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Research Article

**IN PAKISTAN'S AIRLINE INDUSTRY, THE ROLE OF SERVICE
QUALITY AND CUSTOMER SATISFACTION**¹Nadeem Zahoor, ²Usama saddique, ³M.Shahid, ⁴Shabbir Hussain¹Superior University Lahore, rajanadeem67@hotmail.com, ^{2,3}Superior University Lahore.,⁴Superior University Lahore.**Article Received:** October 2021 **Accepted:** November 2021 **Published:** December 2021**Abstract:**

"Impact of Service Quality on Customer Satisfaction in the Airline Industry" was the title of this thesis. The study's purpose was to find out how Pakistani Airlines' service quality affects customer satisfaction and to suggest strategies to improve it. Secondary info was collected through searching the library and the Internet. Primary data was collected through floating questionnaires and interviews. The data was examined for frequencies, regression parameters, and cross tabulation using standard statistical procedures and SPSS software. Four Seroquel features, tangibility, responsiveness, reliability, and assurance, have a **significant** impact on customer satisfaction in Pakistan, according to the research. Empathy, on the other hand, does not appear to affect customer pleasure. As a result, Pakistanis are more concerned about flight safety, dependable people, comfortable cabin seats, and quick responses to their concerns than they are about individual cabin attendant attention.

Keywords: empathy, assurance, reliability, tangibility, responsiveness, customer satisfaction.**Corresponding author:****Nadeem Zahoor**Superior University Lahore rajanadeem67@hotmail.com

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INTRODUCTION:

In the twenty-first century, the service business is growing increasingly essential. In recent years, the most advanced nations have shifted their focus away from manufacturing and toward a large contribution from service jobs (Rehman, Bhatti, Shaheen, and Akram, 2020). The majority of the theories for fundamental change depicted above focus on a specific interest, with one of the most often held notions being that as social orders become wealthier, individuals desire to consume more stuff (et al. Herrendorf, 2013). Service businesses come in many kinds and sizes in today's global environment. At one end of the range are large international corporations operating in industries such as airlines. The current movement in customer demand for more services has resulted in a change in the definition of products and services. It is widely known that almost all businesses, including airlines, value customer connections in order to prevent losing them to competitors (Saad, Bhatti and Gbadebo 2018a, 2018b). Businesses in the twenty-first century, such as airlines, have declared unequivocally that failing to respect consumers' time, money, and difficulties will result in a large decline in sales (Rehman and Bhatti, 2019a). The internet has had a significant impact on people's lives and businesses (Akram and Bhatti, 2020; Rehman and Bhatti, 2019b).

As a result, most professionally run airlines follow the basic guideline of treating clients like kings and organizing their businesses to ensure their satisfaction. It's an excellent indicator of a buyer's repurchase intentions and consistency, as well as if they'll be long-term repeat clients or even backers. With this in mind, customer loyalty may provide crucial data to businesses, allowing them to assess which points of view are useful and where adjustments should be made.

Background:

People in Pakistan, particularly the upper class, are adapting their lifestyles to those of western countries, and they are considered as Pakistanis who need to change for their own personal well-being as well as the countries. Whether it's the Pakistani aviation sector or not, they can't ignore the country and its problems. They shift to a foreign airline when they realize that none of the Pakistani carriers have a good track record in terms of flight safety. Similarly, the government is unconcerned about this issue and continues to allow its citizens to use overseas services. As a result, Pakistan's service import bill is increasing. The airline industry's service quality measures should be examined to avoid this unwanted circumstance. Apart from the obvious factor of

safety, it will provide a clear picture of what passengers expect from these airlines.

The servqual model is the most commonly utilized model by most researchers. Prayag (2007), Akstinaite & Pabedinskaite (2014), Simpson & Sultan (2000), Kao & Chau, (2009), Sricharoenpr among (2015) all employed the servqual model to measure airline service quality metrics, while Leong, (2015) used the servperf model to get more accurate results. The Servperf model has almost fifty parameters to quantify airline service quality, but the Servqual model only has five. This study will employ the servqual model to identify and highlight areas of vulnerability in Pakistani airlines.

Airline Service Quality in a Global Context:

The carrier industry contributes greatly to other industries by transporting passengers to their destinations around the world, as well as to the administrative sector (Waguespack & Rhoades, 2008). The air transportation industry effectively enhances many organizations' monetary action, so creating an incentive for global trade; it has a large impact on both local and international travel, and contributes to global efficiency (Chen et al., 2015).

With so much competition in the market, planes must enhance their SQ to obtain a competitive advantage. As a result, carriers must examine and consider their quality and shortcomings in relation to their competitors while developing methods for administrative improvements (Luk & Chow 2005).

Airline service quality in Pakistan:

Foreign carriers, such as Thai Airlines from Thailand, are stealing many of Pakistan Airlines' customers. Foreign airlines keep a careful eye on their customers' views and expectations of airline service quality. According to international airlines, certain aspects of service quality are more significant than others. Pakistanis, for example, value certainty when it comes to service quality.

Significant of Study:

Four Seroquel features, tangibility, responsiveness, reliability, and assurance, have a **significant** impact on customer satisfaction in Pakistan, according to the research. Empathy, on the other hand, does not appear to affect customer pleasure. As a result, Pakistanis are more concerned about flight safety, dependable people, comfortable cabin seats, and quick responses to their concerns than they are about individual cabin attendant attention.

Statement of Problem:

The **reason** for this is that several Pakistani airlines have failed to serve their consumers on a basic level. The numerous occurrences of plane catastrophes have eroded Pakistani citizens' confidence in Pakistani airlines such as PIA and Air Blue. They will choose to go on a foreign airline.

REVIEW OF THE LITERATURE:

Customer satisfaction is important:

This component must be regularly monitored and improved in order to increase client loyalty over time and eventually turn them into brand ambassadors (Tsafarakis, 2017). According to Zhang & Jiang (2016), excellent customer service may win clients' hearts and make a brand identifiable among its target demographic.

Tangibility:

Tangible features are the features that a client can actually see. These would be the proofs used by the customer to evaluate the service's quality. Although tangibility in the service industry is restricted, it is crucial in developing the image of the service being delivered (Sabri, 2011). According to et al. Wang. The way waiters are dressed, the decorations in aeroplane cabins, and the internal décor of the flight all contribute to making customers satisfied at first sight in the airline sector (2016).

Reliability:

The concept of reliability is derived from the concept of flying performance. If a flight stays on schedule and there are no delays before or after takeoff, it is

more trustworthy (Simpson & Sultan, 2000). Customers place a great value on flight safety; without it, only a small percentage of individuals would fly (et al Mitic, 2014).

Assurance:

Expertise is important in every business, whether it's an airline or not. Employee training is critical at every level of a customer's airline service purchase (Wang et al., 2011). Skilled airport ground employees are in high demand, according to Sricharoenpramong (2015). To work as ground crew at the airport, most airlines require a strong high school education as well as a minimum of two years of experience in the airline sector.

Responsiveness:

It's a willingness to help others and act promptly. If an airline passenger dislikes the meal supplied to him, he should be given another option (Leong et al, 2015). Because a customer's view and opinion of an airline is based on how satisfied he is after an airline experience, his concerns should be resolved as soon as possible (Farooq et al, 2017).

Empathy:

The ability to understand others' feelings and imagine what they are going through is linked to compassion. Being sensitive to customers, understanding and appreciating their unique demands, and treating each client as a unique resource and their single most important customer is the simplest way for a carrier to keep and grow its customer base (Sabri, 2011).

Instrument Description:

Variable	Creators	Year	Number of Items
Customer Satisfaction	Tsafarakis	2017	2
Reliability	Su, Yeh, Lin, and Huang, Kung	1997; 1995; 2003	4
Responsiveness	Chang and Chang; Tsai and Hsu	2000; 1997	3
Assurance	Tsai and Hsu; Chang and Chang	1999, 1997, and 2000	5
Empathy	Tsai and Hsu; Chang and Chang	1997; 2000	3
Tangibility	Disney, Huang, Tsai, and Hsu	1997, 1996, and 1999	5

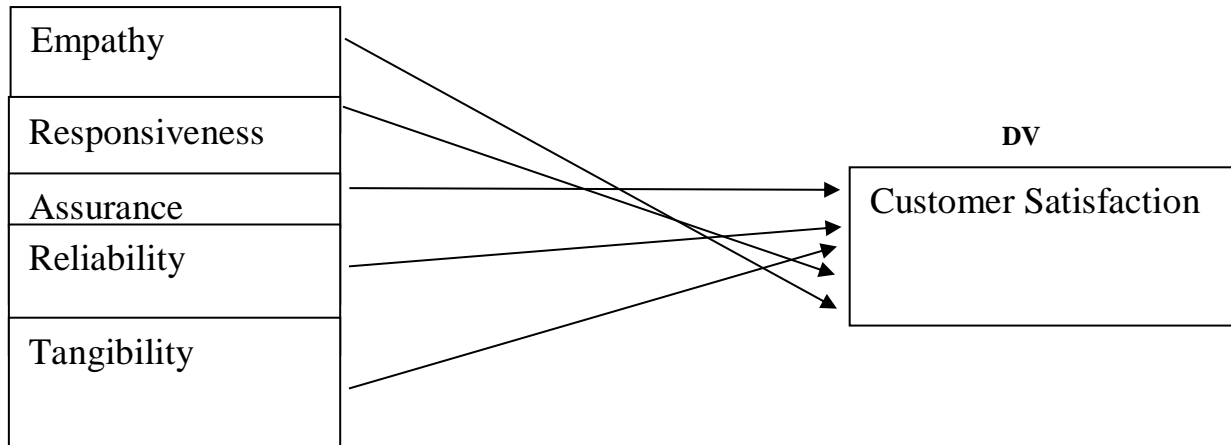
IN PAKISTAN'S AIRLINE INDUSTRY, THE ROLE OF SERVICE QUALITY AND CUSTOMER SATISFACTION:

Hypothesis for Research:

- H1:** Reliability has a beneficial impact on customer satisfaction.
- H2:** Responsiveness has a beneficial impact on customer satisfaction.
- H3:** Assurance has a favorable impact on customer satisfaction.
- H4:** Empathy has a favorable impact on customer satisfaction.
- H5:** Tangibility has a favorable impact on customer satisfaction.

Theoretical Framework

IV



Research question:

Why Customer satisfaction is important in airline industry?

How can airline industry improve customer satisfaction?

Which airline has the highest customer satisfaction?

What do customers expect from airlines?

METHODOLOGY:

Research type:

Methodology is an essential piece of any examination. It is a guide to acquire the appropriate responses of exploration questions. The qualitative in nature like other pervious. Components have been picked to quantify the effect on consumer loyalty, thus, it is a quantitative examination. The research shows the degree by which every factor present in SERVQUAL model for example substantial quality, affirmation, compassion, dependability and responsiveness affects the reliant variable. This strategy of estimation is relapse investigation.

Information Type/Research Period:

The information type is essential as the inquiries utilized in the paper are self-managed. The inquiries were browsed past investigations yet direct information was made by circulating those inquiries as overview.

Populace and arranged example:

Every one of the understudies of Lahore School of Economics address the examination study's populace as the poll was appropriated inside the grounds. The internet-based overview was additionally directed with the assistance of Facebook and Instagram. The example out of the absolute populace was 200 understudies, the two students and alumni of LSE.

The essential examination objective was to recognize those assistance viewpoints that airline travelers regularly think about most and least significant when going on a homegrown airline in Pakistan. The mean significance appraisals got for every one of the help things were determined and positioned from the most elevated to the least scores. Generally speaking, the assistance factors were positioned inside the accompanying four measurements marked: accommodation of booking, lodge administrations, lodge team, and practicality of flight. A survey has been embraced with alterations to quantify the prior traits and travelers' assumptions about all periods of the movement experience. To check clients' assumptions for airline benefits, the adjusted poll was utilized to gather data from the homegrown flights' travelers at Quaid-e-Azam International Airport, Karachi, over a fourteen-day time span. Individual meetings were led with homegrown travelers and the necessary data was recorded on the spot. Travelers were chosen on a comfort premise. The normal evaluations of key things alongside standard deviations were utilized for estimating the degree of significance connected by travelers to every one of the critical components in the changed organized survey. Further to the past study led, this review zeroed in on estimating four of the main help measurements, to be specific, accommodation of booking, lodge administrations, lodge group and practicality of flight.

The exploration is distinct and co-social in its tendency and utilizes mix of quantitative and qualitative in its methodology. The hidden exploration question around which this examination does settle is to find out common degree of

administration nature of PIA as seen by its travelers and its effect on apparent intensity. The exploration depends on this presumption that assistance quality outcomes in to upgrade level of intensity. At the end of the day this relationship develops that the apparent airline administration quality impacts the seriousness. Basing on the build PIA administration execution is utilized to quantify airline administration quality. Travelers were approached to assess and depict the

degree of nature of different administrations, along the range of PIA esteem chain as they have encountered in their flight venture. A poll with this impact was ready by instruments created by Cronin and Taylor's (1992) "SERVPERF instrument" and SERVQUAL of administration quality. The examination populace for this review incorporated every one of the travelers utilizing PIA as their decision to travel.

RESULTS:

Tab N0. 1 Profile example

Demographics	Categories	Frequency	Percent
Gender	Male	72	36
	Female	128	64.0
	Total	200	100
Airline	Qatar	20	10.0
	Emirates	140	70.0
	PIA	16	8.0
	Oman	4	2.0
	Etihad	20	10
	Total	200	100
How Frequently	Only once a year	144	72.0
	Only Once month	8	4.0
	Only Once 6 months	20	10.0
	Others	28	14
	Total	200	100

Table No. 2 Cronbach Alpha (total)

DV	IV	Cronbach's Alpha	Number of items
Customer Satisfaction	Reliability	.941	19
	Tangibility		
	Responsiveness		
	Empathy		
	Assurance		

Table N0. 2 (Bravo) Cronbach Alpha Individual

Variable	Cronbach's Alpha	Number of items
Customer Satisfaction	.603	2
Reliability	.860	4
Tangibility	.825	4
Responsiveness	.613	2
Empathy	.703	2
Assurance	.894	5

Table NO. 3 (Alpha)

Variable	Factor Loading	AVE	Construct reliability
Reliability	0.755, 0.771, 0.798, and 0.794	0.608	0.861
Customer Satisfaction	0.439, 0.984	0.58	0.707
Responsiveness	0.911, and 0.473	0.527	0.669
Tangibility	0.723, 0.775, 0.75, and 0.705	0.546	0.828
Assurance	0.857, 0.751, 0.803, 0.724, and 0.827	0.63	0.895
Empathy	0.731, and 0.778	0.57	0.726

Table NO.4(Alpha) Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.466	.52835

Table NO.4 (Bravo) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant	1.063	.235		4.527	.000
Empathy	-.058	.062	-.068	-.936	.351
Reliability	.129	.089	.141	1.455	.147
Assurance	.287	.106	.288	2.718	.007
Responsiveness	.186	.073	.197	2.542	.012

Table Number 4 (Charli) Hypothesis Validation

		Estimated	S.E.	C.R.	P Label
Customer Satisfaction	<---	.221	.048	4.591	***
Tangibility		.129	.047	2.766	.006
		-.058	.044	-1.322	.186
Customer Satisfaction	<---	.186	.048	3.859	***
Reliability		.287	.051	5.629	***
Customer Satisfaction	<---				
Empathy					
Customer Satisfaction	<---				
Responsiveness					
Customer Satisfaction	<---				
Assurance					

DATA ANALYSIS AND DISCUSSION:

The fundamental exploration objective included distinguishing those assistance viewpoints that homegrown air travelers rate the most elevated and the least in significance. The mean significance evaluations got for every one of the help things were determined and positioned from most elevated to least. The outcomes are contrasted in Table 1 beneath and the help components positioned inside the four assistance measurements referenced before. The principal administration measurement is named 'comfort of booking' and remembers such

components as accommodation for reserving spot/booking, web-based booking opportunity, admissible weight, pre-seating choices, accessibility of airline site on web, and ampleness of data on airline's site. The most noteworthy mean rating was given to comfort in reserving spot/booking by the Pakistani travelers though this component was evaluated second by both the South African just as the Malaysian examples separately. Albeit the flight term of most homegrown trips in Pakistan is under two hours, the absolute excursion time might stretch

to up to six hours or seriously including ground transportation and interfacing times.

RECOMMENDATION:

The examination tracks down that normal assistance quality is the predecessor of decreasing relationship and fading trust among PIA and its travelers. The PIA the board will have to zero in on restoring its administration quality standard coordinating to worldwide ones. The assistance quality is the demonstrated formula to rejuvenate consumer loyalty and support to the level of travelers' devotion. The assistance quality will be something other than movement it will be an encounter of life time where travelers are caused to feel like a regarded visitor, and in addition to a traveler. These visitors will encounter a distinction from the hour of their landing in air terminal, assistance at their check in counters, polite gathering in the airplane, serving food with taste and nature of the cooking, arrangement of online amusements and hint of helpful back rub situates all thrilling worth expansion even above traveler's assumption. There is no denying the way that once PIA can restore its administration quality over the level of travelers' assumption than there is a splendid shot at taking the public aircraft back to a deliberately serious situation in the industry. As indicated that the help quality relies vigorously upon the nature of the purchaser's merchant's association during the assistance experience. Thus; the PIA, to turn into an effective help organization, will comprehend the assistance benefit chain, which interfaces its benefits with bleeding edge workers and client's fulfillment. To summarize the help conveyance will be such that it makes and oversee traveler encounters with the PIA as a brand.

CONCLUSION:

The general target of the exploration is to discover the impact of administration quality on seriousness. To assess administration quality, travelers of the public transporter were posed inquiries relevant to five unique components of administration quality. Relapse examination uncovered a huge positive impact of administration quality on seriousness. This shows that all together for an association to achieve market intensity, it should zero in its energies on further developing its administration quality. Inability to zero in on help quality can truly hurt the seriousness of a business association.

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