

A STUDY ON CUSTOMER SATISFACTION IN SERVICE QUALITY OF DOMESTIC AIR CARGO IN INDIGO AIRLINE-WITH RESPECT TO CHENNAI AIRPORT

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ABSTRACT

This study is based on service quality in air cargo. The main objective of the study is to find out the customer satisfaction in air cargo of various objects like price, service, quality and source booking. It is responsible to ensure that the cargo is packed in an appropriate way for air-carriage, that it can be carried safely. Indigo is the Quickest and easiest way of modes to transfer the goods from one place to another. Indigo is not only the largest domestic passenger airline but also the largest domestic cargo with a Network which is both wide and dense. Even customer can also track these goods through Airway bill (AWB) number. Descriptive research design was used. Questionnaire was distributed and customer's opinion was collected based on purposive sampling techniques. 150 samples were collected from the respondents. Statistical tools were used like ANNOVA, T-TEST, CORRELATION, by using SPSS (statistical packages for social sciences).

KEYWORDS: Customer satisfaction, Service quality, Air-Cargo, Indigo airline & Air forwarder.

INTRODUCTION

Service quality and client satisfaction are two terribly closely connected and generally known ideas. Client satisfaction is a very important considers evaluating the standard of a service. If it's tough to outline the standard of Service; determinative the extent of client satisfaction is even harder (paparoidamis, 2007). The standard of service could be a precursor to client satisfaction. Therefore it may be the standard of service is taken into account to guide to client satisfaction. However, there's little question that these are each parts service quality and client satisfaction are usually recognized as key determinants maintaining long-run and successful business relationships (Jayawardhena, 2010,2008). In current business each supply service quality and client satisfaction is especially vital atmosphere the connection between the service suppliers and also the client is sometimes long-lived (paparoidamis, 2007) . Customer-oriented corporations use market knowledge and data to develop new services and to grasp however the shoppers asses the services; additional targeted on their customers than their competitors and believe that their businesses exist primarily to serve their customers and customers' desires are forever on the primary place. Different authors argue that a client-oriented business mission is healthier than a product-oriented mission because it provides a solid foundation for price creation usually defines client satisfaction as a customer assessment in terms of whether or not the service meets the customer's desires and expectations. It's vital to notice that every client's expectations are totally different (Jaiswal, 2008). This could rely not solely on the non-public interests, however additionally on the atmosphere, area, the sort of business within which those expectations are fashioned. Therefore companies' ability to be versatile and adapt might facilitate to realize a bonus over different business entities. Examining supply services, flexibility could be a significantly vital facet. Flexibility in supply could be a risk to a corporation to quickly and effectively answer the dynamic desires of the consumer (Jaiswal, 2008).

Therefore, customers view the technical effects of this process as a real service. This factor is based on their assessment of whether the service was provided or not. On the other hand, functional quality revolves around how consumers get it Technical effect. Therefore, consumers feel the quality of service it is provided (Grönroos, 1984). Their service quality model identified five gaps between shipping exporters. And perceptions of service eligibility of transport service providers. The relationship between service qualities, Customer feedback on service quality is the true nature of customer service the concept of a service. In this paper, service quality means perceived Service quality. In addition, evaluating the quality of air supply services freight forwarding companies, handling this paper, include regular use Size factors such as price. However, all factors, except prices. Used in this paper to evaluate customer feedback on service quality (al, 1993).

Review of LiteraturePhysical conditions: (YANG, 2007)

This research shows five factors that are most needed immediate handling of import/export operations to the satisfaction of the external consumer problems, standard operating procedures, lack of the flight time, and goods traffic considerations. From this we can see the accuracy and efficiency air cargo forwarders are two of the most important factor in service activities.

(Paquette, 2012), (Ibrahim, 2013)

Explanatory correlation analysis allowed academics to work out the thirteen dimensions of quality in dial-a-ride services. Victimization these dimensions, they developed Associate in nursing optimization rule that makes necessary criteria for users how to divide individuals to line up user subgroups to boost services. They used mini-markers SERVPERF tool to live the temperament traits of front table workers and customers' feelings of service quality.

Interpersonal relationship:

(Pieters, 2004)

On the contrary, they want more satisfaction, which can lead to brand loyalty and better long-term relationships with clients who are less then there are opportunities to emerge from the competition. However, on the contrary, disgruntled customers can express their feelings through themselves behavior. This negative behavior answers can affect a company's profitability.

Scheduling & rostering:

(Park et al. & rizan, 2005, 2010)

Airlines can benefit, as well as achieve benefit the competition by doing their best to create and maintain quality of service, which will lead to customer satisfaction. This in turn for example, the airline offers a variety of benefits: (1) creating strong relationships between the aircraft and its passengers, (2) providing a good basis for repurchase operations, (3) encouraging the loyalty of travelers, (4) making recommendations promotes 30 verbal flight, (5) creates a good corporate reputation in the minds of travelers, finally, (6) stimulates to increase the profitability of the aircraft. Therefore, airlines need to realize strategic importance quality: Continuing to improve quality is not expensive in the long run; On the contrary, it is a highly profitable investment.

(Parasurman et al., 1988)

Throughout the literature, a universal approach to definition quality and so the scale associated with it unit of measure never a reality, although the analysis agenda has been around for a few of it slow. Although quality would possibly even be a selected thought, there unit of measure big studies quality at intervals the service sector and at identical time conflicting views. One altogether the SERVQUAL sample contains basic and usually used tools to measure service quality and has five dimensions: durable, credibility, responsiveness, determination and feeling.

(Cho et al., 2010)

This study more developed sub-factors of the port service quality, as an example, the “relational quality” includes port sales, customer relations and distribution network, whereas the “exogenous quality “indicates the amount of freight flows, hinterland, and so the scale of trade zones. Glorious a bunch of port service quality factors, at the facet of “ready data convenience of portrelated activities,” “port location,” “port turnaround,” “facilities out there,”³² “port management,” “port costs,” and “customer convenience.” On another note, separate activity tools of port service quality comprising “endogenous quality,” “exogenous quality,” and “relational quality” were also developed.

Occupational stress

(al. S. e., 2003)

Basically, customer satisfaction is once customers dig they fancy service that meets or exceeds expectations. Primarily in promoting, satisfaction is written as a worldwide worth complete a company or relationship totally affected standing as a results of the analysis of a company’s performance³³ relationship. Satisfaction is one altogether the foremost necessary parts that explains any relationship between participants and customers complete answer. In general, shopper satisfaction is believed as results of the results of service quality, i.e. it’s related to the quality of the merchandise or services provided throughout a shopper friendly manner. Condition it is hoped that shopper satisfaction can improve increased level of quality of product or service. Especially, customer satisfaction is taken into thought Associate in Nursing inherent variable returning customers and their succeeding behaviors for getting merchandise and services.

Quality of work life

(Anderson et al., 2009)

The customer relationship helps to enhance customer satisfaction and increase customer loyalty improving the performance of companies. Within the starting, satisfaction is that the fulfillment of would like customer UN agency helps improve customer satisfaction. Customers are key partners in any business. Thus satisfying their curiosity is like delivering a high quality product or service. Oliver complete that customer satisfaction leads to client loyalty, and it helps the corporate retain the client, each verbally and verbally. Customer satisfaction refers to the extent to that a product exists perceived performance matches the buyer's expectations. Analysis studies disbursed on transport the sector, air transportation and high-speed railways show that they're positive the relationship between service quality and client satisfaction.

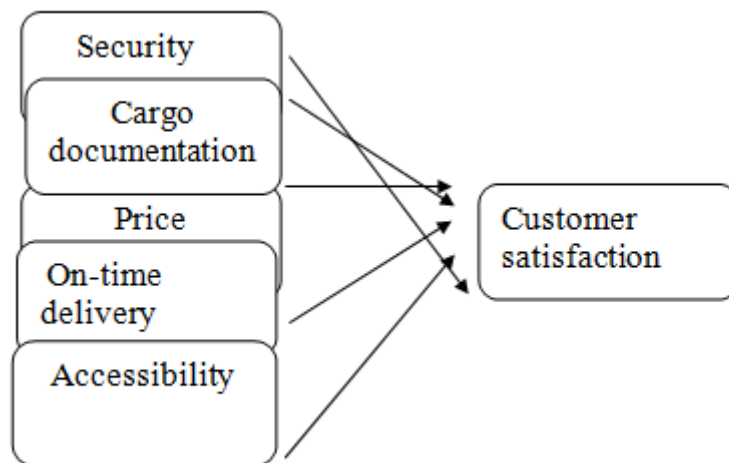
Objectives of the study

Primary objectives

- To study the satisfaction level of customer in indigo air shipment.
- To examine the standard of service provided by the air shipment in indigo airline.

Secondary objectives:

- To perceive the documentation procedures in shipment provision.
- To realize the customer associated with company's service, facilities, relationships, response for customer's and fulfillment of expectations.
- To realize the customer opinion towards the time and worth factors of the corporate.
- To analyze the customer's perception in safety level of indigo air shipment.
- To produce suggestions to boost this problem facing by customers in accessibility.

Conceptual frame work of the study**Hypothesis of the study****SECURITY**

H0- there is no significant relationship between air cargo security and customer satisfaction.

H1- there is a significant relationship between air cargo security and customer satisfaction.

CARGO DOCUMENTATION

H0- there is no significant relationship between air cargo documentation customer satisfaction.

H1- there is a significant relationship between air cargo documentation and customer satisfaction.

PRICE

H0- there is no significant relationship between air cargo price and customer satisfaction.

H1- there is a significant relationship between air cargo price and customer satisfaction.

ON-TIME DELIVERY

H0- there is no significant relationship between air cargo on-time delivery and customer satisfactions.

H1- there is a significant relationship between air cargo on-time delivery and customer satisfaction.

ACCESSIBILITY

H0- there is no significant relationship between air cargo accessibility and customer satisfaction.

H1- there is a significant relationship between air cargo accessibility and customer satisfaction.

Data Analysis and interpretation

Reliability

Scale: all variables

Case Processing Summary

		N	%
Cases	Valid	140	100.0
	Excluded ^a	0	.0
	Total	140	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.883	6

Result:

Cronbach's alpha value is .883 so all variables have significant relationship.

Correlations

Impact Factor (JCC): 4.7398

Correlations

		security	price	documentation	on-time delivery	customer satisfaction
security	Pearson Correlation	1	.482 ^{**}	.393 ^{**}	.373 ^{**}	.375 ^{**}
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	143	143	143	143	143
price	Pearson Correlation	.482 ^{**}	1	.647 ^{**}	.642 ^{**}	.568 ^{**}
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	143	143	143	143	143
documentation	Pearson Correlation	.393 ^{**}	.647 ^{**}	1	.623 ^{**}	.665 ^{**}
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	143	143	143	143	143
on-time delivery	Pearson Correlation	.373 ^{**}	.642 ^{**}	.623 ^{**}	1	.636 ^{**}
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	143	143	143	143	143
customer satisfaction	Pearson Correlation	.375 ^{**}	.568 ^{**}	.665 ^{**}	.636 ^{**}	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	143	143	143	143	143

^{**} Correlation is significant at the 0.01 level (2-tailed).

Result

Security

From the above table the Pearson correlation value is .393. It is positively correlated and P value is less than 0.01. Hence, null hypothesis is rejected and alternate hypothesis accepted. There is a significant relationship between security and customer satisfaction.

Price

From the above table the Pearson correlation value is .650. It is positively correlated and P value is less than 0.01. Hence, null hypothesis is rejected and alternate hypothesis accepted. There is a significant relationship between price and customer satisfaction.

Cargo documentation

From the above table the Pearson correlation value is .647. It is positively correlated and P value is less than 0.01. Hence, null hypothesis is rejected and alternate hypothesis accepted. There is a significant relationship between cargo documentation and customer satisfaction.

On-time delivery

From the above table the Pearson correlation value is .702. It is positively correlated and P value is less than 0.01. Hence, null hypothesis is rejected and alternate hypothesis strongly accepted. There is a significant relationship between on-time delivery and customer satisfaction.

Accessibility

From the above table the Pearson correlation value is .681. It is positively correlated and P value is less than 0.01. Hence, null hypothesis is rejected and alternate hypothesis accepted. There is a significant relationship between accessibility and customer satisfaction.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ACCESSIBILITY, SECURITY, AIRCARGO DOCUMENTATION, ON-TIME DELIVERY, P. PRICE ^b		Enter

a. Dependent Variable: customersatisfaction
b. All requested variables entered.

Model Summary

Model	R	R Square	Change Statistics				Sig. F Change	
			Adjusted R Square	Sum of Squares	df	Mean Square		
1	.702 ^a	.493	43269	443	48239	1	.134	<.001 ^b

a. Predictors: (Constant), accessibility, security, cargodocumentation, ontimedelivery, price
b. Predictors: (Constant), accessibility, security, cargodocumentation, ontimedelivery, price

Result

From the above table R square value is 65 percentages it have relationship with customer satisfaction.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42384	5	8476.8	48.258	<.001 ^b
	Residual	25204	134	188		
	Total	67588	139			

a. Dependent Variable: customersatisfaction
b. Predictors: (Constant), accessibility, security, cargodocumentation, ontimedelivery, price

Result

Significant value is less than 0.01 so there is relationship between predictors and customer satisfaction.

Coefficients^a

Model		Unstandardized Coefficients	Standardized Coefficients	t		Sig.	Lower Bound	Upper Bound
				B	Std. Error			
1	(Constant)	256.346		1.813	.001	.045	256.256	256.437
	air cargo	2.254	.001	207.286	.000	.174	2.079	2.429
	air	1.913	.001	174.335	.000	.151	1.762	2.064
	air cargo passenger	2.254	.001	207.286	.000	.174	2.079	2.429
	air cargo passenger	2.254	.001	207.286	.000	.174	2.079	2.429
2	(Constant)	256.346		1.813	.001	.045	256.256	256.437
	air cargo	2.254	.001	207.286	.000	.174	2.079	2.429
	air	1.913	.001	174.335	.000	.151	1.762	2.064
	air cargo passenger	2.254	.001	207.286	.000	.174	2.079	2.429
	air cargo passenger	2.254	.001	207.286	.000	.174	2.079	2.429

Result

From the above multiple regression table cargo documentation, on-time delivery, accessibility P value is less than 0.05. So it has a significant relationship between customer satisfactions. Air cargo passengers are not satisfied in security and price. The significant value is above 0.05 so there is a no significant relationship between security and price.

Collinearity Diagnostics^a

Model	Collinearity Statistics	Tolerance	Condition Index	Eigenvalue				
				1	2	3	4	5
1	1.744	.570	1.000	1.000	.000	.000	.000	.000
2	.881	.320	1.000	.000	.000	.000	.000	.000
3	.881	.320	1.000	.000	.000	.000	.000	.000
4	.887	.318	1.000	.000	.000	.000	.000	.000
5	.891	.316	1.000	.000	.000	.000	.000	.000
6	.894	.315	1.000	.000	.000	.000	.000	.000

CONCLUSIONS

The study analysis most of the customers are satisfied with service provided in indigo airline. The study helps to increase service quality in indigo airlines and to attract new customers in future. The result of the study shows all five hypotheses are accepted in the study and customer achieve the highest level of satisfaction in indigo airline. This study revealed that customers are satisfied with handling customer service problems by indigo airlines. All the variables indicated positive roles towards customer satisfaction. All kind of service quality is related to air cargo service in indigo airline has a significant relationship with customer satisfaction. This study helps the indigo airlines to increase customer loyalty and service quality in air cargo. Cargo Security are provided best services to the customers in indigo airline .In terms of customer satisfaction, air cargo service having the greatest time efficiency for providing high price items in indigo airlines.

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