines operating hundreds of aircraft. Airline services can be categorized has being inter-continental, intra- continental, domestic, regional or international and may be operated as scheduled services or charters. A low-cost airline is an airline that offers generally low fares in exchange for eliminating many traditional passenger services like servicing food on board etc.,. The concept originated in the United States before spreading to Europe in the early 1990's and subsequently too much of the rest of the World. The term originated within the Airline industry referring to airlines with a lower operating cost structure than this company.

For the study authors were chosen the respondents who were belonged to domestic airline and their services were categorized on basis of their employee opinion about service quality proceeding expectation of customers. As mentioned above the services of domestic airlines employees opinion about services namely Inflight service, Reservation related services, Airport service, Reliability, Employee service, and Flight availability.

SIGNIFICANCE OF THE STUDY

The article has academic and practical significance it will help the employees to develop new ideas to features. This paper expressed on employee's opinion about domestic airline industry will also help the airline industry to understand the perception and expectation of employees in valuation to the service rendered by them. Airline employees provided can further identify the extract to which their able to maintain good relationship and the measures they can take to improve the service quantities and qualities of services. This paper will also be informative to the airport employees by delivering facts.

STATEMENT OF THE PROBLEM

Service failures are likely to occur in any organization, possibly leading to Dis-satisfied customers, organization can however attempt to maintain and even enhance employee opinion about recovering from service failure effectively. The airline industry was chosen for the study, as these industries is ideally suited to measuring the effects of service failures for number of reasons, including the fact that it fulfills criteria of services of in separate ability, intangibility, perishability and heterogeneity. We seek to provide input and evaluate the specific problem at hand.

OBJECTIVE OF THE STUDY

Always every objective of the study is importance role to designate what research enlightened. So here paper expressed two objectives, firstly it was studied the recent development of Domestic airlines industry in India and another which analyzed the employee's opinion about services provided by the airlines industry in Tamilnadu.

SCOPE OF THE STUDY

A number of studies have been conducted in service quality related theories and methods in the airlines industry. Conversely most previous airline service studies have relied mainly on employee satisfaction and service quality to describe employee evaluation of services and have focused on the effect of airline service quality at the aggregate contract level. The effect of these study individual dimension of airline service quality has not been fully investigated in previous airline employee services.

METHODOLOGY

The study contained both primary and secondary data, firstly Primary data have been collected by authors through gave the questionnaire to the employees, personal observations and discussion with airline officials have also helped to understand employee opinion about service quality in the domestic airlines industry. On the other hand the Secondary data required for the study what existing Data sources were noted and the profile of the airlines industry in Tamilnadu was represented. Authors selected in domestic airline employee as sample respondents, by sampling point of view 120 employees were selected from 4 domestic airports in Tamilnadu namely Chennai, Coimbatore, Trichy and Madurai. For the study Simple random sampling technique has been used and the authors met and observed Data form respondents in out of the 4 airports, 49 employees from Chennai, 36 from Coimbatore, 19 from Trichy and 16 from Madurai Airport.

HYPOTHESIS TESTING

The employees opinion about domestic airline industry does not depending upon employees position level and income level. The research study focused and analyzed by Friedman test which was used to investigate the service quality in statistical form of presentation. Friedman Test has some assumptions to clear cut results by statistical methods which delivered in form of Null Hypothesis that achieves the condition there is no significance difference between “Mean Rank” towards on service quality of employees namely inflight services, reservation related services, airport services, reliability and employee service. Last but not least for the research problem authors calculated the correlation test for further results in respective.

REVIEW OF LITERATURE

Malhotra, N.K., 1999 Domestic flight to maintain a consistent quality of service and continue to set the right price and fair, then the customers will certainly feel satisfied and be followed by loyalty to always use the services of the airline industry. *Martín, J. C., C. Román, and R. Espino., 2011*, Domestic airlines and if such valuation correlates with certain characteristics of travellers could fulfill frequent flyer programs, and offer practical guidance for airlines to generate higher revenues though customized pricing and targeted sales promotion to elite frequent flyers. *David Mc. A Baker, 2013*, Customer satisfaction and service quality with respect to airlines quality dimensions and subsequently to determine the relationships between the dimensions of service quality and passengers’ satisfaction on airlines services. *Musa Kasuwar Kuka Gambo, 2016*, Domestic airlines should consider forming strategic flight alliance domestically in order to provide for flights availability and adequate market coverage in an attempt to enhance service. *S. Suresh, et al, 2017*, Airlines to measure and standardize quality. Also, after deregulation, all airlines have started internet booking, Tele check-in, issuing e-Tickets and introducing apex fare to attract their customers.

Table: 1 Friedman test for significant difference between Mean Rank” towards inflight service

Inflight services	Mean Rank	Chi-Value	Square	P Value
Up to date Aircraft and inflight facility	3.74	63.993		0.001>**
Good quality meals	2.52			
Comfortable seats	3.18			
Seats space and legroom’s	2.16			
Inflight Entertainment Services (Newspaper, Magazine)	2.95			

Note: ** denotes 1 % level of Significant

Table: 1 presents the significant difference between “Mean Rank” towards inflight service its Friedman test value. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence it is concluded that there is significant difference between Mean Rank towards inflight services for effectiveness of airline service employees. Based on the Mean Rank up to date aircraft and inflight facility (3.74) is most effective service quality of airline services followed by comfortable seats (3.18) in-flight entertainment services (2.45), seat space and legroom (2.61) and quality of meals (2.52).

Table: 2 Friedman test for significant difference between “Mean Rank” towards reservation related services

Reservation related services	Mean Rank	Chi-Value	Square	P Value
Convenience of Reservation and ticketing	2.57	2.24		0.524
Promptness in Reservation and ticketing	2.38			
Accuracy in Reservation and ticketing	2.56			
Cabin crew offer good services upon boarding	2.49			

Source: Calculated Value

Table: 2 presents the significant difference between “Mean Rank” towards reservation related services based on the respondents. Since P value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence it is concluded that there is no significant difference between Mean Rank s towards reservation related services.

Table: 3 Friedman test for significant difference between Mean Rank” towards Airport service

Airport services	Mean Rank	Chi-Value	Square	P Value
Check in service (viewing time, efficiency)	3.74	63.993		0.001>**
Promptness Baggage Delivery	2.52			
Accuracy in Delivery	3.18			
Allowed to choose seat (Window, Middle, Aisle)	2.16			

Source: Calculated Value

Table: 3 present the significant difference between “Mean Rank” towards airport service. Since P value is less than 0.05, the null hypothesis is rejected at 1 per cent level of significance. Hence it is concluded that there is significant difference between Mean Rank s towards airport services for effectiveness of airline service employees. Based on the Mean Rank of check-in service and airport service (2.72) is most effective service followed by accuracy in delivery (2.56), allowed to choose seat (2.43) and promptness in baggage delivery (2.29).

Table: 4 Friedman test for significant difference between Mean Rank” towards Reliability

Reliability	Mean Rank	Chi- Square	P Value
On-time performance inflight departure	2.65	8.070	0.045*
Shown sincere interest in solving problems inflight cancellation	2.43		
Shown sincere interest in solving problems baggage loss	2.62		
Maintained safety record	2.29		

Source: calculated value

Note: * denotes significant at 5 % level

Table: 4 present the significant difference between “Mean Rank” towards reliability based on Friedman test value. Since P value is less than 0.05, the null hypothesis is rejected at 1 per cent level of significance. Hence it is concluded that there is significant difference between Mean Rank s towards reliability services for effectiveness of airline service employees. Based on the Mean Rank of on-time performance in flight departure and reliability (2.65) is most effective service quality followed by Shown sincere interest in solving problems baggage loss (2.62), Shown sincere interest in solving problems inflight cancellation (2.43) and Maintained safety record (2.29).

Table: 5 Friedman test for significant difference between Mean Rank” towards employee service

Employee Service	Mean Rank	Chi- Square	P Value
Neat in appearance	3.11	1.605	0.808
Willing to help passengers	3.00		
Courteous	2.93		
Knowledge to answer passenger question	3.03		
Personal attention	2.92		

Source: calculated value

Note: * denotes significant at 5 % level

Table: 5 present the significant difference between “Mean Rank” towards employee service based on respondent’s Friedman test value. Since P value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence it is concluded that there is no significant difference between Mean Rank s towards employee service.

Table: 6 Friedman test for significant difference between Mean Rank” towards employee services

Dimension of service quality of employees	Mean Rank	Chi- Square	P Value
Inflight services	4.47	51.956	<0.001>**
Reservation related services	3.33		
Airport service	3.11		
Reliability	3.03		
Employee service	3.38		
Flight availability	3.67		

Source: calculated value

Note: ** denotes significant at 1 % level

Table: 6 present the significant difference between “Mean Rank” towards employees services based on their Friedman test value. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence it is concluded that there is significant difference between Mean Rank s towards employee services. Based on the Mean Rank of in-flight service and employees (4.47) is the most effective service quality of airline service (3.38) followed by flight availability (3.67), employee service (3.11) and reliability (3.03).

Table: 7 Pearson Correlation co-efficient between dimensions of service quality of employees

Dimensions of service quality of employees	Inflight Service	Reservation related Service	Airport Service	Reliability Service	Employee Service	Flight Availability
Inflight Service	1.000	0.585**	0.712**	0.670**	0.647**	0.656**
Reservation related Service	-	1.000	0.827**	0.828**	0.854**	0.739**
Airport Service	-	-	1.000	0.878**	0.900**	0.821**

Reliability Service	-	-	-	1.000	0.875**	0.774**
Employee Service	-	-	-	-	1.000	0.753**
Flight Availability	-	-	-	-	-	1.000

Source: calculated value

Note: ** denotes significant at 1 % level

Table: 7 present the significant difference between “Mean Rank” towards dimensions of service quality of employees services in domestic airlines based on correlation test value. The correlation co-efficient between inflight service is 0.585, which indicates 58.5 percentage relationship between reservation related service, airport service and reliability significant at 1 % level. The correlation co-efficient between reservation related services, airport services and reliability factor is 0.670 which indicates 67 percentage positive relationship between reservation service, airport service and reliability and is significant at 1 % level.

CONCLUSION

Employees in an organization is given the opportunity of completing this service easier and clear to good quality training to help the career development path. Employees make decision about an organization’s service quality based on their experience multitude of service to the passengers. When measuring passenger, how to interact with the passenger, how to speak with passenger the airlines management is very cooperative. Employee oriented management is really helpful learnt good customer handling skills,safety first aid knowledge on adding value to our customers on meeting their needs and delivery excellent service.

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