

## CHAPTER FOUR: RESULTS

### 4.1 Introduction

This chapter presents results and discussion of primary research based on survey questionnaire. The chapter begins with survey results followed by regression and correlation analysis. Finally the chapter ends with a discussion if aims and objectives of the study and how they have been achieved using primary and secondary research.

### 4.2 Survey Questionnaire Results

The questionnaire asked customers to opine if their airline company offers competitive prices. 14% of the customers marked Highly disagree, 19% of the customers marked Disagree, 25% of the customers marked Neutral, 23% of the customers marked Agree , and 19% of the customers marked Highly agree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 14        | 14.0    | 14.0          | 14.0               |
| disagree              | 19        | 19.0    | 19.0          | 33.0               |
| Neutral               | 25        | 25.0    | 25.0          | 58.0               |
| agree                 | 23        | 23.0    | 23.0          | 81.0               |
| highly agree          | 19        | 19.0    | 19.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think that their airline company provides competitive and comparable services. In response 14% of respondent opined highly disagree, 14% of respondent opined disagree, 34% of respondent remained neutral, 16% of respondent opined agree, and 22% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 2

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 14        | 14.0    | 14.0          | 14.0               |
| disagree        | 14        | 14.0    | 14.0          | 28.0               |
| Neutral         | 34        | 34.0    | 34.0          | 62.0               |
| agree           | 16        | 16.0    | 16.0          | 78.0               |
| highly agree    | 22        | 22.0    | 22.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine whether their airline company uses cutting edge technology. 14% of the customers marked Highly disagree, 12% of the customers marked Disagree, 34% of the customers marked Neutral, 24% of the customers marked Agree, and 16% of the customers marked Highly agree.

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 14        | 14.0    | 14.0          | 14.0               |
| disagree        | 12        | 12.0    | 12.0          | 26.0               |
| Neutral         | 34        | 34.0    | 34.0          | 60.0               |
| agree           | 24        | 24.0    | 24.0          | 84.0               |
| highly agree    | 16        | 16.0    | 16.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think that their airline company ensures passengers safety. In response 13% of respondent opined highly disagree, 14% of respondent opined disagree, 25% of respondent remained neutral, 18% of respondent opined agree, and 30% of respondent opined highly disagree.

### Rating and Expectations, Perceived Performance, and Satisfaction 3

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 13        | 13.0    | 13.0          | 13.0               |
| disagree              | 14        | 14.0    | 14.0          | 27.0               |
| Neutral               | 25        | 25.0    | 25.0          | 52.0               |
| agree                 | 18        | 18.0    | 18.0          | 70.0               |
| highly agree          | 30        | 30.0    | 30.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine whether their airline service provides high level of security for passengers. 16% of the customers marked highly disagree, 12% of the customers marked Disagree, 30% of the customers marked Neutral, 15% of the customers marked Agree, and 27% of the customers marked Highly agree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 16        | 16.0    | 16.0          | 16.0               |
| disagree              | 12        | 12.0    | 12.0          | 28.0               |
| Neutral               | 30        | 30.0    | 30.0          | 58.0               |
| agree                 | 15        | 15.0    | 15.0          | 73.0               |
| highly agree          | 27        | 27.0    | 27.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think that their airline companies are punctual in terms of flight timings. In response 13% of respondent opined highly disagree, 13% of respondent opined disagree, 31% of respondent remained neutral, 23% of respondent opined agree, and 20% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 4

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 13        | 13.0    | 13.0          | 13.0               |
| Disagree        | 13        | 13.0    | 13.0          | 26.0               |
| Neutral         | 31        | 31.0    | 31.0          | 57.0               |
| Agree           | 23        | 23.0    | 23.0          | 80.0               |
| highly agree    | 20        | 20.0    | 20.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine about fluent check-in service of respective airline. 8% of the customers marked Highly disagree, 17% of the customers marked Disagree, 32% of the customers marked Neutral, 17% of the customers marked Agree, and 36% of the customers marked Highly agree.

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 8         | 8.0     | 8.0           | 8.0                |
| disagree        | 17        | 17.0    | 17.0          | 25.0               |
| Neutral         | 32        | 32.0    | 32.0          | 57.0               |
| agree           | 17        | 17.0    | 17.0          | 74.0               |
| highly agree    | 26        | 26.0    | 26.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think all staff were friendly. In response 12% of respondent opined highly disagree, 10% of respondent opined disagree, 39% of respondent remained neutral, 18% of respondent opined agree, and 21% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 5

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 12        | 12.0    | 12.0          | 12.0               |
| disagree        | 10        | 10.0    | 10.0          | 22.0               |
| Neutral         | 39        | 39.0    | 39.0          | 61.0               |
| agree           | 18        | 18.0    | 18.0          | 79.0               |
| highly agree    | 21        | 21.0    | 21.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine about the quality of food and beverages. 17% of the customers marked highly disagree, 8% of the customers marked Disagree, 31% of the customers marked Neutral, 22% of the customers marked Agree, and 22% of the customers marked highly agree.

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 17        | 17.0    | 17.0          | 17.0               |
| disagree        | 8         | 8.0     | 8.0           | 25.0               |
| Neutral         | 31        | 31.0    | 31.0          | 56.0               |
| agree           | 22        | 22.0    | 22.0          | 78.0               |
| highly agree    | 22        | 22.0    | 22.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think the seat were comfortable. In response 9% of respondent opined highly disagree, 21% of respondent opined disagree, 22% of respondent remained neutral, 23% of respondent opined agree, and 25% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 6

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 9         | 9.0     | 9.0           | 9.0                |
| disagree        | 21        | 21.0    | 21.0          | 30.0               |
| Neutral         | 22        | 22.0    | 22.0          | 52.0               |
| agree           | 23        | 23.0    | 23.0          | 75.0               |
| highly agree    | 25        | 25.0    | 25.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine about the cleanliness of cabin. 14% of the customers marked highly disagree, 17% of the customers marked Disagree, 22% of the customers marked Neutral, 19% of the customers marked Agree, and 28% of the customers marked highly agree.

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 14        | 14.0    | 14.0          | 14.0               |
| disagree        | 17        | 17.0    | 17.0          | 31.0               |
| Neutral         | 22        | 22.0    | 22.0          | 53.0               |
| agree           | 19        | 19.0    | 19.0          | 72.0               |
| highly agree    | 28        | 28.0    | 28.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think that whether luggage services were adequate to meet their needs. In response 11% of respondent opined highly disagree, 12% of respondent opined disagree, 35% of respondent remained neutral, 21% of respondent opined agree, and 21% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 7

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 11        | 11.0    | 11.0          | 11.0               |
| disagree              | 12        | 12.0    | 12.0          | 23.0               |
| Neutral               | 35        | 35.0    | 35.0          | 58.0               |
| agree                 | 21        | 21.0    | 21.0          | 79.0               |
| highly agree          | 21        | 21.0    | 21.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine whether their airline service meets their expectations. 18% of the customers marked Highly disagree, 9% of the customers marked Disagree, 40% of the customers marked Neutral, 20% of the customers marked Agree , and 13% of the customers marked highly agree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 18        | 18.0    | 18.0          | 18.0               |
| disagree              | 9         | 9.0     | 9.0           | 27.0               |
| Neutral               | 40        | 40.0    | 40.0          | 67.0               |
| agree                 | 20        | 20.0    | 20.0          | 87.0               |
| highly agree          | 13        | 13.0    | 13.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers think that their airline company meets their travelling needs. In response 15% of respondent opined highly disagree, 13% of respondent opined disagree, 30% of respondent remained neutral, 20% of respondent opined agree, and 22% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 8

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 15        | 15.0    | 15.0          | 15.0               |
| disagree              | 13        | 13.0    | 13.0          | 28.0               |
| Neutral               | 30        | 30.0    | 30.0          | 58.0               |
| agree                 | 20        | 20.0    | 20.0          | 78.0               |
| highly agree          | 22        | 22.0    | 22.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine whether their airline company provides better services as compared to competitors. 10% of the customers marked highly disagree, 15% of the customers marked Disagree, 29% of the customers marked Neutral, 23% of the customers marked Agree, and 23% of the customers marked highly agree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 10        | 10.0    | 10.0          | 10.0               |
| disagree              | 15        | 15.0    | 15.0          | 25.0               |
| Neutral               | 29        | 29.0    | 29.0          | 54.0               |
| agree                 | 23        | 23.0    | 23.0          | 77.0               |
| highly agree          | 23        | 23.0    | 23.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether pricing policy of their airline service is better than competitors. In response 14% of respondent opined highly disagree, 12% of respondent opined disagree, 32% of respondent remained neutral, 19% of respondent opined agree, and 23% of respondent opined highly disagree.



## Rating and Expectations, Perceived Performance, and Satisfaction 9

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 14        | 14.0    | 14.0          | 14.0               |
| disagree        | 12        | 12.0    | 12.0          | 26.0               |
| Neutral         | 32        | 32.0    | 32.0          | 58.0               |
| agree           | 19        | 19.0    | 19.0          | 77.0               |
| highly agree    | 23        | 23.0    | 23.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to opine whether they had better flight experience in their airline service as compared to their experience in other airline company. 8% of the customers marked highly disagree, 13% of the customers marked Disagree, 42% of the customers marked Neutral, 19% of the customers marked Agree, and 18% of the customers marked highly agree.

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 8         | 8.0     | 8.0           | 8.0                |
| disagree        | 13        | 13.0    | 13.0          | 21.0               |
| Neutral         | 42        | 42.0    | 42.0          | 63.0               |
| agree           | 19        | 19.0    | 19.0          | 82.0               |
| highly agree    | 18        | 18.0    | 18.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers were searching for another airline service or thinking to switch. In response 13% of respondent opined highly disagree, 12% of respondent opined disagree, 35% of respondent remained neutral, 21% of respondent opined agree, and 19% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 10

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 13        | 13.0    | 13.0          | 13.0               |
| disagree        | 12        | 12.0    | 12.0          | 25.0               |
| Neutral         | 35        | 35.0    | 35.0          | 60.0               |
| agree           | 21        | 21.0    | 21.0          | 81.0               |
| highly agree    | 19        | 19.0    | 19.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers to rate the overall performance of their airline service on a scale of 1 star to 5 stars. 16% of the customers marked 1 star, 8% of the customers marked 2 star, 35% of the customers marked 3 star, 16% of the customers marked 4 star, and 25% of the customers marked 5 star.

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| highly disagree | 16        | 16.0    | 16.0          | 16.0               |
| disagree        | 8         | 8.0     | 8.0           | 24.0               |
| Neutral         | 35        | 35.0    | 35.0          | 59.0               |
| agree           | 16        | 16.0    | 16.0          | 75.0               |
| highly agree    | 25        | 25.0    | 25.0          | 100.0              |
| Total           | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether customers give ratings on the basis of price and service quality. In response 9% of respondent opined highly disagree, 12% of respondent opined disagree, 40% of respondent remained neutral, 20% of respondent opined agree, and 19% of respondent opined highly disagree.

## Rating and Expectations, Perceived Performance, and Satisfaction 11

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 9         | 9.0     | 9.0           | 9.0                |
| disagree              | 12        | 12.0    | 12.0          | 21.0               |
| Neutral               | 40        | 40.0    | 40.0          | 61.0               |
| agree                 | 20        | 20.0    | 20.0          | 81.0               |
| highly agree          | 19        | 19.0    | 19.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers if they make repeat selection of airline on the basis of ratings. 11% of the customers marked highly disagree, 10% of the customers marked Disagree, 41% of the customers marked Neutral, 20% of the customers marked Agree, and 18% of the customers marked highly agree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 11        | 11.0    | 11.0          | 11.0               |
| disagree              | 10        | 10.0    | 10.0          | 21.0               |
| Neutral               | 41        | 41.0    | 41.0          | 62.0               |
| agree                 | 20        | 20.0    | 20.0          | 82.0               |
| highly agree          | 18        | 18.0    | 18.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

In addition, surveyor also inquired whether their service provides good inflight services as they promised. In response 11% of respondent opined highly disagree, 14% of respondent opined disagree, 37% of respondent remained neutral, 22% of respondent opined agree, and 16% of respondent opined highly disagree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 11        | 11.0    | 11.0          | 11.0               |
| disagree              | 14        | 14.0    | 14.0          | 25.0               |
| Neutral               | 37        | 37.0    | 37.0          | 62.0               |
| agree                 | 22        | 22.0    | 22.0          | 84.0               |
| highly agree          | 16        | 16.0    | 16.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

The questionnaire asked customers whether their ratings about airline are affected by staff behaviour. 16% of the customers marked highly disagree, 14% of the customers marked Disagree, 30% of the customers marked Neutral, 16% of the customers marked Agree, and 24% of the customers marked highly agree.

|                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid highly disagree | 16        | 16.0    | 16.0          | 16.0               |
| disagree              | 14        | 14.0    | 14.0          | 30.0               |
| Neutral               | 30        | 30.0    | 30.0          | 60.0               |
| agree                 | 16        | 16.0    | 16.0          | 76.0               |
| highly agree          | 24        | 24.0    | 24.0          | 100.0              |
| Total                 | 100       | 100.0   | 100.0         |                    |

### 4.3 Correlation

The table below shows that the Pearson’s correlation coefficient between pre-flight expectations and ratings is .655 or 65.5% with a positive sign. A positive sign shows that there is positive relationship and therefore an increase score of pre-flight expectations is likely to cause an increase in ratings. Furthermore, since the coefficient is greater than 50% therefore it is categorised as strong positive relationship. Finally the significance level of correlation between

pre-flight expectations and ratings is 0.000 (less than 0.05) and thus the correlation is statistically significant. Similarly, the Pearson’s correlation coefficient between flight experience and ratings is .645 or 64.5% with a positive sign. A positive sign shows that there is a positive relationship and therefore an increase in score of flight experience is likely to cause an increase in ratings. Furthermore, since the coefficient is greater than 50% therefore it is categorised as strong positive relationship. Finally the significance level of correlation between flight experience and ratings is 0.000 (less than 0.05) and thus the correlation is statistically significant. Finally, the Pearson’s correlation coefficient between satisfaction and ratings is .638 or 63.8% with a positive sign. A positive sign shows that there is a positive relationship and therefore an increase in score of satisfaction is likely to cause an increase in ratings. Furthermore, since the coefficient is greater than 50% therefore it is categorised as strong positive relationship. Finally the significance level of correlation between satisfaction and ratings is 0.000 (less than 0.05) and thus the correlation is statistically significant.

|                        |                     | Pre-flight expectation | Flight experience | Satisfaction | Ratings |
|------------------------|---------------------|------------------------|-------------------|--------------|---------|
| Pre-flight expectation | Pearson Correlation | 1                      | .622**            | .589**       | .655**  |
|                        | Sig. (2-tailed)     |                        | .000              | .000         | .000    |
|                        | N                   | 100                    | 100               | 100          | 100     |
| Flight experience      | Pearson Correlation | .622**                 | 1                 | .554**       | .645**  |
|                        | Sig. (2-tailed)     | .000                   |                   | .000         | .000    |
|                        | N                   | 100                    | 100               | 100          | 100     |
| Satisfaction           | Pearson Correlation | .589**                 | .554**            | 1            | .638**  |
|                        | Sig. (2-tailed)     | .000                   | .000              |              | .000    |
|                        | N                   | 100                    | 100               | 100          | 100     |
| Ratings                | Pearson Correlation | .655**                 | .645**            | .638**       | 1       |
|                        | Sig. (2-tailed)     | .000                   | .000              | .000         |         |
|                        | N                   | 100                    | 100               | 100          | 100     |

\*\* Correlation is significant at the 0.01 level (2-tailed).

**4.4 Regression Analysis**

The SPSS output for regression between pre-flight expectations and ratings shows that the coefficient of determination i.e. R-squared value is .429 or 42.9% which implies that the model explains 42.9% of variability in dependent variable i.e. ratings. Furthermore, the significance value is less than 0.05 which implies that the relationship between pre-flight expectations and ratings is statistically significant. Finally the beta value is .665 or 66.5% which implies that given a unit increase in the score of pre-flight expectations, it is likely that there will be a 66.5% increase in ratings. The model is statistically significant.

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .655 <sup>a</sup> | .429     | .424              | .97038                     |

a. Predictors: (Constant), Pre-flight expectation

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 69.429         | 1  | 69.429      | 73.731 | .000 <sup>b</sup> |
|       | Residual   | 92.281         | 98 | .942        |        |                   |
|       | Total      | 161.710        | 99 |             |        |                   |

a. Dependent Variable: Ratings

b. Predictors: (Constant), Pre-flight expectation

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                        | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)             | 1.155                       | .260       |                           | 4.438 | .000 |
|       | Pre-flight expectation | .654                        | .076       | .655                      | 8.587 | .000 |

a. Dependent Variable: Ratings

Similarly, the results for regression between flight experience and ratings shows that the coefficient of determination i.e. R-squared value is .416 or 41.6% which implies that the model

explains 41.6% of variability in dependent variable i.e. ratings. Furthermore, the significance value is less than 0.05 which implies that the relationship between flight experience and ratings is statistically significant. Finally the beta value is .665 or 65.5% which implies that given a unit increase in the score of flight experience, it is likely that there will be a 65.5% increase in ratings. The model is statistically significant.

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .645 <sup>a</sup> | .416     | .410              | .98135                     |

a. Predictors: (Constant), Flight experience

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 67.332         | 1  | 67.332      | 69.916 | .000 <sup>b</sup> |
|       | Residual   | 94.378         | 98 | .963        |        |                   |
|       | Total      | 161.710        | 99 |             |        |                   |

a. Dependent Variable: Ratings

b. Predictors: (Constant), Flight experience

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)        | 1.326                       | .248       |                           | 5.347 | .000 |
|       | Flight experience | .624                        | .075       | .645                      | 8.362 | .000 |

a. Dependent Variable: Ratings

Finally the results of regression analysis between satisfaction and ratings indicate that the coefficient of determination i.e. r-squared value is .408 or 40.8% which implies that the model explains 40.8% of variability in dependent variable i.e. ratings. Furthermore, the significance value is less than 0.05 which implies that the relationship between satisfaction and

ratings is statistically significant. Finally the beta value is .638 or 63.8% which implies that given a unit increase in the score of satisfaction, it is likely that there will be a 63.8% increase in ratings. The model is statistically significant.

#### ***4.5 Discussion***

The first aim of the study was to study the concept of high and low rating of airline services. This objective was achieved through secondary research in which this study explored the concepts in detail. According to secondary research findings lower rated airline companies could be regarded as low cost airline on the basis of their charging cost and provided services. Low cost airlines often have low budget as they have fixed priced on tickets and charging low fares for their services and provide less comfort to their customers and charge extra for providing complementary services like allocation of seats, boarding, and food priority (Graham, 2013). As mentioned in the study conducted by Liou et al (2011:1381), all these factors play essential role in making those airlines lower rated. Lower rated airlines are low cost carriers are competing on the basis of low price and use smaller and secondary airports, providing minimum services and have low seating capacity in the aircraft (Pearson 2016). Although, lower rated airline company's charges low fares for their services, customers usually prefer highly rated airlines over lower rated airlines as they perceived that highly rated airlines provides all necessary and comfortable services to their customers.

To study the relationship between rating and customer's expectation, perceived performance, and satisfaction. The Pearson's correlation coefficient between pre-flight expectations and ratings is .655 or 65.5%. The Pearson's correlation coefficient between flight experience and ratings is .645 or 64.5%. The Pearson's correlation coefficient between



satisfaction and ratings is .645 or 64.5%. The correlation analysis clearly indicates that there are strong positive relationships between dependent and independent variables. Furthermore, the regression analysis shows that a unit increase in the score of pre-flight expectations, it is likely that there will be a 65.5% increase in ratings. Furthermore, it implies that given a unit increase in the score of flight experience, it is likely that there will be a 65.5% increase in ratings. Finally, a unit increase in the score of satisfaction, it is likely that there will be a 63.8% increase in ratings. The last objective of the study was to provide recommendations to the managers for increasing their service quality in order to achieve customers' retention and satisfaction. A set of recommendations have been provided in the next chapter.

## References

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