



# **A Study on Passenger Satisfaction Levels towards Service Rendered by Air Arabia**

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**Abstract:** These extremes coexist because airlines have historically focused on safety, aircraft technology, speed, geographic reach, and in-flight service attributes; on distinctive regulatory constraints and labor issues; and on the unpredictability imposed by weather and rapidly shifting demand. At the same time, issues such as route structures, excess capacity, pricing, and yield management compete with operations for the airlines' attention. As a result, the airlines haven't given their operations factory like, industrial-engineering scrutiny. Great operators in other heavy industries have worked through these challenges to deliver low costs, high quality, and satisfied customers. Yet up to 45 percent of an airline's cost structure consists of maintenance, ground handling, in-flight services, call centers, and aircraft acquisitions (which are influenced by operational variables like aircraft downtime). One hundred years after the first powered flight, it's time to start looking at the airlines as mature industrial companies and to apply proven manufacturing practices that can streamline their process-intensive activities. At stake is an opportunity to reduce overall costs dramatically by using labor, materials, and assets more efficiently, to enhance the reliability of service, and to strengthen flight safety. The lean approaches of pioneering airlines have begun with the maintenance shop, which functions very much as a disassembly-assembly factory and displays a striking degree of waste and variability. Impressive maintenance results—30 to 50 percent improvements in aircraft and component turnaround times and 25 to 50 percent improvements in productivity are encouraging signs for the airlines' other operational choke points, such as baggage handling, passenger loading, and customer service. Applying the philosophy and methods of the lean approach also creates new opportunities for outsourcing and in sourcing. In spite of the strong cost-cutting efforts of the airlines, they still harbor large amounts of what lean practitioners define as waste: anything that doesn't add value for end customers. Waste starts with the utilization of aircraft and other kinds of infrastructure, which often falls below 50 percent.

## **1. Introduction**

Indian aviation sector is growing at an accelerating rate and the country is getting the benefits of its improved connectivity. Since its inception the sector has seen many changes. The vast geographical coverage of the country and its industrial growth makes the aviation sector more meaningful. The rising working group and economic improvement of Indian middle class is also expected to boost the growth of the sector further. As a result of this growing demand the Government of India is planning to increase the number of airports to 250 by 2030. This improvement in infrastructure has happened to be because of improved business and leisure travel. The major requirement of the aviation sector is development of ground infrastructure. The Government of India has planned to invest approximately US\$12.1 billion, out of this private investment is in the tune of US\$9.3 billion. Private investment is one of the important components to develop the ground infrastructure. It is not possible for the government to develop a robust nature like this without the help of private players. More importantly the private players have the expertise to develop a technology enabled airport which is the need of the hour. Another area which now a days the government is also focusing is to create green airport to reduce the environmental impact. To improve the participation of private players, the government has decided to increase the FDI up to 49% through automatic route in case of air transport. Thus, the sector which was mainly dominated by the government agencies now is going hand in hand along with the private players. The increased competition in the market helps to improve the on air as well as ground services.

## **2. Growth of Indian Aviation Sector**

Indian aviation sector has a long history and moved from private sectors to government sector then again in the hand of both government and private sectors. With every passing year, the sector witnessed significant improvement in the movement of traffic in both the passenger and cargo segment. According to India Brand Equity Survey Report, 2017 India stands at 9th position in terms of market size. During the financial year 2017, the country witnessed 21.5% improvement in domestic passenger traffic. If this is the growth rate, the sector is expected to become 3rd largest aviation market in the world by 2020. The growth trajectory of the sector. The first commercial aviation flight in India took place on 18 February 1911. It was a brief demonstration flight of about 15 minutes from the United Provinces Industrial and Agricultural Exhibition in Allahabad, across the Yamuna River to Niani, 9.7 kilometers (6 mi). The aircraft, a Humber biplane shipped from England specifically for the event, was flown by French aviator Henri Paquet and carried 6,500 pieces of mail, making

it the first official airmail service. Regular air mail was not established until two decades later, notably by J. R. D. Tata, who was awarded a contract to carry mail in 1932 and founded an airline which grew to become Air India. With middle-class people taking to the skies against the backdrop of economical air fares, the Indian aviation market has grown at an average rate of 16 percent over the last decade (with FY 2017 recording 22% growth). The international passenger traffic is also seen expanding and measured a growth of 7.72 percent in FY17. Though the sector has seen tough times in the past and still must cope with infrastructure and other challenges, a bright future seems right at the corner. Credit goes to positive moves from the government, new entrants in the sector and the outlook of a common man towards air travel. Many new reforms and regulations have given the much required thrust to aviation sector in India. Few of them include:

- Launch of UDAN (Ude Desh Ka Aam Nagrik) Policy which is aimed at improving rural air network through restoration of 31 underserved airports across different locations in the country. This move shall add 128 new routes for air travel. Proposals from Alliance Air, SpiceJet, TrueJet, Air Deccan and Air Odisha are currently being reviewed by the government for this purpose.
- Reduction in fuel cost which made low-cost airlines model possible and sustainable, leading to a spike in air traffic.
- The National Aviation Civil Policy which was released in 2016 aims to correct former issues with regards to rural connectivity, safety, and bilateral traffic rights. It also promotes aeronautical Make in India.
- The erstwhile policy which required 5 years and 20 aircrafts for international operation has been relaxed to 0 year and 20 aircrafts/20% of the total capacity of the average seats of combined departure (whichever is higher). This shall attract more FDI's and facilitate the much-needed development in the sector.

The Future of Aviation in India: Based on Goldman Sachs economic projection for India, International Air Transport Association estimates that the country will experience 300 million passenger's departure through a movement of 6 million aircraft by the calendar year 2030. The freight traffic by 2032 is expected to cross 11.4 million tonnes, making air cargo a significant contributor of the logistics industry. However, long before that, by 2020, India is predicted to achieve the position of third largest aviation market in the world. India had the world's third-largest civil aviation market in 2017, with the number of passengers growing at an average annual rate of 16.3% between 2000 and 2015. It recorded an air traffic of 131 million passengers in 2016. Despite this growth, much of the country's aviation potential remains untapped. IndiGo, Air India, SpiceJet and GoAir are the major carriers in order of their market share. These airlines connect more than 80 cities across India and are joined by several foreign airlines in providing international routes. The Ministry of Civil Aviation is responsible for civilian aviation, through regulatory oversight by the Directorate General of Civil Aviation (DGCA). National Civil Aviation Policy 2016 sets broad goals for safety and operations. The UDAN (regional connectivity scheme) is a plan to develop a sustainable air network in over 400 tier-2 cities across India, with an estimated expenditure of ₹ 500 million (US\$6.6 million) per airstrip.

### 3. Operations in Airline Industry

Airline operations present a striking dichotomy. Each day, the airlines achieve the remarkable by safely moving nearly five million people more than 40 million air miles around the world. Often, however, they fail to deliver on the ordinary. Once the aircraft land, all too many of them taxi to a jetway and wait—perhaps for a ground crew to arrive and open a door or for the end of the traffic caused by another plane's maintenance delay. Even standout, low-cost performers lose bags, keep valuable employees idle, depart late, and have billions of dollars in chronically underutilized aircraft and other hugely expensive assets. These extremes coexist because airlines have historically focused on safety, aircraft technology, speed, geographic reach, and in-flight service attributes; on distinctive regulatory constraints and labor issues; and on the unpredictability imposed by weather and rapidly shifting demand. At the same time, issues such as route structures, excess capacity, pricing, and yield management compete with operations for the airlines' attention. As a result, the airlines haven't given their operations factory like, industrial-engineering scrutiny. Great operators in other heavy industries have worked through these challenges to deliver low costs, high quality, and satisfied customers. Yet up to 45 percent of an airline's cost structure consists of maintenance, ground handling, in-flight services, call centers, and aircraft acquisitions (which are influenced by operational variables like aircraft downtime). One hundred years after the first powered flight, it's time to start looking at the airlines as mature industrial companies and to apply proven manufacturing practices that can streamline their process-intensive activities. At stake is an opportunity to reduce overall costs dramatically by using labor, materials, and assets more efficiently, to enhance the reliability of service, and to strengthen flight safety. The lean approaches of pioneering airlines have begun with the maintenance shop, which functions very much as a disassembly-assembly factory and displays a striking degree of waste and variability. Impressive maintenance results—30 to 50 percent improvements in aircraft and component turnaround times and 25 to 50 percent improvements in productivity are encouraging signs for the airlines' other operational choke points, such as baggage handling, passenger loading, and customer service. Applying the philosophy and methods of the lean approach also creates new opportunities for outsourcing and in sourcing. In spite of the strong cost-cutting efforts of the airlines, they still harbor large amounts of what lean practitioners define as waste: anything that doesn't add value for end customers. Waste starts with the utilization of aircraft and other kinds of infrastructure, which often falls below 50 percent. Passengers see a part of this problem in the form of empty gates, avoidable tarmac delays, and idle planes. Behind the scenes things really get interesting: engines worth \$20 million languish on 40-day journeys through overhaul lines; cavernous hangars suffer from chaotic layouts; awkwardly choreographed hangar dances feature aircraft worth as much as \$150 million. Valuable and highly skilled employees routinely spend a large part of their time on low-value activities or just plain waiting (Exhibit 2). The arriving traveler watches in frustration as a baggage carousel remains

empty for 30 minutes because of a lack of handlers. Dozens of stranded travelers fume while a single clerk processes them. In maintenance hangars, mechanics spend far more time chasing parts than repairing aircraft. Moreover, airlines struggle to tailor the level of staffing or the pace of work to their service demands efficiently—despite the predictability of many tasks, such as the removal of wheels. In some maintenance shops, 20 to 30 percent of the mechanics' time is spent in the break area; in others, actual clocked person-hours are 30 percent lower than scheduled hours.

#### 4. Essence of Airline Industry

Aviation provides the only rapid worldwide transportation network, which makes it essential for global business. It generates economic growth, creates jobs, and facilitates international trade and tourism. According to recent estimates by the cross-industry Air Transport Action Group (ATAG), the total economic impact (direct, indirect, induced and tourism-connected) of the global aviation industry reached USD2.7 trillion, some 3.5 percent of world's gross domestic product (GDP) in 2014. The air transport industry also supported a total of 62.7 million jobs globally. It provided 9.9 million direct jobs. Airlines, air navigation service providers and airports directly employed over three million people. The civil aerospace sector (the manufacture of aircraft, systems and engines) employed 1.1 million people. A further 5.5 million worked in other on-airport positions. 52.8 million indirect, induced and tourism-related jobs were supported by aviation. These estimates do not include other economic benefits of aviation, such as the jobs or economic activity that occur when companies or industries exist because air travel makes them possible, the intrinsic value that the speed and connectivity of air travel provides, or domestic tourism and trade. Including these would increase the employment and global economic impact numbers several-fold. One of the industries that relies most heavily on aviation is tourism. By facilitating tourism, air transport helps generate economic growth and alleviate poverty. Currently, approximately 1.2 billion tourists are crossing borders every year, over half of whom travelled to their destinations by air. In 2014, aviation supported over 36 million jobs within the tourism sector, contributing roughly USD892 billion a year to global GDP. Air transport is a driver of global trade and e-commerce, allowing globalization of production. The small volumes of air cargo amount to big values in world trade. In 2014, USD6.4 trillion worth of goods were transported internationally by air, representing 35 percent of world trade by value, despite representing only 0.5 percent by volume. Aviation's advantage over other modes of transport in terms of speed and reliability has contributed to the market for "same-day" and "next-day" delivery services and transportation of urgent or time-sensitive goods. Some 87 percent of business-to-consumer (B2C) e-commerce parcels are currently carried by air. The e-commerce share of scheduled international mail ton kilometers (MTKs) grew from 16 percent to 83 percent between 2010 and 2016 and is estimated to grow to 91 percent by 2025.

#### 5. Driving Factors of Airline Industry

Air travel worldwide is likely to double over the next two decades, driven by factors such as low air fares, higher living standards, and an expected recovery in the world gross domestic production. However, this growth in enplaned passengers is expected to be uneven, given the changing population and demographic scenarios in different parts (developed and developing economies) of the world. Uneven Growth While most of the growth in air traffic is estimated to come from the emerging economies of India, China, and Brazil (5% to 7%), the U.S. will remain the second highest contributor to incremental air traffic in absolute numbers. Further, U.S. air traffic growth, at an estimated 3%, is the highest as compared to its peers among the developed nations. The growth in the U.S. air traffic is primarily supported by cheap air tickets and higher living standards due to the expected recovery of the U.S. economy going forward. Within the U.S. as well, the growth would be extremely disproportionate, coming from the high-income class more than low or middle income. While at the lower end, a person will make one trip per person in 25 years (low-income group), at the upper end the number of trips made by a person in a year will be more than 1 (high income group). Higher living standards: Rising GDP, and consequently, disposable income and living standards result in an increased demand for air travel for both business and leisure purposes. Although living standards is one of the most important determinants of the number of enplaned passengers, it is important only until a point. As can be seen in the graph below, despite highest GDP per capita, countries like Switzerland and Norway compared to those like Hong Kong and Singapore, in terms of flights per capita. More than developed economies, higher living standards propel the growth in air traffic for emerging economies as their propensity to spend can grow at a much higher pace, and their markets haven't reached maturity yet. Research by International Air Transport Association also says that countries on a growth curve up to approximately US\$20,000 per capita witness correspondingly faster increases in the number of flights taken per person per year. This is also closely linked to globalization, where the average distance travelled tends to increase as people take long-haul holidays and do business in countries which now have more favorable political and social environments. Demographics Recent studies by International Air Transport Association have concluded that working age population makes more trips than its older and younger counterparts. As a result, countries witnessing a shift in demographic trends in favor of working-age population are likely to see higher growth in their air traffic. Cost of Travel: Cost of travel is essentially the price paid by the customer to buy an air ticket. As air travel becomes cheaper, a larger number of people are able to afford it, resulting in an increase in traffic. In the last few years, the unit cost per trip has been on a downtrend, due to improvements in airline efficiency and increased competition. This development has been further supported by the fall in crude oil prices in 2014, cutting airfares by around 40% in real (i.e. inflation-adjusted) terms since the mid-1970s. However, there is a huge scope for these costs to come down further, given the fleet replacement program many airlines have undertaken to become more cost efficient, and the continued slump in oil prices. Greater liberalization of air markets has the potential to increase global air traffic growth by over 1% per year. However, in case of hostile situations

(terror attacks) resulting in closed boundaries, we may see a downside in air traffic growth of only 1.6%, as opposed to the base case of 4% growth.

## 6. Role of Airline Industry in Indian Economy

The Role of Aviation Industry in Indian economy in the past few years has been phenomenal in all respects. The Aviation Industry in India is the most rapidly growing aviation sector of the world. With the rise in the economy of the country and followed by the liberalization in the aviation sector, the Aviation Industry in India went through a complete transformation in the recent period. With the entry of the private operators in this sector and the huge cut in air prices, air travel in India were popularized. Role of Aviation Industry in India GDP-Growth Factors.

- The growth in the Indian economy has increased the Gross Domestic Product above 8% and this high growth rate will be sustained for a good number of years
- Air traffic has grown enormously and expected to have a growth which would be above 25% in the travel segment
- In the present scenario around 12 domestic airlines and above 60 international airlines are operating in India
- With the growth in the economy and stability of the country India has become one of the preferred locations for the trade and commerce activities
- The growth of airlines traffic in Aviation Industry in India is almost four times above international average
- Aviation Industry in India have placed the biggest order for aircrafts globally
- Aviation Industry in India holds around 69% of the total share of the airlines traffic in the region of South Asia
- Role of Aviation Industry in India GDP-Future Challenges
- Initializing privatization in the airport activities
- Modernization of the airline's fleet to handle the pressure of competition in the aviation industry
- Rapid expansion plans for the major airports for the increased flow of air traffic
- Immense development for the growing Regional Airports
- Role of Aviation Industry in India GDP-FDI Policy
- The Reserve Bank of India (RBI) announced that foreign institutional investors might have shareholdings more than the limited 49% in the domestic sector.
- Foreign equity up to 100% is allowed by the means of automatic approvals pertaining to establishment of Greenfield airports
- Foreign equity up to 74% is allowed by the means of automatic approvals pertaining to the existing airports
- Foreign equity up to 100% is allowed by the means of special permission from Foreign Investment Promotion Board, Ministry of Finance, pertaining to the existing airports
- Air Transport Services
- Up to 49% of foreign equity is allowed by the means of automatic approvals pertaining to the domestic air transport services
- Up to 100% of NRI investment is allowed by the means of automatic approvals pertaining to the domestic air transport services

## 7. Data Analysis and Interpretation

Data analysis is the process of uncovering patterns and trends in the data. Data interpretation is the process of assigning meaning to the data. It involves explaining those discovered patterns and trends in the data. Chronology. Data analysis comes first, followed by data interpretation. Once the data collection element of the Study was completed, the overall data sets that were collated were edited, coded and converted into quantifiable sets. This facilitated subsequent analysis, drawing inference besides conclusions.

TABLE 1. Respondent's Age

SL.NO	Age (Years)	No. of respondents
1	>20	11
2	21-30	29
3	31-40	12
4	41-50	5
5	51-60	3
6	60+	0
		Total = 60

Passengers were classified accordingly to the age groups. The graph below depicts 17% of >20 years . The Respondents of age group 21-30 are around 49%. The respondents of age group 31- 40 are around 20% And followed by 8% of respondents

from age group of 41-50 and other respondents of age group 5% belong to 51-60 age and remaining 0% belong to 60 above age group.

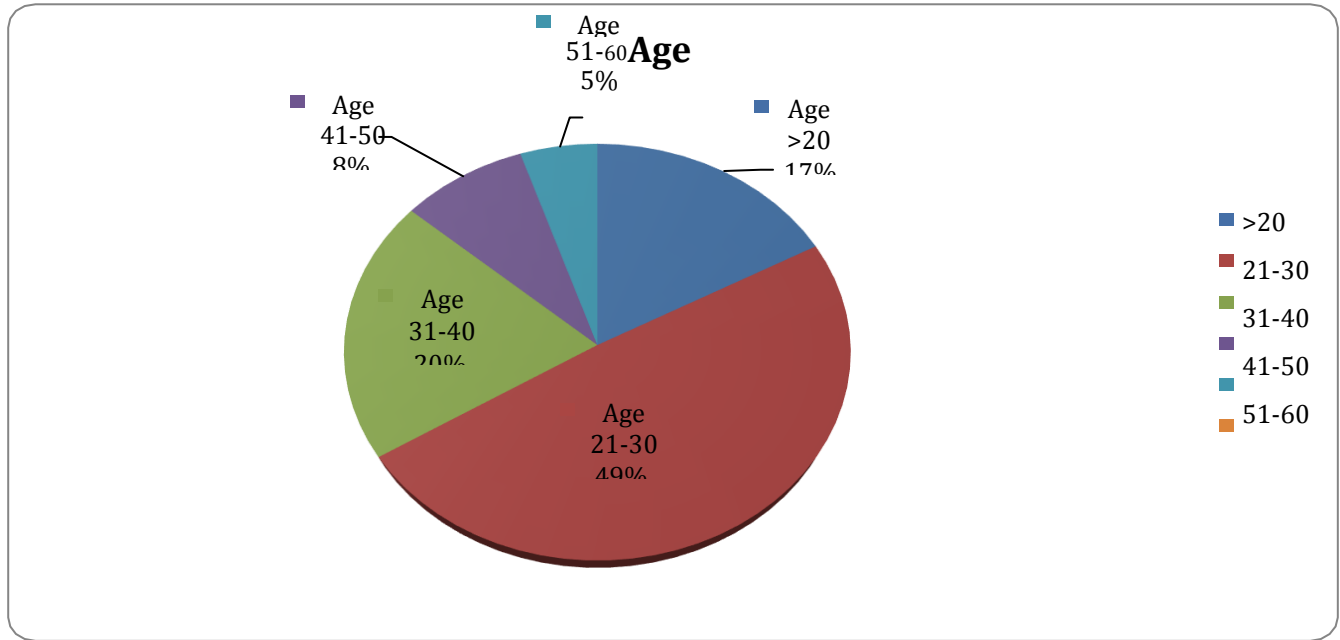


FIGURE 1. Respondent's Age

In the above pie chart, I analyze that most respondents belong to the age group of 21-30. Rest of the respondents is merely of other age groups.

TABLE2. Gender

SL.NO	Gender	No. of respondents
1	Male	33
2	Female	27
3	Others	0
		Total = 60

The below graph depicts 55% of male respondents and 45% of female respondents participated in the questionnaire. Followed by 0% belongs to other category of the respondents.

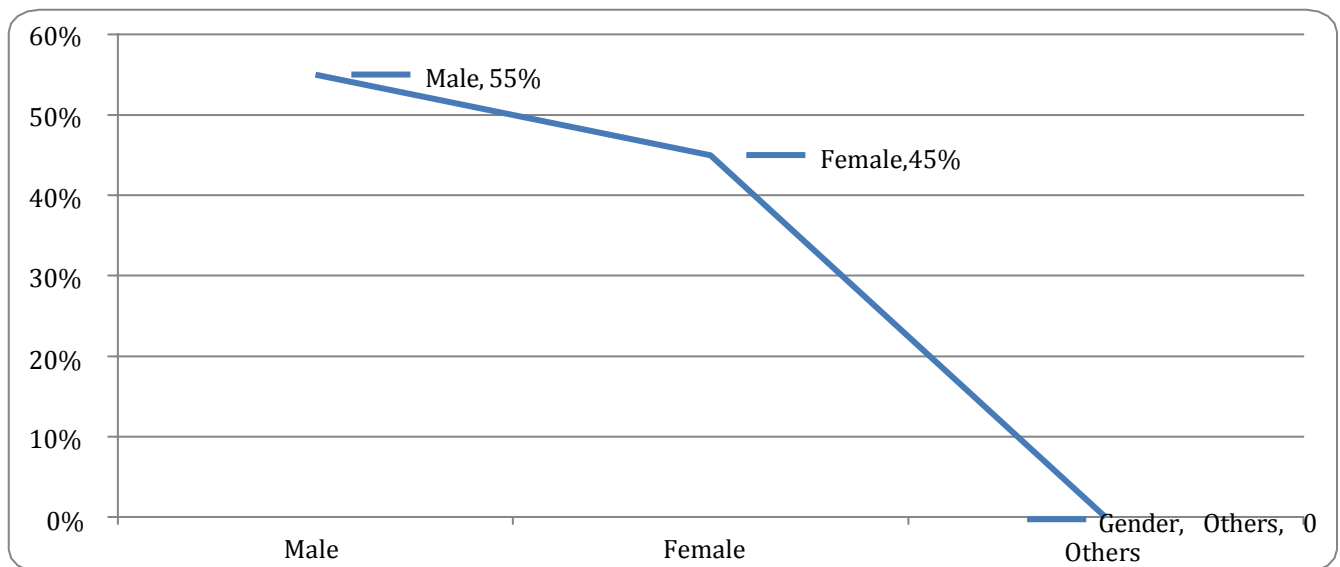


FIGURE 2. Gender

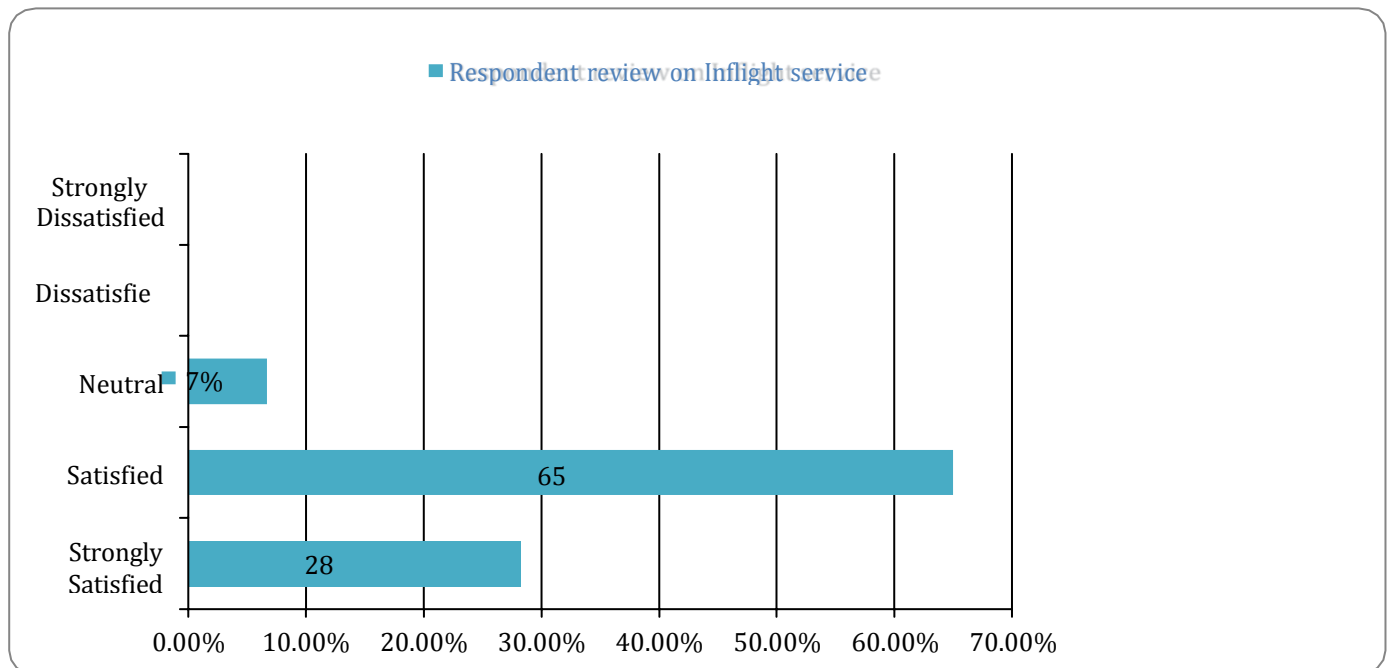
The data reveals majority of the respondents are male and rest of the respondents are female. I can see that there is no respondent's response for other category.



**TABLE 3.** How do you rate In-flight services Ratings?

SL.NO	Ratings	No. of respondents
1	Strongly Satisfied	17
2	Satisfied	39
3	Neutral	4
4	Dissatisfied	0
5	Strongly Dissatisfied	0
		Total= 60

The below bar graph implies that the 65% of the respondents are satisfied, 28% of the respondents are strongly satisfied with the in-flight services of air Arabia. The remaining 7% of the respondents opted for neutral. None of the respondents opted for dissatisfied and strongly dissatisfied.

**FIGURE 3.** Respondent review on In-flight service

The above Graph is further proved by data that reveals majority of the respondents were satisfied and strongly satisfied with the in-flight service of Air Arabia. Minimal number of responses was not that much satisfied.

**TABLE 4.** Air fare of Air Arabia was affordable?

SL.NO	Particulars	No. of respondents
1	Yes	50
2	No	10
		Total = 60

The below graph depicts that the 83.3% of the respondents opted for yes followed by the other respondents depicts 16.7% opted for no option.

## Respondent's opinion on air fair of Air Arabia

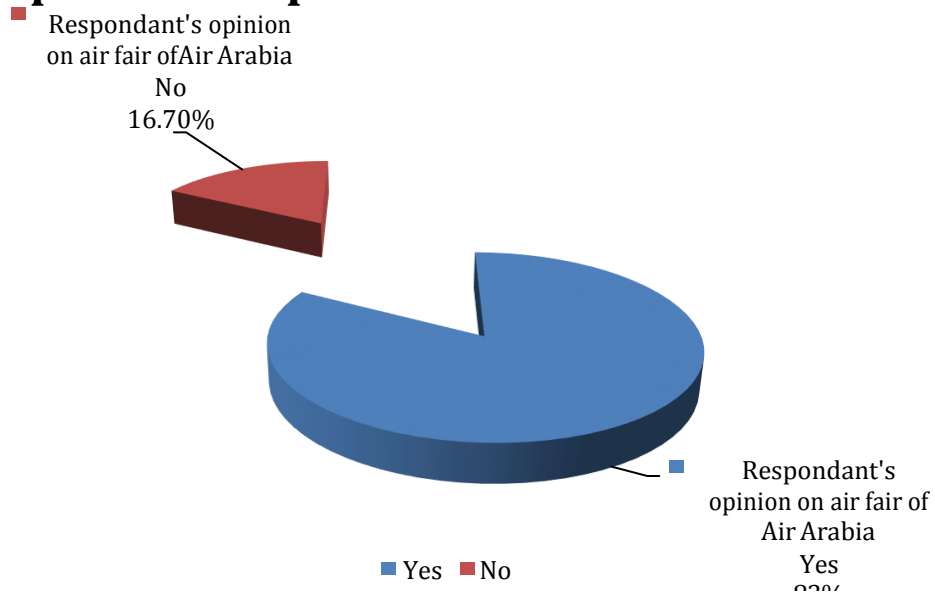


FIGURE 4. Respondent's opinion on air of Air Arabia

The above analysis clearly indicates that the majority of the respondents are felt the price of Air Arabia was affordable and least of the respondents felt the air fare was not affordable.

TABLE 5. Comfort of seating.

SL.NO	Ratings	No. of respondents
1	Excellent	29
2	Good	30
3	Poor	1
4	Bad	0
		Total = 60

The below graph shows that the 48.3% of the respondents opted for excellent, 50% of the respondents opted for feeling good followed by 1.7% of respondents opted for poor comfort of seating.

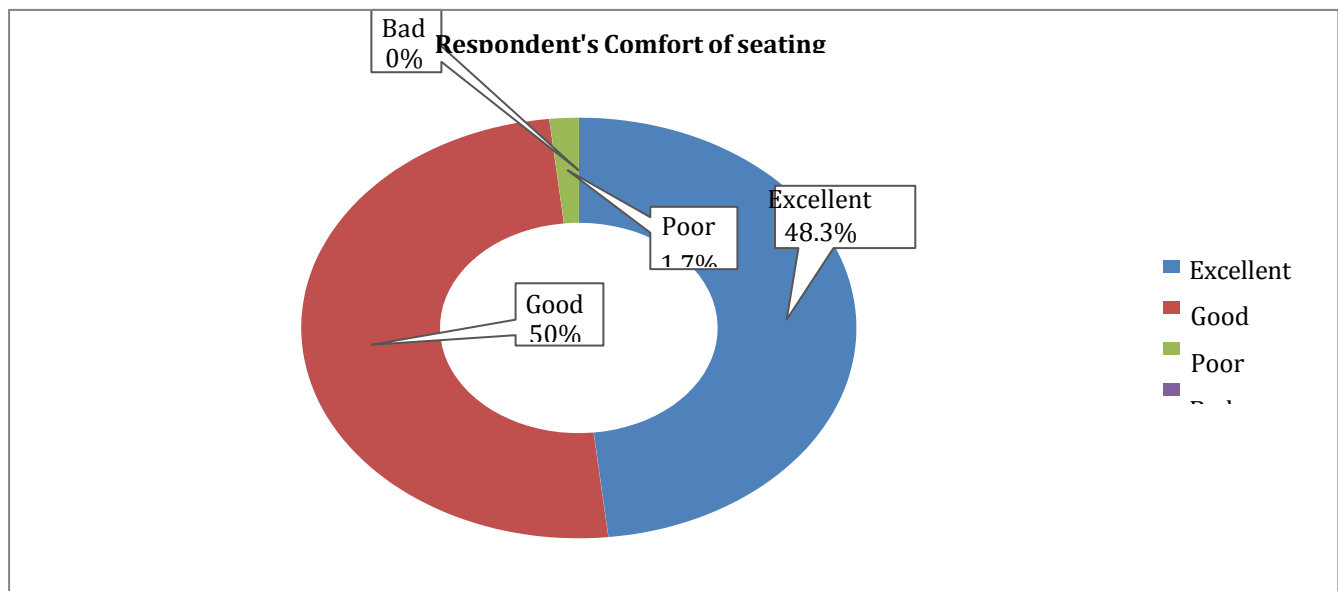


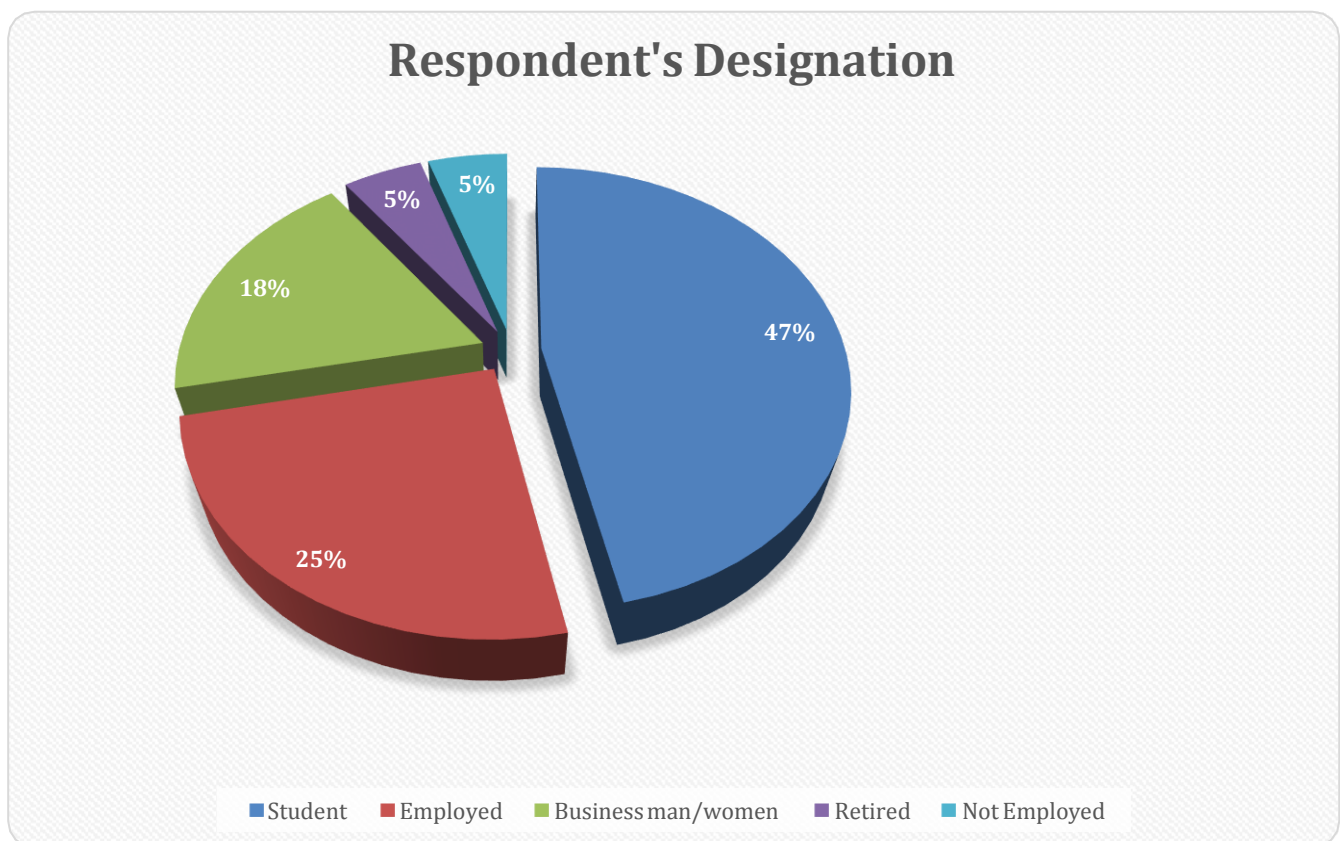
FIGURE 5. Respondent's Comfort of seating

By the above graph data reveals that many of the respondents are feeling good and excellent and very few of the respondents gave the negative response for the seating comfort.

**TABLE 6.** Which of the following describes you the best?

SL.NO	Designation	No. of respondents
1	Student	28
2	Employed	15
3	Businessman/women	11
4	Retired	3
5	Not employed	3
		Total =60

According to the below pie chart I can analyze that majority of the respondents are students which is 46.7% , 25% respondents are employees and 18.3% of them are businessperson. And remaining 5% is retired and other 5% is unemployed.



**FIGURE 6.** Respondent's Designation

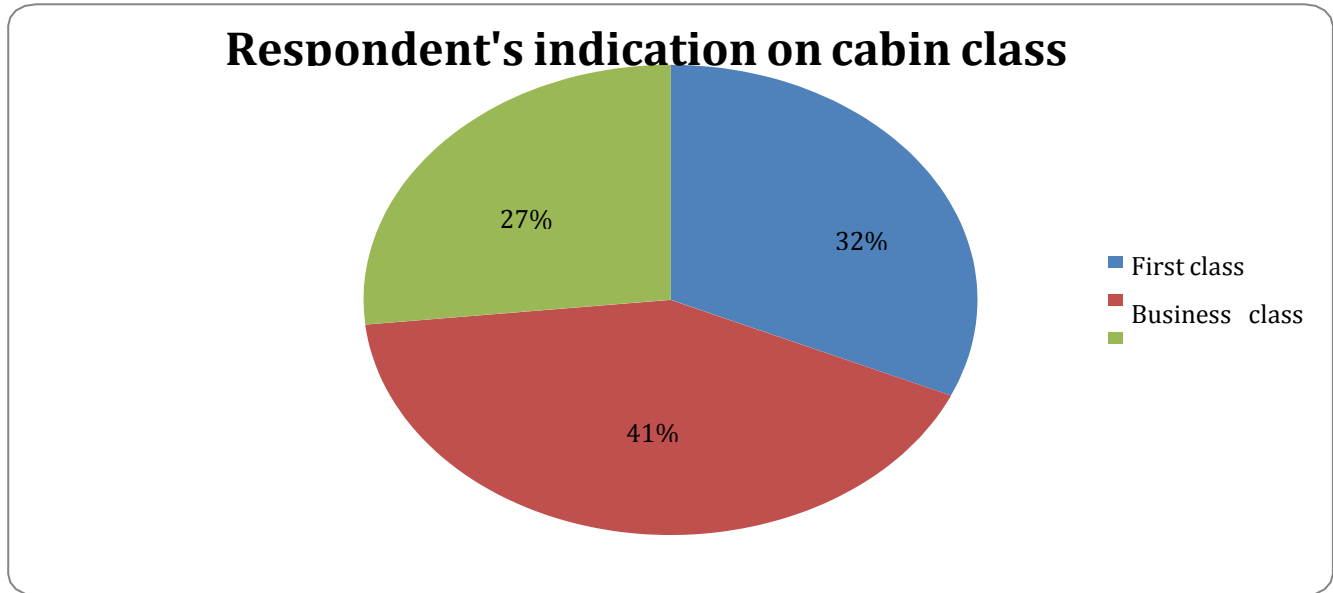
The above graph shows that most of the respondents are students, and the employees are less than students. The least percentage of respondents is retired and unemployed.

**TABLE 7.** Please indicate the cabin class you usually prefer when travelling.

SL.NO	Cabin class	No. of respondents
1	First class	19
2	Business class	25
3	Economy class	16
		Total =60



The below pie chart indicates 41% of the respondents prefer business class , 32% of the respondents prefer first class and remaining 27% of the respondents prefer economy class.



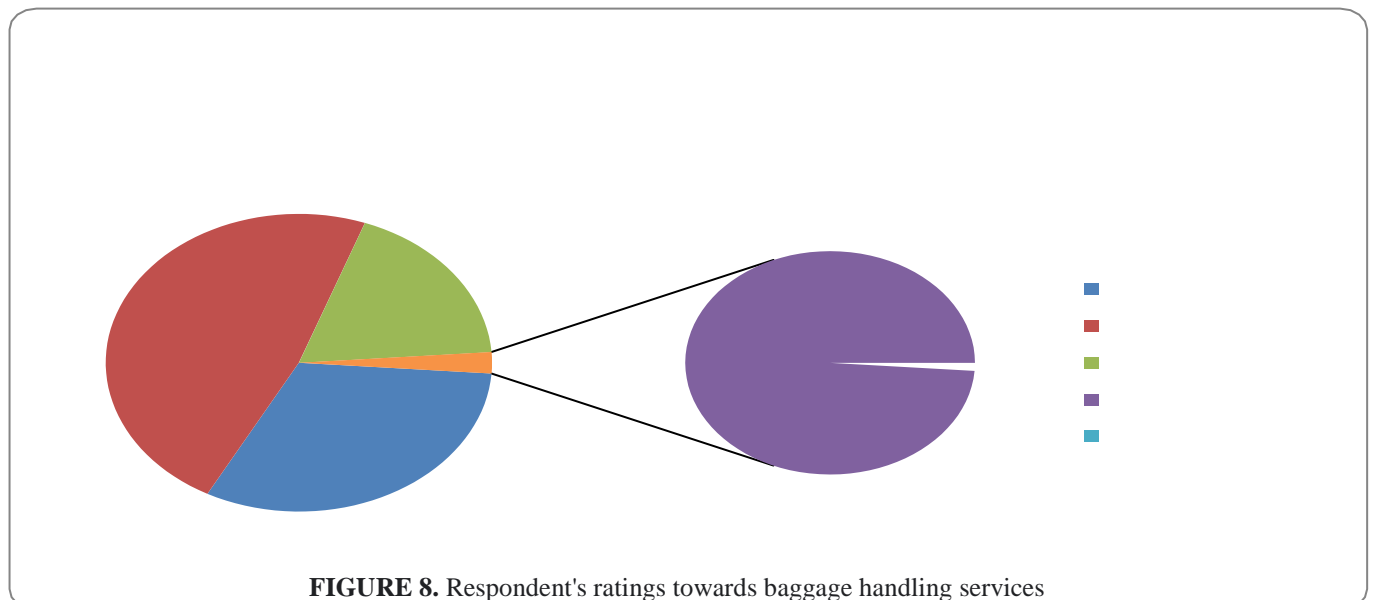
**FIGURE 7.** Respondent's indication on cabin class

The data reveals majority of the respondents like to prefer business class and the remaining respondents prefer both first class and economy class. In this pie chart it shows the overall opted responses.

**TABLE 8.** How do you rate baggage handling services?

SL.NO	Rating	No. of respondents
1	Strongly satisfied	19
2	Satisfied	28
3	Neutral	11
4	Dissatisfied	2
5	Strongly Dissatisfied	0
		Total = 60

The below pie chart indicates that 48% of the respondents opted satisfied, 32% of respondents opted for strongly satisfied, 18% of respondents opted for neutral followed by only 2% of the respondents opted for dissatisfied.



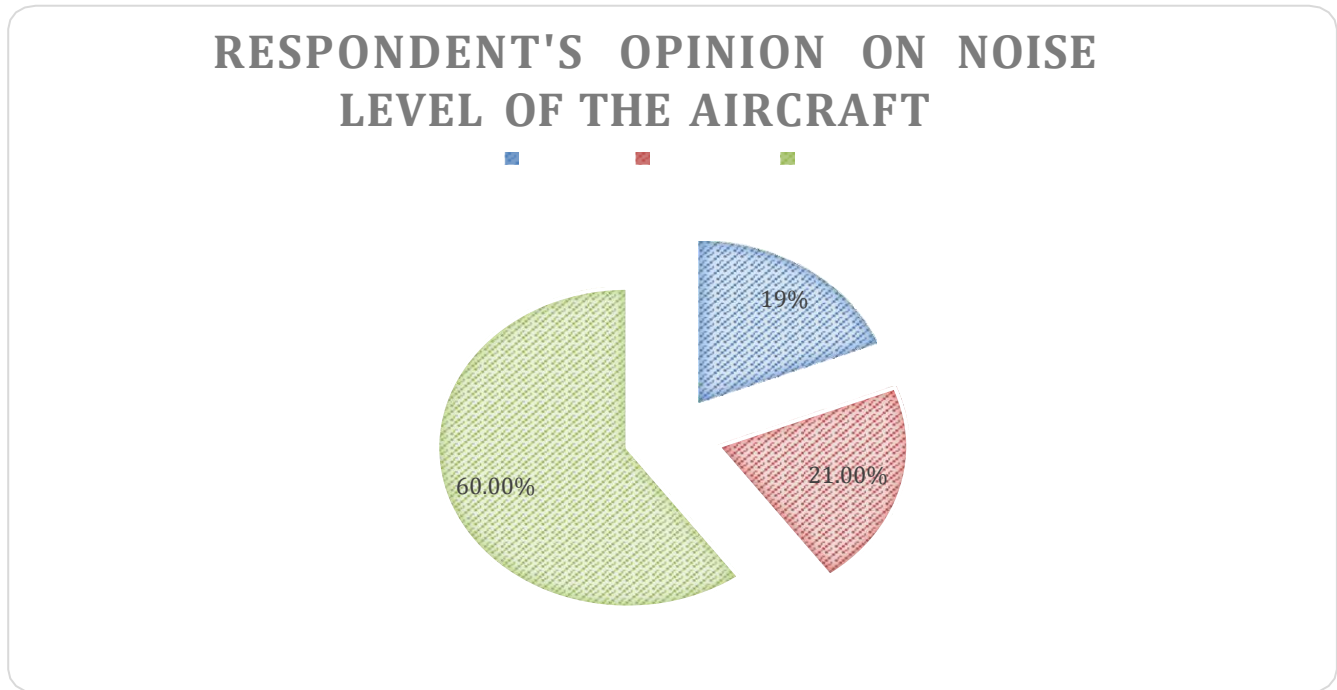
**FIGURE 8.** Respondent's ratings towards baggage handling services

The above chart depicts that many of the respondents were satisfied and strongly satisfied and the minimum number of respondents had the neutral satisfaction level, only few respondents were dissatisfied.

**TABLE 9.** Noise level of the aircraft.

SL.NO	Level	No. of respondents
1	Minimal	27
2	Moderate	29
3	High	4
		Total = 60

The below pie chart indicates that the 60% of the respondents experienced high noise level of the aircraft. 21% of the respondents experienced moderate level of noise and remaining 19% of the respondent experienced minimal level of noise.



**FIGURE 9.** Respondent's Opinion on Noise Level Of The Aircraft

The data reveals majority of the respondents had experience of high level of noise and rest of the respondents experienced moderate and minimal level of noise of the aircraft of Air Arabia.

**TABLE 10.** How often do you fly?

SL.NO	Duration	No. of respondents
1	Once a week or more	9
2	2-3 times a month	12
3	Once a month	9
4	A few times a year	12
5	Once a year or less	16
6	Never	2
		Total =60

The below bar graph represents the respondent’s duration of frequent flying whereas the 26.7% of the respondents opted for once in a year / less. 20% of the respondents opted for 2-3 times a month and a few times a year .15% opted for once a week/more and once a month.

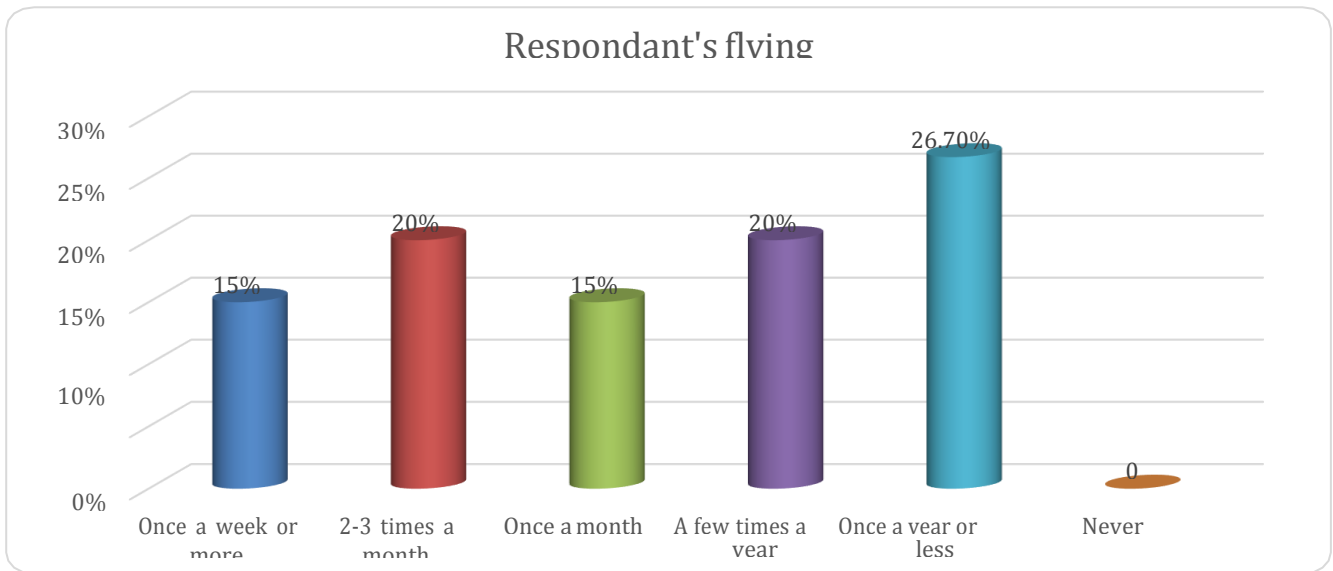


FIGURE 10. Respondent's flying

The data reveals that the majority of the respondents will frequently travel in once a year or less and most of the respondents travel 2-3 times a month and few times a year , and the remaining of the respondents will travel once a week or more and once a month.

TABLE 11. Would you opt Air Arabia airlines for your next flight?

SL.NO	Particulars	No. of respondents
1	Strongly Agree	28
2	Agree	20
3	Neutral	11
4	Disagree	1
5	Strongly Disagree	0
		Total = 60

The below linear graph represents that the 46.7% respondents have strongly agreed , 33.3% of the respondents have agreed and 18.3% of the respondents have opted for neutral , 1.7% of the

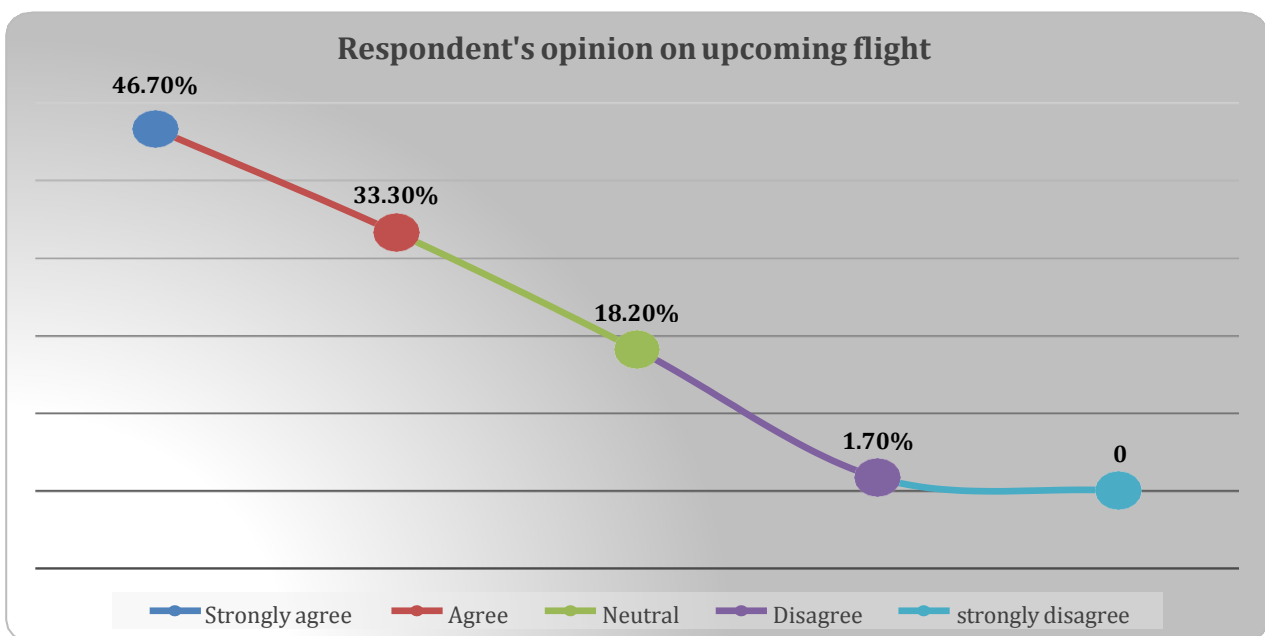


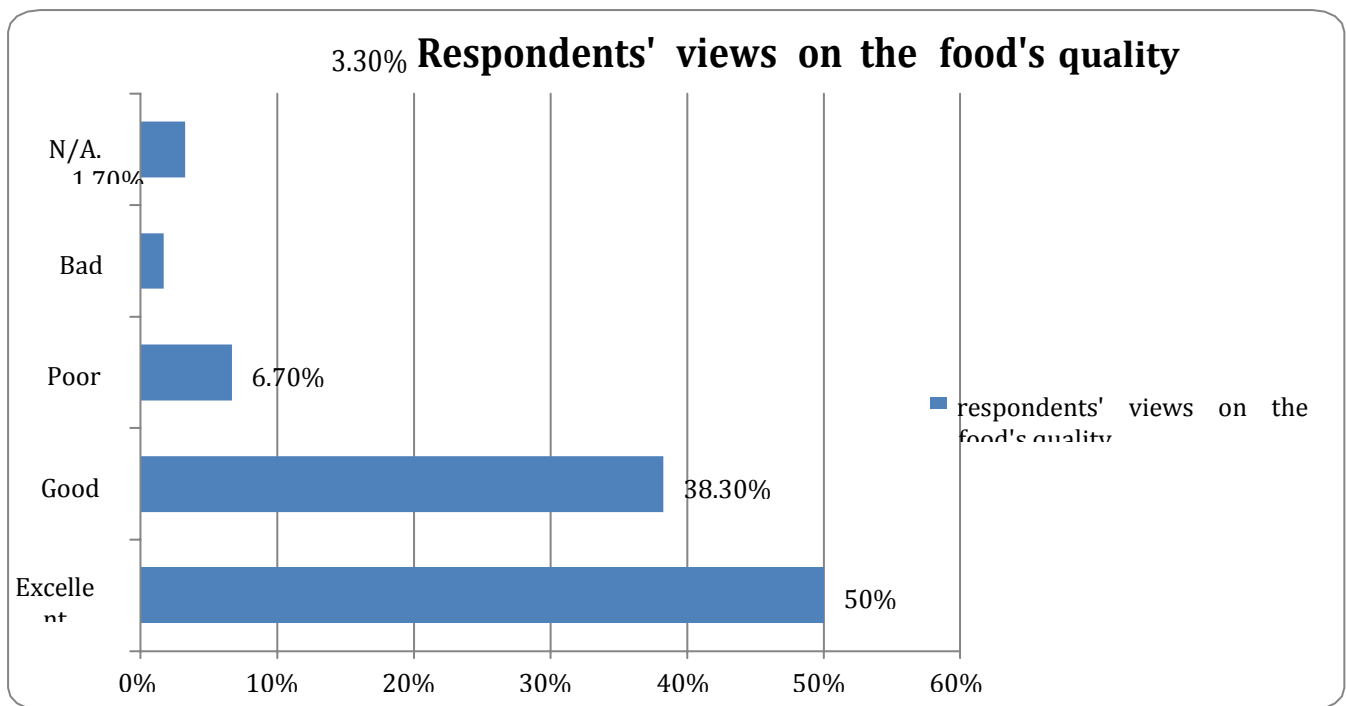
FIGURE 11. Respondent's opinion on upcoming flight

The data reveals that the majority of the respondent’s opinion on their upcoming flight which they would strongly agree to travel in Air Arabia and very less of them would not opt for Air Arabia.

**TABLE 12.** Quality of food and drinks.

SL.NO	Particulars	No. of respondents
1	Excellent	30
2	Good	23
3	Poor	4
4	Bad	1
5	N/A	2
		Total = 60

The below graph indicates the respondent’s views on the food’s quality as such of 50% of the respondents opted for excellent , 38% of the respondents opted for good quality , 7% of the respondents opted for poor quality followed by 2% and 3% of the respondents opted for bad and N/A respectively.



**FIGURE 12.** Respondents' views on the food's quality

Based on the analysis on the view of respondents on the food’s quality is showcasing that most of the respondents chose the good and excellent quality and rest of the few respondents chose the poor, bad and not applicable.

**TABLE 13.** What was the purpose of your meet recent trip?

SL.NO	Particulars	No. of respondents
1	Business	22
2	Leisure	14
3	Both	6
4	Other	18
		Total = 60

The below bubble Graph depicts the respondent’s reason for the latest travel in which 36.7% opted for the business purpose , 23.3% of the respondents opted for the leisure purpose, 10% of the respondents opted for both option, and the rest 30% of the respondents opted for other purposes.

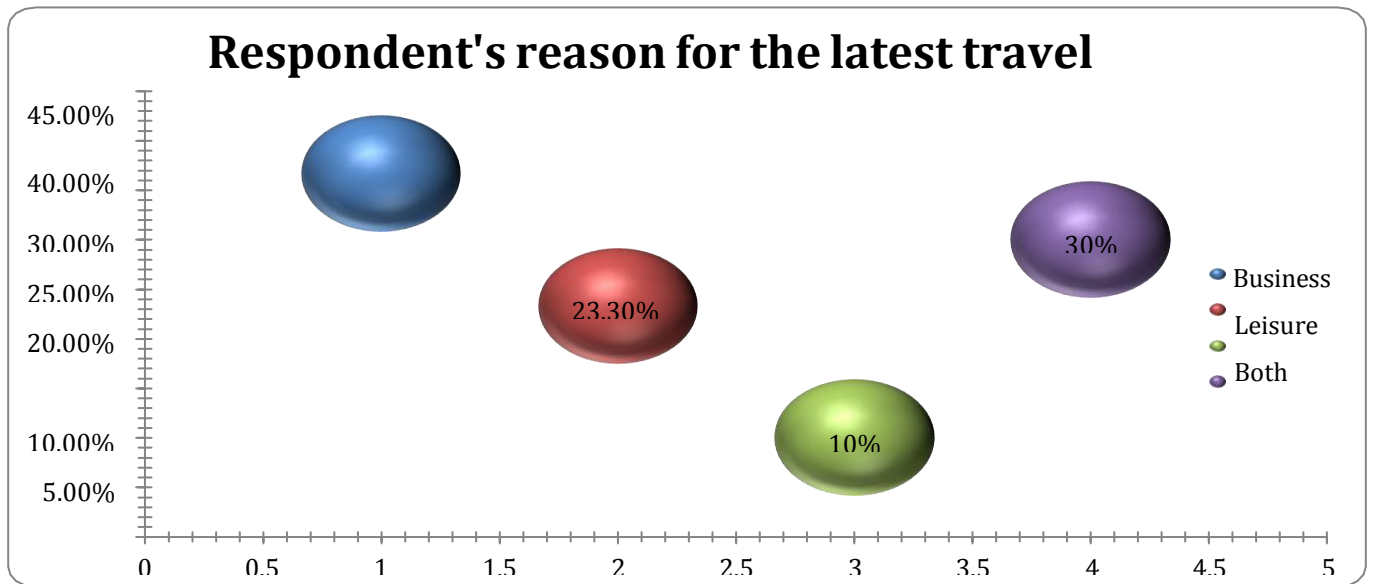


FIGURE 13. Respondent's reason for the latest travel

The above graph depicts that the majority of the respondents have opted for business and other purpose whereas few of the remaining respondents opted for leisure and both to travel in Air Arabia.

TABLE 14. How satisfied were you with the service provider?

SL.NO	Satisfaction Level	No. of respondents
1	Strongly satisfied	21
2	Satisfied	16
3	Neutral	6
4	Dissatisfied	15
5	Strongly Dissatisfied	2
		Total= 60

The below graph depicts the overall satisfaction levels of air Arabia services in which the respondents of 35% rated satisfied , 26.7% of the respondents rated for satisfied level of rating which indicates " 2" in the graph, 10% of the respondents rated neutral followed by 25% and 3.3% of the respondents rated for dissatisfied ratings "4" and " 5" respectively.

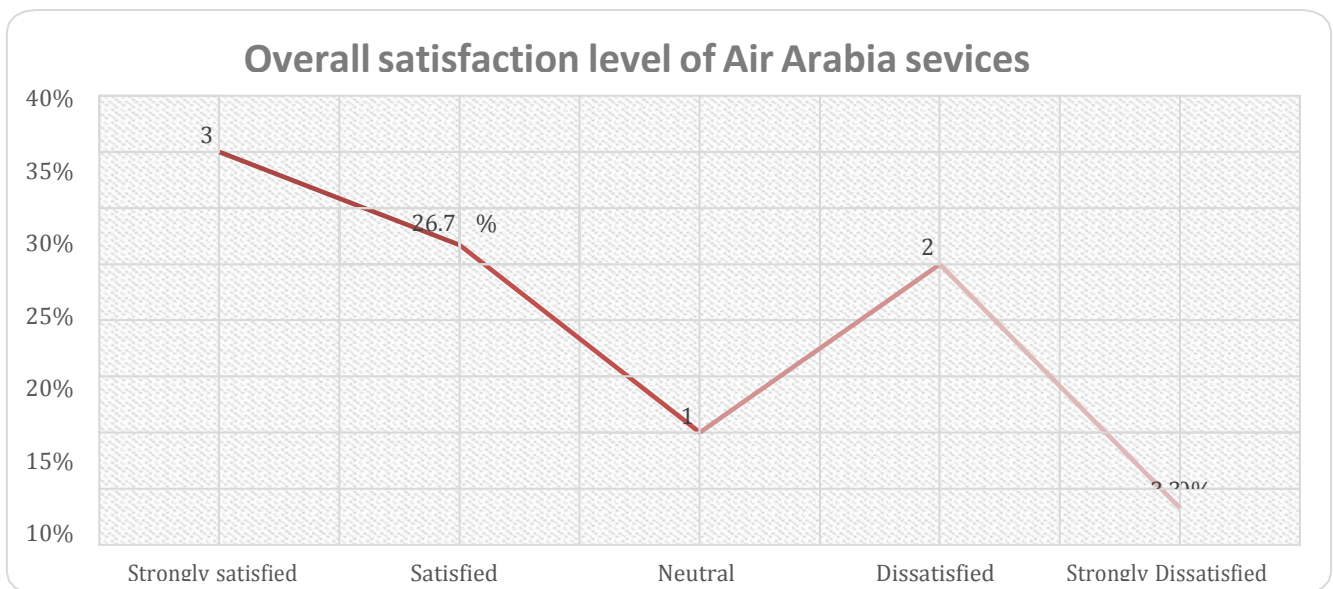


FIGURE 14. Overall satisfaction level of Air Arabia services

Although a good measure of the respondents rated for satisfied level and very few of them rated for the dissatisfied level.

- Based on the immersive experience of circulation of the questionnaire (Primary Research), secondary research review, quantitative analysis, & observations, we recommend that the following opportunities exist, for improvement in the three elements of Information, Behavior & Process.
- The survey results have thrown up interesting insights into how the Air Arabia passengers go about ascertaining information regarding services provided on-board flights , including the services proved in the airport by the Air Arabia airline.
- The survey has thrown up the following findings on the perception of the passengers.
- Most of the respondents are from the age group of 21-30.
- Male respondents are more than female respondents.
- Majority of the respondents were satisfied in terms of in-flight services.
- Air Arabia price was affordable for most of the respondents known through their opinion.
- Seating comfort of Air Arabia made most of the respondents feel good and excellent.
- Majority of the passengers are Students.
- Most of the respondents like to prefer business class.
- Almost 48% of the respondents were satisfied in terms of baggage handling services.
- The data reveals majority of the respondents had experience of high level of noise during their journey in Air Arabia.
- Most of the respondents will frequently travel in once a year or less.
- The data depicts that the majority of the respondents opinion on their upcoming flight which they would strongly agree to travel in air Arabia.
- Based on the analysis on the view of respondents on the food quality and drink is showcasing that the most of the respondents chose the good and excellent quality.
- As per my research the majority of the respondents have opted for business and other purposes.
- Although a good measure of the respondent stated for satisfaction level and very few of them rated for dissatisfied level.

## 8. Conclusion

Overall, the research results supported the view that Air Arabia would be able to compete successfully in the Arab region over the long term. Respondents, representing the traveling public expressed their willingness to consider a low-fare, no-frills option when making air reservations. Additionally, they expressed their confidence in the startup as noted in the similar percentages attributed to the factors, any airline and the respective factors. This study includes the factors that had results that indicated uncertainties and/or generated negative comparisons with full-service carriers. The main objective of the study was found out the satisfaction of Air Arabia passengers from its onboard services. The satisfaction of the passengers was analyzed along various independent variables such as nationality of the passengers, class of travel, duration of experience of travel, experience of travelling by air Arabia airlines, and overall satisfaction level of the passengers according to the membership in loyalty. The results in tables and graph showed in general that the passengers' satisfaction was low in general. In all the categories for all the variables the mean value hovered around three, in some cases just above three and in many cases below three. The mean value for none of the variables in any category was four or above four. Thus, from the results it can safely be concluded that the in general the Air Arabia passengers were only somewhat satisfied. From the results it can also be said that the passengers were neither highly dissatisfied. The management of Air Arabia needs an improvement plan for future as to enhance the passenger's satisfaction to retain the passengers from moving to the competitors. Lastly, through the means of this study I conclude that the airline has a vast scope to be researched upon and the ever so seeming performance of the company never ceases to amaze its customers.

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