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Quality Services and Passengers Satisfaction in Indigo Domestic Airlines

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ABSTARCT

The research titled on "QUALITY SERVICES AND PASSENGERS SATISFACTION IN INDIGO DOMESTIC AIRLINES". The purpose of our research was to investigate the satisfaction of passengers at indigo airlines, among overall quality services, customer satisfaction, and behavioural intentions by considering the moderating impact of in-flight ambient conditions (air quality, temperature, odour, and noise) in indigo and the low-cost airline industry. A survey was collected from the passengers who travelled through indigo airlines. Results of the structural equation modelling from a sample of 109 passengers indicated that quality and satisfaction are significant drivers of intentions; and satisfaction acted as a significant mediator. The study has been done through descriptive research method and the collection of primary data has done through simple random sampling method under probability sampling method. The research design followed in this study is descriptive research. Questionnaire is used to collect primary data and conceptual review is used for secondary data collection through books, websites. The data is to be analyzed with percentage analysis.

KEYWORDS: Ambient condition, quality satisfaction, airline industry, low cost career.

INTRODUCTION

The goal of this project is to improve the quality of services provided by Indigo domestic airlines and increase passenger satisfaction. The project will involve conducting a survey to gather feedback from passengers, analysing the results to identify areas of improvement, setting specific goals, developing a comprehensive plan, training staff, monitoring progress, and communicating with passengers. Indigo Airlines is a popular Indian airline that operates domestic flights within India. The airline has a reputation for providing high-quality services and a comfortable flying experience to its passengers. This project aims to study the quality of services provided by Indigo Airlines and its impact on passenger satisfaction. This project is focused on analysing the quality of services provided by Indigo Airlines, one of the leading domestic airlines in India, and assessing the level of passengers' satisfaction. The objective of the project is to identify the various factors that influence the quality of services provided by Indigo Airlines and evaluate the passengers' level of satisfaction with the services provided. It's Important that passengers have an excellent experience every time they travel. It's Important that passengers have an excellent experience every time the travel. On-time flights, good in-flight entertainment, more and better snacks, and more legroom might be the obvious contributors to a good experience and more loyalty. While we might hear about those aspects the most, the customer experience is not about just the flight itself. It's everything from purchasing the ticket on the company's website or mobile app to checking bags in at the airport or via a mobile app to waiting in the terminal.

REVIEW OF LITERATURE

BHUVANESWARAN&VIJAYARANGAM, (2017&18)

"Service quality towards domestic airlines passenger perception in Tamilnadu" Chennai. the researcher shows the brief explanation the service quality creates a great impact.

SINGARAVELU&AMUTHANAYAI, (2010)

A study on service quality and passenger satisfaction on Indian airlines". The main objective of the study forces of service quality influences on passengers. Airline service dimensions were found to have significant and positive influences on airline image and passengers' satisfaction intentions.

HALIM MAHPOTH ET AL, (2018)

An Empirical Study of Service Quality and Customer Satisfaction of Malaysian

Air Passenger". The researcher assesses the data from the passenger of factors for travelling and the service quality of Malaysian air passenger.

OBJECTIVES OF THE STUDY

- ❖ To evaluate the level of passengers' satisfaction by indigo airlines.
- ❖ To identify the factors that contributes to the quality services provided by indigo airlines.
- ❖ To enhance the valuable insight into the areas where indigo airlines can improve its services to retain its customer.
- ❖ To provide suggestions for improvements.

SCOPE OF THE STUDY

- ❖ The scope of quality services and passenger satisfaction in Indigo Airlines is vast and crucial for the company's success. Here are some areas where Indigo Airlines focuses on delivering quality services and ensuring passenger satisfaction:
- ❖ Timeliness, Indigo Airlines has a reputation for being one of the most punctual airlines in India. The airline focuses on ensuring on-time departures and arrivals, which is essential for passenger satisfaction.
- ❖ Customer service, Indigo Airlines has a team of trained professionals who are dedicated to providing quality customer service to passengers. The airline ensures that its staff is friendly, approachable, and knowledgeable about the airline's policies and procedures.
- ❖ Safety and security, Indigo Airlines places a high priority on the safety and security of its passengers. The airline has robust safety protocols in place, and its staff is trained to handle emergency situations.
- ❖ In-flight experience, Indigo Airlines offers a comfortable in-flight experience to its passengers. The airline provides spacious seats, in-flight entertainment, and complimentary snacks and beverages.

RESEARCH METHODOLOGY

The research is descriptive in nature. For the present study, the data were

collected by distributing the questionnaires to the All-domestic passengers who agreed to fill-in the questionnaire. To know how the passengers are satisfied with their services provided by indigo airlines, identify the characteristics of a certain group of passengers', make the decision on improvement of services. A questionnaire was distributed considering domestic journey by the passengers of domestic indigo airlines. The research methodology for this study will involve a mixed-methods approach, utilizing both primary and secondary data collection method.

Collection of data

- Primary Data
- Secondary Data

Primary Data Collection

The primary data will be collected through a survey questionnaire administered to a sample of Indigo Airlines passengers. The survey will use a structured questionnaire that will be developed based on a review of the literature and expert opinion. The questionnaire will be designed to elicit information on various aspects of the services provided by Indigo Airlines, including check-in procedures, boarding process, in-flight experience, baggage handling, and customer service. The questionnaire will use a Like scale to assess the level of passengers' satisfaction with these services.

Secondary Data Collection

The secondary data will be collected from various sources, including Indigo's official website, industry reports, and academic literature. The data collected will be used to gain insights into the various factors that contribute to the quality of services provided by Indigo Airlines and the level of passengers' satisfaction with these services.

Sampling design

Sample design is definite plan determine before any data is obtaining for a sample from a given population. The research much decide the way of selecting can be either probability or sample of non- probability samples.

Sample size

The study is based on primary data collected from 109 respondents.

Statistical tools

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is a special form of comparison between two or more data and describes the relationship between them.

ANALYSIS AND INTERPRETATION TABLE SHOWING GENDER DETAILS

GENDER	NO.OF. RESPONDENTS	PERCENTAGE
MALE	64	58.7%
FEMALE	45	41.3%
TRANSGENDER	0	0
TOTAL	109	100

SOURCE: Primary Data

INTERPRETATION

From the above information, 58.7% respondents are male and 41.3% of respondents are female.

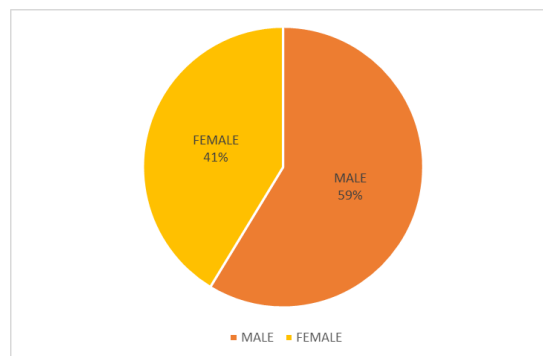


TABLE SHOWING PREFERENCE TOWARDS CHOOSING AN INDIGO AIRLINES DETAILS

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE
PUNCTUALITY	19	17.4%
FARE	22	20.2%
COMFORT	63	57.8%
INTERIOR	3	2.8%
FOOD	2	1.8%
TOTAL	109	100

SOURCE: Primary Data

INTERPRITATION

From the above information of the preference towards choosing an indigo airline that 17.4 % of respondents belongs to punctuality, 20.2% of respondents belongs to fare, 57.8% of respondents belongs to comfort, 2.8% of respondents belongs to interior, 1.8% of respondents belongs to food.

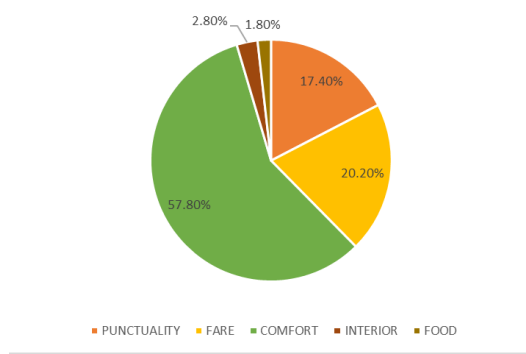


TABLE SHOWING SATISFACTION OF THE PASSENGERS' SAFETY MEASURES OF INDIGO AIRLINES DETAILS

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE
STRONGLY AGREE	27	24.8%
AGREE	57	52.3%
NEUTRAL	19	17.4%
DISAGREE	6	5.5%
TOTAL	109	100

SOURCE: Primary Data

INTERPRETATION

From the above information of satisfaction of the passenger’s safety measures of indigo airlines, 24.8% of respondents are strongly agree, 52.3% of respondents are agree, 17.4% of respondents are neutral ,5.5% of respondents are disagreed.

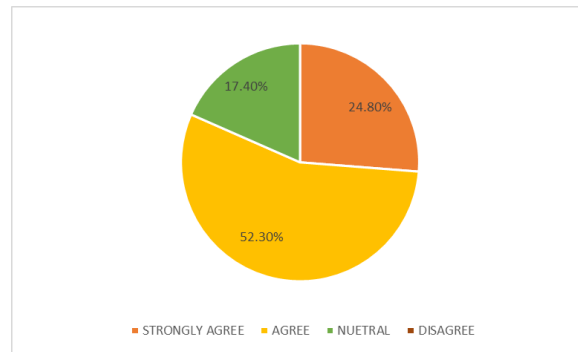


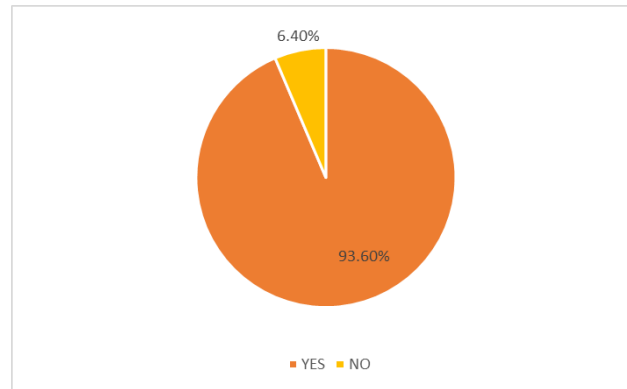
TABLE SHOWING SATISFACTION OF CLEANLINESS AND HYGIENE STANDARDS MAINTAINED BY INDIGO AIRLINES DETAILS

OPTIONS	NO.OF. RESPONDENTS	PERCENTAGE
YES	105	93.6%
NO	4	6.4%
TOTAL	109	100

SOURCE: Primary Data

INTERPRETATION

From the above information of satisfaction of cleanliness and hygiene standards maintained by indigo airlines, 93.6% of respondents are satisfied and 6.4% of the respondents are not satisfied.



FINDINGS

Hence the majority 58.7% of respondents are collected from Male.

Hence the majority 57.8% of respondents are collected on comfort.

Hence the majority 52.3% of respondents are agree with passengers' safety measures of indigo airlines.

Hence majority 93.6% of the respondents are satisfied with the cleanliness and hygiene standards of indigo airlines.

SUGGESTIONS

- I suggest to provide airlines services with affordable price for the Aged Peoples and the Disabled Peoples.
- I wish the company to introduce a number of flights to the Traditional Pilgrimage Centres Like (Kasi, Tirupathi, Ramaeshwaram) because number of peoples are suffering while traveling with some other modes of transport.
- I have experienced in taken the direct early morning flight to Coimbatore , Always it's been a very pleasant experience of very punctual & timely.
- I suggest to the company provide entertainment and food even for low-cost care carriers.
- Indigo Airlines need to maintain positive brand image for passengers' retention .
- Better Improvement in in-flight and pre -flight services.
- Improvement should be made to help the organization to boost sales by satisfying passengers and encouraging repeat sales .

LIMITATIONS

This study covers only the passengers who travel in the indigo airlines, sample of 109 together.

- ❖ As the questionnaire method was used the analysis was carried out based on the information provided by the responds.
- ❖ Sample Bias, the study's sample is based on convenience sampling, which may not accurately represent the larger population of Indigo Airlines passengers. Therefore, the study's findings may not be general able to the broader population of Indigo Airlines passengers.
- ❖ Self-Report Bias, the study's findings are based on self-reported data from passengers, which may be subject to response bias. Passengers may provide socially desirable responses or overstate their satisfaction levels, which may affect the accuracy of the study's findings.
- ❖ Time Constraints, the study's time frame may be a limiting factor as the data collection and analysis process may not capture the changes in the quality of services provided by Indigo Airlines and passengers' satisfaction levels over a more extended period.

CONCLUSION

Here, I have come to the end of the project on the topic Quality services and passengers' satisfaction in indigo domestic airlines. I had a good experience in doing this project. I have learned the basic things and how to do the project. It was a good exposure and learning experience for me while working on this project. The purpose of this study was to investigation the impact of the airline's quality services on passengers' satisfaction. This survey helps the airlines to understand the most important factor those have direct impact on customer satisfaction. so the airlines should learn from the experience and should avoid the mistakes. Only then, the company can make a profit and good relationship with the passengers. Passenger who is travelled in this indigo

airline suggest to provide food and entertainment system in the Lowcost carriers, the airlines should reduce the ticket price. Further study on Quality services and passengers satisfaction in indigo domestic airlines reveals more useful and interesting aspects of passengers satisfaction.

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