

A multiple criteria approach for airline passenger satisfaction measurement

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Abstract:

Objective of this research is look for the effect of two factors for passenger satisfaction and effect of these two factors on government policies. All the data collected from the questionnaire fill by 100 respondents which were the passengers and mainly prefer air travel service given by the airlines in Pakistan. The final analysis reveal that Services and ticket prices both are not effected by change of Government policies, but the ticket prices are dependent on services that passenger get by airline in Pakistan Aviation Industry. Three hypotheses were developed based on study and the literature. Collect the data and analyzing the hypothesis and reach on a conclusions, a questionnaire which was consist of the 8 questions these questions was covering the hypotheses. After that questionnaire was send to the passengers in Pakistan travel by airlines in Pakistan. 100 passengers fill that questionnaire and after proceed to analysis. The result show us that Hypothesis 1 and Hypothesis 2 Rejected and Hypothesis 3 is accepted.

Keywords: Aviation, Services, Government Policies, Ticket Price, Pakistan Aviation Industry.

Introduction:

There had been a significant effect of Covid19 on the World which put an impact on the entire airline industry of the whole world. This pandemic makes that airline industry more and more competitive for the airline industry shareholders. Most of the airlines got bankrupt due to unable to pay the fees of the aircrafts which they get on lease or unable to pay the due charges of the aircrafts which were ordered by these airlines or unable to pay the parking fees for their aircraft on the other side due to this remain industries also got effected because airline is an industry

which is a min part of for global network it delivers the opportunity and challenges both for the business in any industry (Hanlon, 2006). After pandemic development of the airlines was increasing slowly due to this industry support trade of the whole world and tourism activities (Hussain et al., 2015)

If we talk about the competitive environment of now day's passenger satisfaction should be the top level priority for any airline company. If passenger does not feel satisfy from the services which are given by the airlines, so obviously the passenger will alter his decisions to another airline. (Archana & Subha, 2012). Due to addition of various airlines the services of the airlines diminishing there market share (Vogt, 2008) In the airline growth as time passing the customers are not satisfying from the services given by previous airlines (Thomas, 2011). So that is why airlines are competing with one another at extreme level just to satisfy the passengers.

PIA is only the one airline in Pakistan which provided their services in that pandemic the did special flights and they did cargo flights. But as compare to the other private airlines of Pakistan the Pakistan International Airline is facing a various issues the condition of the aircraft is very bad as compared to the other airlines, cancelling of the flights, deficiency of the modernity in this airline and the foreigners show less interest in PIA.(Haque et al., 2021)

PIA is the main airline of Pakistan and serving as international flag carrier and also facing many challenges from both sides, Beside PIA there are many others airlines which are operating as a domestic and international carrier as well and not all of them are caring that much about passenger satisfaction, and it can be make problem for them as they came out from pandemic everyone have to travel somewhere internationally and domestically in both routes that is why now passengers are not focusing that much on satisfaction but in future it can be make problem for them and it would be an positive point for the airlines which want to startup there business as an airline industry. Everywhere in the world airlines trying their best to give a best service to their passenger but in Pakistan airlines industries are totally opposing it.

The significant homegrown carrier player's company's works universally to be specific: SAI which stands for Shaheen Airline International, on the other hand PIA (Pakistan International Airline) Carriers, and the third carrier player is Air Blue Limited. By a long time from the development international airline of Pakistan stayed the main administrator, then, at that point, quickly both the other confidential carriers showed up as a contender of public banner transporter. PIA has caught 71.40% piece of the pie of the business that is greatest when contrasted with others, Air Blue has 8.70% offer in the avionics business of Pakistan. Various drivers of consumer loyalty have been concentrated in the past that connected consumer loyalty with representative execution client esteem, creativity of administration, administration quality and item dependability. Likewise, Most of earlier investigations on carrier administrations have concentrated on help quality to depict traveler assessments of administrations and consumer loyalty. However researching impact of trust, actual climate and administration quality as drivers of consumer loyalty in the carrier business will be of extraordinary worth for aircraft administrators. In like manner, the drivers of consumer loyalty contains actual climate trust are disregarded in earlier explores to quantify consumer loyalty especially in flight industry. Consequently, the concentrate close by will explore the consumer loyalty through help quality, trust and actual climate to explore the purpose for travelers' absence of trust in aircraft industry of Pakistan. Besides, the review endeavors to connect the holes by looking at administration quality, trust what's more, actual climate which prompts consumer loyalty in the aircraft business of Pakistan.

If we talk about the airlines which are providing their services in Pakistan are Pakistan International Airline, Air blue, Serene Air, and Air-Sial. 3 of them are providing International as well as domestic services to their customers but Air-Sial is only providing the domestic services it's the new competitor. PIA have 71.40% share of market which is best as compare to others because it is providing long haul routes as well, Air Blue have 8.70% market share in the aviation industry beside that after bankruptcy of Shaheen airline Air blue is one of the best competitor (Zakir et al., 2016)

Many peoples that handle customers and have an study according to that studies customer satisfaction more depend on the performance of the employees values of customers services which provide innovatory (Ambroz & Praprotnik, 2008), service quality (Huang, 2010) and product reliability(Ganguli, 2008). After doing investigation the impact of low cost, service quality are playing important role on the satisfaction of the customer related to any airline and these are adding more values in these airlines.

So that study will investigate that is passengers of Pakistan whom have to travel really matter good service in fact In these days when we came out from pandemic and everyone have no other option despite to travel in any airline whether services are good or not

So in this research article we are going to research out the satisfaction of the passengers or customers of airline by low cost and service quality. And more in this research article that this paper aim to recover and find out the research gap of low cost of airlines and service quality which provides satisfaction of passengers to Pakistan aviation industries.

Literature Review

Consumer loyalty and carrier plan of action and administration class.

Forgas, Moliner, Sánchez, and Palau, (2010) led an overview on travelers of three carriers, working for figure the traveler predecessors devotion which depends on minimal expense transporter vs full-administration network transporter (FSNC) plans of action. They observed that fulfillment and trust are the fundamental precursors of traveler reliability for the two sorts, through there are massive contrasts in the precursors of fulfillment in light of business types. While administration quality and financial expense are the principal ascribes that make fulfillment for LCC traveler, amazing skill of the staff is the key fulfillment quality for FSNCs. Additionally, the impact of significant worth for cash and administration quality on consumer loyalty and conduct expectation on both carrier types is inspected by a researcher by an overview on 15 FSNCs and 6 LCCs clients. Found incentive for cash is the fundamental determinant to accomplish fulfillment and social goal for LCCs, while the harmony between esteem for cash and administration quality ascribes is significant for FSNC travelers. Essentially, Kukar-Kinney, and Vegelj, (2017) tracked down serious areas of strength for a connection between client fulfillment and nature of staff and carrier effects (seat solace, room to breathe and additional facilities) results additionally support past examination that they found massive contrasts in assistance assumptions, fulfillment and reliability arrangement of LCCs and FSC traveler. Then again, Loureiro and Fialho, (2017) in their review, in view of 304 aircraft travelers' flight insight in Europe, wherein they analyzed how in-flight climate (temperature, scent and so forth), space/work (seat design/solace, in-flight conveniences and so forth) and group credits lead to fulfillment, trust, emotional responsibility, and at long last conduct goal. They didn't track down massive contrasts in that frame of mind of fulfillment for FSNCs and LCCs.

The greater part of the previously mentioned models don't consider the qualitative type of clients' decisions, albeit this data is fundamental fulfillment input information. Besides, in a few cases, the Estimations are not sufficiently adequate to examine exhaustively Consumer loyalty since models' outcomes are for the most part engaged on a basic distinct investigation. The MUSA technique (Grigoroudis Also, Siskos, 2002) completely thinks about the subjective type of customers' fulfillment information to conquer the above limitations. The consequences of the model are not just centered on clear Investigation of consumer loyalty information, however they are likewise ready to Survey a coordinated benchmarking framework. The model doesn't require solid presumptions in regards to consumer loyalty or Purchaser conduct for the most part. Moreover, input information can be without any problem Gathered utilizing an extremely straightforward, far reaching, and short inquiry naira. The MUSA framework is a study based programming, which can give total and compelling outcomes to the client, through the Assessment of concrete and justifiable files of client Fulfillment. MUSA depends on the standards of multicriteria investigation, and especially on the aggregation disaggregation approach and Direct programming displaying. The inclination disaggregation Procedure is an ordinal relapse based approach in the field of Multicriteria investigation utilized for the evaluation of a bunch of peripheral Fulfillment capacities so that the worldwide fulfillment Rule becomes as steady as conceivable with client's judgments.

Theoretical Background

Consumer loyalty

Consumer loyalty is a result coming about because of procurement as well as the credits goes to administration (Churchill and Surprenant, 1982). Oliver's (1980) way to deal with consumer loyalty and communicates consumer

loyalty like assumption and hopeless confirmation. Notwithstanding, according to the client perspective, assumptions preceding buy, and discernments after utilization of aircraft administration may contrast in light of the carrier's plan of action because of the idea of administration and items advertised by minimal expense transporters (LCCs) and full-administration network transporters (FSNCs) may show contrasts. Travelers might frame various assumptions for minimal expense transporters and instead of full- administration transporters, which then converts into dis/fulfillment in view of their general appraisal of administration execution and assumptions from the aircraft. Additionally, various results of a carrier (economy/premium) may likewise frame unique traveler assumptions and insights which lead to dis/fulfillment in light of administration conveyed. Shopper utility assumptions might build proportionality to the sum they pay. Since esteem is a compromise between what you give and what you get, esteem insights structure client assumptions and discernments, thus their fulfillment towards the unique administration classes (Zeithaml, 1988). Economy and premium travelers might esteem unique administration credits diversely and consequently their fulfillment level would vary since travelers' degree of administration assumption about assistance class would decide their degree of fulfillment. In late times, associations of different kinds and sizes have progressively come to figure out the significance of consumer loyalty. It is broadly comprehended that it is undeniably less expensive to continue to exist clients than it is to win new ones, and it is becoming acknowledged that there is major areas of strength for a between consumer loyalty, client maintenance and productivity. (Slope and Alexander, 2006). O'Sullivan what's more, McCallig (2012) showed that consumer loyalty has a positive effect on firm worth. Basically, the creators saw that as this influence is far beyond the effect that profit has on firm worth, and that consumer loyalty decidedly and essentially moderates the income firm worth relationship. As per Daub what's more, Ergenzinger (2005) consumer loyalty should be found in a more comprehensive, multi-faceted point of view in future. Organizations prevailing with regards to making this stride towards maintainable administration will raise their profile among clients, and separate themselves from the opposition. Administration quality and client satisfaction group are firmly connected (Jiang and Zhang, 2016). The most often utilized consumer loyalty and administration quality estimation approaches are (Grigoroudis and Siskos, 2010): Quantitative strategies and information examination procedures: spellbinding measurements, numerous relapse investigation, factor examination, favorable to bite logit examination, discriminant investigation, conjoint examination, and other measurable quantitative strategies (DEA, bunch examination, likelihood plotting strategies). Quality methodologies: Malcolm Baldrige grant, European quality model, ideal point approach, SERVQUAL. Buyer social investigation: hope disconfirmation model, inspiration hypotheses, value hypothesis, lament hypothesis. Other strategic methodologies: client faithfulness, Kano's model, Fornell's model.

Hypothesis

H1: Ticket price is fully dependent on Government policies and ticket price and government polices collectively effect the services.

H2: Government policies have a significant relationship with ticket prices.

H3: Service quality have important relationship with Ticket Price and government policies.

Ticket Price:

The link between the ticket prices and customer satisfaction is exist. The ticket price paid by the customers is fully effect the satisfaction of the customer and it based on the experience they, that clearly means that whenever the price will increase the customers should be feel UN satisfied. And on the other hand whenever the price will got low the customer will surely feel satisfied. The study found that service quality and price tends to be a mediator of the customer's satisfaction/loyalty. Low cost carrier should have to that kind of strategies by which they can easily attract the customers and compete with competitors. But the price of the ticket and the service given by the airline should be reasonable (Hofer et al., 2008) the price and service quality effect on the Satisfaction of Commercial Flight Service Industry(Tamsin & Chen, 2018).

H1: Ticket price is fully dependent on Government policies and ticket price and government polices collectively effect the services.

Government Policies:

According to the situation and changings we are noticing now it looks like that the domestic and international both sectors in aviation industry of Pakistan will be troubled by many worries economically, and in the regulation of policies which make by government.

In 1990 Pakistan Government follow the Aviation policy which name was Open Skies, and according to that Pakistan was supposed to understand the other policies of countries and other regions. This step was taken by government for its national carrier PIA but they found that PIA was itself was in rivalry with the airlines which were at home. It creates more problems for the regularities and they start to take decisions on their own interest. It had a negative impact on both in airline industry and CAA.

According to history PNA Pakistan National Aviation Policy had run by many unprofessional peoples full of entrusted plans. Deficiency in the vision, not use of modern management and non-modern infrastructure are the others factors which are responsible for this situation.

Some countries which took right decision and make their aviation sector more modern by changing policies rightly on the right time. But unfortunately other countries just like Pakistan whom were totally unable to find-out and implement these policies and then by passing of the time they left behind. And if we did not change the policies it would be possible that we will totally unable to compete with market at any level and the reason would be unavailability of professional peoples in the higher regularities. At the end Government policies such as the increase and decrease of the fuel prices, taxes etc. are mainly effect on the ticket price as well according to me it is a moderate variable

H2: Government policies are in an important connection along with ticket prices.

Service Quality:

The provided services in a quantity on the base of the charges they change put an impact on the airlines services. It is a sequence of services in which service delivery is distributed into a chain of procedures. That define a the fulfilled the customer expectations too (Gursoy et al., 2005). If we want to achieve the superior level of customers satisfaction level. Many researchers quote that greater service of better quality on the base of ticket price charge should be provided by any airline industry. Old scholars had said that there is a link between the satisfaction of the customers and the quality provided by any airline(Kuok et al., 2009). Many studies proof that the quality of the service have an effect on the satisfaction of the customers (Kuo et al., 2009). Quality of the service is an predecessor on customer satisfaction or quality of the service is an vital effect on the satisfaction of the customer (Kuo et al., 2009)

H3: Service quality have a significant relationship with Ticket Price and government policies.

Research Methodology:

We have done the survey by using a questionnaire and by using a sample method which is random sampling method. We are using that method because according to my point of view there are majority of peoples in our university and in Lahore who travel and Lahore to Karachi is the busiest route for Lahore airport so obviously most of them could travel domestically as well.

For this particular study the mainly data was took from the airlines whom are PIA, Air Blue, Serene Air and Air Sialo. We use a questionnaire make on the google form and fill these form by many passengers which were on the airport and which were living around us we our self-visit Allama Iqbal International Airport Lahore to take maximum responses.

The questionnaire was divided into the demographically where we ask the gender, age, how many time travel, designation. Then after that as questions related to the services then after that some questions were related to the ticket prices that prices and services they are taking matters or not on that specific day when they should have to travel and in the last but not the least the government policies.

However this study use the sample size of 100 peoples which were the passenger we send these form by sharing to Islamabad International Airport but as that much response did not collected we our self-visit the Allama Iqbal International Airport and greet with passengers whom were ready to travel towards their destination.

These Reponses we collected make an excel sheet and then give it a format after that we use PLS we make a model and then calculate the PLS Algorithm and take out the coefficient of reliability and validity, after that we calculate the Bootstrapping and find out that which hypothesis is rejected and which one is accepted.

Research philosophy:

I we talk about only the Research philosophy basically that mean is a way you are believing. The way you are collecting the data about the variables or hypothesis you have. Basically Research phyllophytes are of many types but we are only working on one and which is **positivism**

Now let's talk about the Research philosophy type Positivism this type of philosophy only observe the view that only have knowledge full of truth and that all knowledge or data take from the thoughts of others or we can say observed from others from their senses. In positivism the role of us would be collecting the data and then analyze it.

Research approach deductive:

We are doing an Research philosophy so obviously we are doing deductive approach by doing that approach I take so many data from the peoples who already did the research on relative variables I added references of them and we are using hypothesis that are appear from these theories which are proposed by that researchers.

We are the students we don't have that much sources time and capital to utilize them and make own research so that is why that one is easy for us. To go through the researches of others and take variables from them relate them make hypothesis and so on.

The motivation behind quantitative exploration by using the quantitative research methodology is that we want to gather data from the big researchers those who already did and then we thought the situation and event that impact on the peoples. And beside that quantitative research produce the data which is in the numbers and statistics and can be analyze easily.

Data Collection

The information for this examination are assembled from TripAdvisor.com, a site which empowers voyagers to audit and share their encounters, photographs, express their perspectives on lodgings, carriers, cafés, and objections. TripAdvisor look at every one of the information entered by the clients to ensure they conform to content rules. Endorsed audits are posted on the lodging/aircrafts page. Synopsis rating scores are given because of client appraisals (O'Connor, 2010). After the presentation of an aircraft audits stage in 2016, clients can get to client produced data about aircrafts or they can audit their flight encounters. Furthermore, the site permits clients to rate both their general flight insight what's more, explicit encounters about seat solace and client support to exhibits their fulfillment level with a carrier on a five-point scale.

For this review, 5,120 client produced carrier surveys, 2,584 positive and 2,536 negative, were gathered from the site. The example just incorporate surveys written in English by Global travelers (and avoids travelers voyaging locally). The example Covers audits of the main 50 most important aircraft brands from around the world. The aircrafts were chosen relatively to their worldwide piece of the pie in view of Revenue Passenger Kilometers, the worldwide piece of the pie of aircraft plans of action (Full-administration/ Heritage 77% and recreation/minimal expense 23%) and traveler class. The yearly report of a research shows that aircraft brand values was utilized to choose the most significant carrier brands on the planet. In any case, just 45 Carriers didn't adequate surveys including the information assortment time duration for this purpose aircraft 45 is helpful. All things considered, the accompanying aircrafts were chosen to be remembered for the Test by surveying the pieces of the pie in their particular areas.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Government Policies	0.573	0.652	0.752	0.523
Services_	0.661	0.743	0.794	0.573
Ticket Price	0.434	0.490	0.771	0.631

PLS Algorithm Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Government Policies -> Ticket Price	-0.164	-0.198	0.134	1.223	0.222
Ticket Price -> Services_	0.292	0.318	0.116	2.519	0.012

Bootstrapping

Results:

Demographically what we tested in this study is gender, age, designation and reason of the air travel. The response show that the (68.9%) were male and (30.2%) were female. The responses which we received were (60.40%) 18-30 year old and 20.8% 30-40 and other 18.9% filled on 40-50 age group.

Moreover, it was likewise seen that around (39.9%) respondents were holder of graduate degree, and (33.6%) respondents had four year certification, around (15%) respondents were PhD degree holder and staying (8.5%) were holder of confirmation or comparable degree and (2.9%) fall in the classification of others. The word related foundation of the respondents represent that around (50.4%) of the respondents were utilized, around (20.9%) were

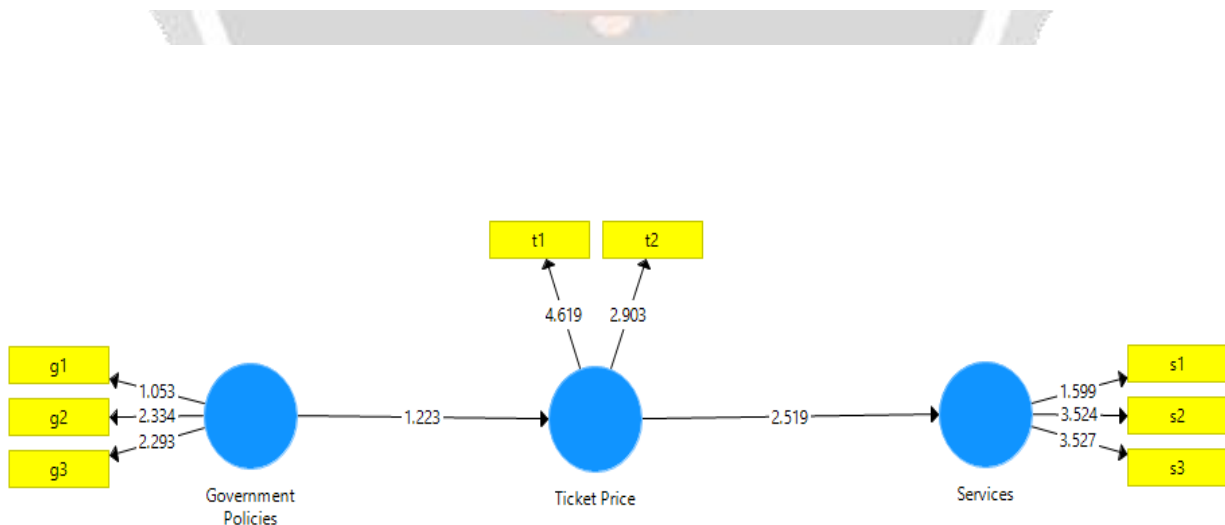
understudies, (5.6%) were work searchers and (3.1%) fall in the classification of others. As for monetary profit it was seen that the greater part of respondents (41.7%) fall in the class of 50,000 - 99,999, while (25.3%) acquire under 49,999, (20.6%) had monetary profit of 100000-199999 and (12.3%) had monetary profit of 200000 or more as depicted in the table 1.

Likewise from our respondents (52.8%) were the students, employees were (28.3%) and (18.9%) were retired. Like that the responses we received for the reasons for their air travel was (20.8%) were travelling for the business (41.5%) were travelling for leisure and (37.7%) were travelling for the studies purposes.

A Measurement Model:

The estimation model is assessed by the measures of external stacking of individual things 0.5 or above and the worth of normal difference separated (AVE) ought to be above than 0.5 too. All factors of the review were embraced from the earlier examinations in this way, scientist just performed Confirmatory Factor Analysis (CFA) to approve the estimation model (external model) by looking at the connection between things/markers and their separate basic build, utilizing PLS-SEM. Moreover, the external stacking of the relative multitude of things are more than 0.5.

All the CR coefficient of each dormant factors went from 0.852 to 0.99 and each worth surpasses the base OK degree of 0.70 which proposes that sufficient interior consistency dependability of measure was utilized in this review. Additionally, the Cronbach's alpha worth were likewise determined in this review to approve the interior consistency of the builds as displayed in table 2. All AVE upsides of study displayed higher loadings that were more prominent than 0.50 which showed a sufficient united legitimacy. Additionally, discriminant legitimacy utilizing AVE values was finished by comparing relationships among the dormant factors with square underlying foundations of AVE. To notice discriminant legitimacy, the review attempted the models outside consistency, to analyze the worth of AVE of all idle factors that were displayed in table 2.



Discussion

The discoveries show that traveler fulfillment and disappointment credits vary depending

On carrier flown or administration class. Moreover, it is found that their degree of significance shows A few distinctions. In any case, these characteristics don't show emotional contrasts. The Principal contrasts that lay out traveler fulfillment uncover from the conveyance of center Business/administration values. Cordial and accommodating staff, worth and low cost are the most significant Factors for economy, premium and minimal expense traveler individually (Table 1-2). Fundamentally, FSNC economy traveler esteem a cordial and supportive methodology from staff and they Expect bother free client experience all through the different touch focuses. Air travel will in general be upsetting and not quite the same as different types of transport especially due to the Wildness of angles, for example, when to load up, where to sit or when to leave plane. Besides, travelers are exposed to unbending security checks, and the air travel Climate might incite restless and furious way of behaving from travelers because of long lines, Flight interruptions and awful way of behaving from different travelers (Bricker, 2005). Coming about because of this, it is subsequently not unexpected that travelers are expecting a decent client experience What's more, care. At last, agreeable seats are one more determinant of traveler fulfillment which isn't unforeseen while sliding extra space to move around and seat solace in the economy lodge is thought of. The outcomes additionally affirm past discoveries of Forges et al. (2010) that financial expense and Administration quality are the primary credits that make fulfillment for LCC traveler, Impressive skill of the staff is the key fulfillment quality for FSNCs. LCCs had the option to meet Explicit necessities (administration cost) of cost delicate travelers before yet there is an Extensive change in the traveler blend in light of carrier type because of changing client Ways of behaving and aircrafts (Cho and Min, 2018). A developing business climate makes the Lines among LCCs and FSNCs hazy since there isn't generally huge variety in ticket Passages among plans of action because of expanding functional effectiveness abilities of FSNCs After some time. LCC travelers actually search for money related esteem, which moreover affirms past exploration by many researchers. It is Intriguing that money related esteem isn't the main element, as travelers likewise hope to have some Client assistance, especially from staff. The outcomes show that ascribes that drive traveler fulfillment in light of administration class do not show significant contrasts. The basic contrast among premium and economy Travelers is that the superior travelers expect more worth which is the most significant Highlight for the exceptional traveler, additionally found that the business traveler rates an incentive for cash higher than the economy traveler. The compromise between what is given Furthermore, what is gotten, is very vital to fulfill premium travelers. Premium results of Carriers are (normally) more costly so almost certainly, premium travelers have high Assumption from a carrier. In this way, aircrafts need to measure up to these higher assumptions. Not the same as economy traveler, premium travelers look for premium help credits like great scope of food and refreshment choices, and agreeable level bed situates together With a decent in-flight diversion for their best possible value. With respect to client disappointment ascribes, they are fairly like one another. Essentially, seat Solace/legroom, flight disturbances and staff administration are the principal factors causing traveler Disappointment for FSNC economy and LCC traveler. As indicated by Skytrax (2015), lost Gear, flight postponements, and airplane seats are the principal wellsprings of traveler grievances. The distinctions among the traits relate to their plan of action. Things interruptions Furthermore, food and refreshments grievances are explicit for economy travelers. Inflating costs and Expanding contest force FSNCs, either to eliminate in-flight cooking or to decrease the Quality as well as amount of suppers which then, at that point, converts into client disappointment. While "Additional charges" are by and large LCC-explicit element causing disappointment. LCCs have convoluted subordinate charge rules which expect to a traveler to invest the energy to peruse. Straightforwardness of this data contrast from one carrier to another, while just few Clients set aside some margin to peruse this data (Skytrax, 2015). These ancillaries can be a very costly latest possible moment buy which causes extreme degree of disappointment. There is negligible distinction in ascribes causing traveler disappointment for premium and economy traveler. Seat and airplane related issues, amateurish staff conduct, things Misfortune and postponements are the normal disappointment purposes behind each gathering. Unfortunate help and catering is another disappointment justification for economy travelers. In any case, their rankings vary in each gathering. It is critical to take note of that a portion of the disappointment credits like flight and stuff Disturbances was not seen among the fulfillment ascribes. This can be very much made sense of by Kano et al. (1984's) move toward that on-time execution can be viewed as a "must-be" or Cleanliness class which isn't viewed as fulfillment trait, however lack of on-time Execution causes an extreme degree of disappointment. Furthermore, staff mentalities which could be situated as "one-layered highlight" of air travel since Kano et al., (1984) states that when this highlights are met, they increment fulfillment relatively. Staff administration is seen as a significant fulfillment and disappointment trait for all traveler gatherings. In particular, for LCC traveler, additional charges cause disappointment though the key Fulfillment driver for LCC traveler is minimal expense travel that could be viewed as "one Layered" factor for LCC traveler since additional charges might build the expense of movement essentially.

Conclusion:

Objective of this research is look for the effect of two factors for passenger satisfaction and effect of these two factors on government policies. All the data collected from the questionnaire fill by 100 respondents which were the passengers and mainly prefer air travel service given by the airlines in Pakistan. The final analysis reveal that Services and ticket prices both are not effected by change of Government policies, but the ticket prices are dependent on services that passenger get by airline in Pakistan Aviation Industry. Three hypotheses were developed based on study and the literature. Collect the data and analyzing the hypothesis and reach on a conclusions, a questionnaire which was consist of the 8 questions these questions was covering the hypotheses. After that questionnaire was send to the passengers in Pakistan travel by airlines in Pakistan. 100 passengers fill that questionnaire and after proceed to analysis. The result show us that Hypothesis 1 and Hypothesis 2 Rejected and Hypothesis 3 is accepted. Impediments and Future Research In previously explained conversation of the impediments focuses on a large group in which extra Research might broaden the discoveries of this review, despite the fact that the review has given Different speculated relationship among the free and subordinate idle factors. Additionally, the review gives and makes suggestions for impending exploration to make the Discoveries of concentrate more vigorous. Also, this study was quantitative, and the scientist depended on survey information just for factual investigation. Future examination might think about utilizing Subjective or blended mode strategies to look at consumer loyalty that might incorporate the utilization of meetings from the clients for acquiring interpretive and more inside and out data about factors of study. Furthermore, the review utilized an overview survey research plan that included the Utilization of cross-sectional information at one particular moment for testing the speculated connections. For Future examination the review might consider longitudinal exploration plan for extending the Discoveries of exploration. Also, this study thought about just three worldwide carriers. Future examination might analyze the homegrown carriers to make correlation among the Home grown explorers and worldwide voyagers individually. Besides, likely open doors Of impending examination would be current model application in other assistance ventures that Could incorporate transportation area (for example rail routes and street transport), schooling area, the Friendliness or banking area for testing generalizability of the model.

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