



Passengers' Perception of Service Quality in Aviation Industry: A Study of Selected Airlines

Dear Participants,

The purpose of this questionnaire is to understand passengers' perception of service quality in aviation Industry. The questionnaire will take 10 minutes to complete and all the responses will be strictly use for academic purpose.

Thank you for your help.

Best Regards:

Arihant Jain

* Required

Name *

Gender

- Male
- Female

Age Group

- Less than 25 years
- 25 - 50 years
- 50 - 75 years
- Above 75 years

Which area do you belong to?

- NCR
- Non - NCR

Educational qualification

- Upto HSC
- Graduate
- Post Graduate
- Professional



Occupation

- Salaried
- Self – Employed
- Professional
- Any Other

Monthly Income (in Rs.)

- Less than 50000
- 50000 – 100000
- 100000 – 150000
- Above 150000

Do you travel through airways?

- Yes
- No

Which kind of airline you mostly prefer?

- Public
- Private
- Both

Number of years travel with the airline?

- Less than 1 year
- 1 - 3 years
- 3 - 5 years
- More than 5 years

Reason for choosing the airline?

- Low Fares
- On Time Performance
- Extra Facilities/Luxury
- In Flight Entertainment



Airline prefer of same price, same destination & same timings

- Air India
- SpiceJet Ltd.
- Jet Airways
- Any Other

How often do you travel through airlines?

- Occasionally
- Frequently

Has the performance of selected airline changed since last 6 months?

- Better than before
- Same as before
- Worse than before
- Can't say

How do you compare the services of selected airline against their competitors?

- The competitors are better
- Same as competitors
- Selected airline provide better value
- Can't Say

What made you aware about selected airline?

- Word - of - mouth
- Print Media
- Internet
- Broadcasters

Would you like to choose airline through social networking sites like Facebook, twitter, etc?

- Absolutely
- May be
- Not really



- Can't say

Would you consider selected airline services again?

- Definitely yes
- Definitely no
- Can't say

Would you recommend your friends & families to travel with selected airline?

- Yes
- No
- Can't say

Which one of the following airlines would you like to select regarding response of service quality attributes?

- SpiceJet Ltd.
- Air India
- Jet Airways

Your response for service quality attributes to your selected airline (Please tick on the rating number which best expresses your opinion of the survey statement) *

	5 Very Good	4 Good	3 Neither Good Nor Bad	2 Bad	1 Very Bad
Fare value and Insurance					
On-time performance					
Carry-on baggage delivery					
Company's seasonal promotional schemes					
Communication skills in different Languages					
Demonstration of safety instructions					
Trustworthiness					
Availability of seating space					
Aircraft's ambience					
Cabin appearance/cleanliness					



Responsiveness of cabin crew
Members

In-flight entertainment facilities

In-flight catering facilities

Availability & cleanliness of lavatories

Courtesy of staff

Promptness of baggage delivery

Adequacy of staff at the counter

Ease of locating the required service
counter

Facilities for special needs people

Knowledge of airline's staff

Please provide your valuable suggestion to improve the service quality in aviation industry from passenger's point of view: