

SERVICE AND SAFETY PERCEPTION OF INDIAN AIRLINES PASSENGER DURING GLOBAL PANDEMIC

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ABSTRACT

Aviation is one of the most important industries when it comes to transportation. It helps us connect with multiple continents and countries with the help of various airlines available in the world. The rise of the Covid-19 outbreak in all parts of the world, saw the fall in aviation traffic flow around the world. This forced the International governing bodies to put a stop to the aviation industry and stop travel itself. The global pandemic caused the loss in economy in countries because of the shutdown of the aviation industry. In this study we are focusing on the perception of passengers in India and trying to understand how they view the global pandemic's effects on the aviation industry. A sample size of 175 was taken into consideration and a convenience sampling method was used to collect data. Data was collected in the form of questionnaires and google forms. The analysis from this study helps us to better understand the public's views on travelling during a global pandemic.

KEYWORDS: Aviation Industry, Global pandemic, Safety & Service Passengers Satisfaction

INTRODUCTION

Since the birth of flight in 1903, air travel has emerged the means of transportation for people. From the following years of the inventions of the first aircraft has bought a revolution in the way of travelling. The airline business is the major industry for travelling and not only for transportation but also for making a better way living. the aviation industry is facing drastic loss because of global pandemic covid19, and people are afraid of losing their jobs and getting ill which may transmit to family and friends. The aviation industry has been moving smoothly for many decades until now which is been facing a vast impact due to covid19. The airline industry got deducted 70% - 95% of passenger demand. The covid-19 pandemic has been created impact in all the forms of the daily life.). Once the aviation industry got badly hit by covid-19 the behaviour of the 2020Impact of Coronavirus (COVID-19) Pandemic on Air Transport Mobility, Energy, and Environment: A Case Study. International Journal of Energy Research 44(13Nižetić, Sandro 2020 Impact of Coronavirus (COVID-19) Pandemic on Air Transport Mobility, Energy. passengers have totally changed.

At the same time, demand virtually fall in pieces due to a combination of economic factors Example, business shutdown/uncertainty, loss of jobs, fall of income and behavioural factors Example health concerns, fear of flying/travelling, anxiety with new travelling rules/restrictions. As a result, IATA (2020) forecasts that air transport will not recover to 2019 levels until 2023, there is a high possibility for full recovery in the mid-2022. if the global pandemic

reduces, with 2026 being the most hopeful date for recovery (Graham et al., 2020). Airlines are struggling because of covid-19 to retain in the industry with proper guidelines. It's really hard to make decision for Travellers. The questions such as, is it really safe to travel by particular airline from one place to another? arises in the minds of the travellers (Bielecki et al., 2021). The International Air Transport Association (IATA) recently certified mandatory covering of face for passengers and masks for crew members but deny social distancing onboard because of loss in revenue (Pongpirul et al., 2020). Service quality is usually considered as the customer's perception of a service provider and its services. Through this the passenger's overall attitude is known (Chen et al., 2011). suggestion of social distancing, shields and covers at ticketing counters, TSA checkpoints, and gates; stepped-up cleaning and disinfection of high-touch surfaces; increased airflow and filtration, passengers' requirements like mask must provide by the airline and protocols to identify and quarantine ill passengers and aviation employees. CDC guidelines specify that the conditions which report can include a fever of 100.4 degrees or higher and other disease symptoms especially communicable disease (Bart, 2020). Passengers may judge or evaluate airline service quality through a comparison between their experiences and expectations over a number of quality attributes hence there is need to examine the influence of airline service quality on passenger satisfaction and loyalty because customer satisfaction holds a significant importance in corporate sector (Namukasa, 2013). Passengers travelling with an LCC may state that they trust the airline because of the aviation authority that is responsible for the safety oversight, which causes those airlines are more or less comparable to each other. the perception the passenger has towards the airline and towards the aviation Risk is the probability of an occurrence multiplied by the severity of the impact. Experienced risk may be based on emotion and therefore intuition plays a role in the perception of individuals (Valkenburcht, 2013).

REVIEW OF LITERATURE

Airline service quality on passenger satisfaction and loyalty:

Juliet Namukasa (2013)

This study was to examine the influence of airline service quality on passenger satisfaction and loyalty. random sampling technique were used to cover 303 respondents on international flights using International Airport. Data were analysed using statistical package for social sciences 16, were w2 was used to test the hypothesis and regression analysis was performed to examine the relationships between variables. Therefore, from the Findings of the study it indicated that the quality of pre-flight, in-flight and post-flight services had a statistically remarkable effect on passenger satisfaction.

Boarding method for passengers during covid-19:

Liviu-Adrian Cotfas, Camelia Delcea, R. John Milne and Mostafa Salari (2020)

The study has analysed and used a classical boarding method for passengers which is adjusted to reduce the risk of covid-19 because of social interaction among the people. An agent-based model in Net Logo has implement for the process of passengers boarding under the new social distancing assumptions and for testing six of the classical boarding methods used in practice by the airlines. The method with the largest boarding time was back-to-front by row. The aisle distance was determined to have an impact on the time to complete the boarding of the airplane. As a result, the increase the social distance between two such people and boarding process the risk of infection is identified.

Agent based modelling method:**Camelia Delcea, Camelia Delcea and Liviu-Adrian Cotfas (2020).**

In this study the author has used a new method called agent-based modelling and a stochastic simulation for the purpose of reducing the transmission covid-19 during the time of boarding. As a result, they have found out that the health risk is reduced to 25%.

Passenger safety**Aisha N. Khatib, Anna-Maria Carvalho, Robert Primavesi, Kent To, and Vincent Poirier, (2020):**

According to the study the airline industry has taken a layered approach to increase passenger safety through effective onboard ventilation, extended ventilation at the gate, boarding and deplaning strategies, improved aircraft disinfection and pre-flight screening such as temperature checks and COVID-19 testing. He has suggested minimized combining mitigation strategies and infection prevention measures including mandatory masking onboard, minimizing unmasked time

Travel Restriction Norms**Philippe Monmousseau, Aude Marzuoli, Eric Feron and Daniel Delahaye (2020).**

The study has analysed the effect of the travel restriction norms implemented during the COVID-19 pandemic from a passenger perspective on the Indian air transportation system. He has used social media tweets and twitter data. And has stated the difficulties faced by the passengers and about the changes in their perspective. He has concluded with some common suggestions.

Indian aviation during Pandemic**Indu Bindu (2020).**

The author has examined the role of Indian Aviation during the pandemic period. Further, the perception and thoughts of Indian airline customers, are also taken into account in this study. An online review has been done regarding Indigo, SpiceJet, Air India and Go Air. Airlinequality.com, Trustpilot.com, and Mouthshut.com were analyzed for the study. And has concluded with some suggestion which can be helpful for future crises period.

Passenger social and Emotional Perceptive**Tracy L. Lamb, Keith J. Ruskin, Stephen Rice, Leili Khorassani, Scott R. Winter and Dothang Truong. (2021)**

This study determines and examined the passengers' social and emotional perspectives during and after the COVID-19 pandemic, that predict a person's willingness to fly during the COVID-19 pandemic. They have used a qualitative method with a phenomenological perspective and hermeneutic design. Fifteen adults from India took part in an interview conducted to know about the demographics, safety measures of individual, then used a comparison method by using the data collected. As a result, they have concluded that the perceived threat from COVID-19, these models accounted that 66–67% of the passengers are willing to fly.

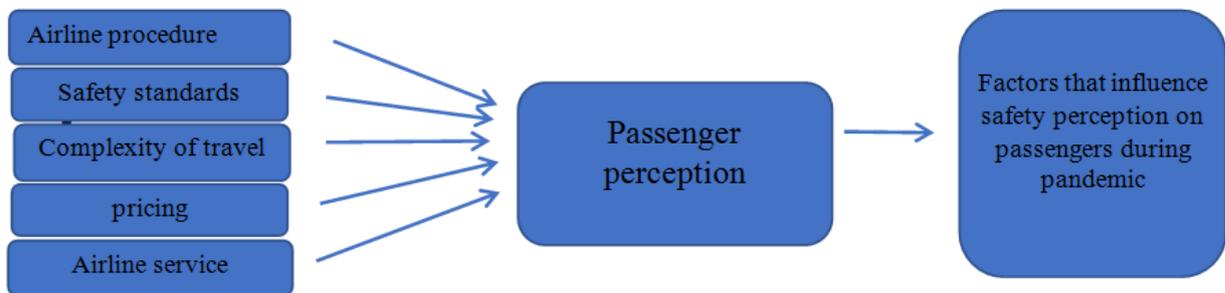
OBJECTIVES OF THE STUDY**Primary objective:**

- To find out customer perception on security offered by airlines.
- To analyse whether the passengers are willing to fly during pandemic situation.
- To find about customer safety perception factor that led to satisfaction.
- To study about customer perception on cabin safety during pandemic.

Secondary objective:

- To assess the passenger perceived service quality on satisfaction.
- To assess the passenger perceived service quality on loyalty.
- To provide a suggestion on data collected.

Conceptual Frame Work of the Study



HYPOTHESES OF THE STUDY

Airline procedure:

H0- There is no significant relationship between airline procedures and passenger satisfaction.

H1- There is a significant relationship between airline procedures and passenger satisfaction.

Safety standards:

H0- There is no significant relationship between safety standards and passenger satisfaction.

H1- There is a significant relationship between safety standards and passenger satisfaction.

Complexity of travel:

H0- There is no significant relationship between complexity of travel and passenger satisfaction.

H1- There is a significant relationship between complexity of travel and passenger satisfaction.

Pricing:

H0- There is no significant relationship between pricing and passenger satisfaction.

H1- There is a significant relationship between pricing and passenger satisfaction.

Airline service:

H0- There is no significant relationship between airline service and passenger satisfaction.

H1- There is a significant relationship between airline service and passenger satisfaction.

Data Analysis and Interpretation

Reliability

Scale: All variables

Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded ^a	0	0.0
	Total	175	100.0

Reliability statistics

Cronbach's Alpha	N of Items
.721	6

Result

The level of reliability is more than 0.7 for all the variables, Hence the variables are reliable for the research study.

REGRESSION

Airline procedures

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.233 ^a	0.054	0.049	0.58472	0.054	9.947	1	173	0.002

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.401	1	3.401	9.947	.002 ^b
	Residual	59.148	173	0.342		
	Total	62.549	174			

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.430	0.169		20.335	0.000	3.097	3.762		
	Airlineproc	-0.192	0.061	-0.233	-3.154	0.002	-0.313	-0.072	1.000	1.000

H0- There is no significant relationship between airline procedure and passenger satisfaction.

H1- There is a significant relationship between airline procedure and passenger satisfaction.

Result: The significance level of the Airline procedure is 0.02 which is less than 0.05, Hence we can reject null hypothesis and accept the alternate hypothesis. There is significant relationship between airline procedure and passenger satisfaction.

Safety standards

Model Summary

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.137 ^a	0.019	0.013	0.59564

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.170	1	1.170	3.299	.007 ^b
	Residual	61.378	173	0.355		
	Total	62.549	174			

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.160	0.141		22.346	<.001	2.881	3.439		
	Safetystandards	0.199	0.054	0.135	1.816	0.007	0.006	0.009	1.000	1.000

H0- There is no significant relationship between safety standards and passenger satisfaction.

H1- There is a significant relationship between safety standards and passenger satisfaction.

Result:

The significance level of the safety standards is 0.007 which is less than 0.01, Hence we reject the null hypothesis and accept the alternate hypothesis. There is a highly significant relationship between safety standards and passenger satisfaction.

Complexity of travel

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.053 ^a	0.030	0.029	0.60046

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.173	1	0.173	0.479	.006 ^b
	Residual	62.376	173	0.361		
	Total	62.549	174			

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.092	0.258		12.005	<.001	2.583	3.600		
	Complexity of travel	0.160	0.086	0.153	2.629	0.006	0.020	0.111	1.000	1.000

H0- There is no significant relationship between complexity of travel and passenger satisfaction.

H1- There is significant relationship between complexity of travel and passenger satisfaction.

Result:

The significance level of complexity of travel is 0.006 which is less than 0.01, Hence we reject null hypothesis and accept the alternate hypothesis. There is highly significance relationship between complexity of travel and passenger satisfaction.

Pricing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.111 ^a	0.012	0.007	0.59759

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.767	1	0.767	2.148	.014 ^b
	Residual	61.782	173	0.357		
	Total	62.549	174			

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.666	0.176		15.116	<.001	2.318	3.014		
	Pricing	0.078	0.053	0.111	1.466	0.014	0.027	0.183	1.000	1.000

H0- There is no significant relationship between pricing and passenger satisfaction.

H1- There is significant relationship between pricing and passenger satisfaction.

Result: The significance level of the pricing is 0.014 which is less 0.05, Hence we reject null hypothesis and accept the alternate hypothesis. There is highly significant relationship between Pricing and passenger satisfaction.

Airline service

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.070 ^a	0.005	0.028	0.59982

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	0.306	1	0.306	0.851
	Residual	62.243	173	0.360	
	Total	62.549	174		

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.722	0.215		12.648	<.001	2.297	3.147		
	Airline service	0.055	0.060	0.070	0.922	0.035	0.063	0.173	1.000	1.000

H0- There is no significant relationship between Airline service passenger satisfaction.

H1- There is significant relationship between Airline service passenger satisfaction.

Result: The significance level of Airline service is 0.035 which is less than 0.05, Hence we reject null hypothesis and accept alternate hypothesis. There is a significant relationship between Airline service and passenger satisfaction.

CONCLUSIONS

The study confirms that Service and safety plays an important role for the passengers’ satisfaction and perception, especially at the time of global pandemic and these are affected by the factors such as improper sanitization, quality of in-flight meals, no proper decision making at the time of emergency, no prior flight plans, pricing of flight tickets, refunds when cancellation and rescheduling of flights. These factors also affected the revenue of the airline industry, brand image,

passenger flow. Passenger perception differs from person to person. Thus, their needs must be fulfilled by the airline staff to increase the level of passenger satisfaction. Hence, the current level of safety and service measures must be improved by installing air filtration in all the airports in India. Non porous seats must be installed in every airline's aircraft, contact free travel, desired service level must be maintained, solving service problem effectively. Improve the reservation and ticketing systems, allotting proper schedules for passengers which can resist service failure. The domestic sector is expected to recover fast by next year 2022. Based on the study results from the hypothesis the safety and service have a productive effect on passenger perception and satisfaction of Indian airlines passengers. Thus, this study will be helpful for Indian airlines for future pandemic situation.

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