Development of a Model of Airline Consumer Satisfaction

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About AQR

Historic research regarding the major commercial air carriers in the US have been based on subjective perceptions, satisfaction, and attitudes. Building upon 21 years of work with the National Airline Quality Rating, the present study attempts to move beyond basic descriptive information of air travelers to identify patterns and relationships in the way consumers view this risky, high technology environment. Development of such a model allows key players the ability to improve their understanding of the prime drivers and perceptions of passenger behavior. This quantitative model plays an important role in determining needs and priorities while outlining consequences of such action. A crucial connection will be made between subjective perceptions measured through survey responses, and the formula driven Airline Quality Rating.

The AQR Formula

\[ AQR = \frac{(+8.63 \times OT) + (-8.03 \times DB) + (-7.92 \times MB) + (-7.17 \times CC)}{(8.63 + 8.03 + 7.92 + 7.17)} \]

2012 AQR Results

1. Air Tran
2. Hawaiian
3. JetBlue
4. Frontier
5. Alaska
6. Delta
7. Southwest
8. US Airways
9. SkyWest
10. American
11. Continental
12. United
13. Atlantic
14. Mesa
15. American Eagle

About APS

The Airline Passenger Survey (APS) was added in 2008. Bridges the gap between consumer perceptions and objective airline industry performance. Respondents are primarily U.S. residents (over 8,000 unique submissions). Survey item selection based on review of passenger satisfaction literature, current aviation industry events, and impending regulatory changes (Bowen, et al., 2011). The APS most recently included items regarding air carrier preference, perceptions of passenger friendliness, weighting of quality factors considered when selecting carriers, open-ended items on recent travel crises and experiences, frequent flier status, and a variety of demographic variables.

Future Research

Construction of a hybrid model combining qualitative data from the AQR surveys and quantitative data compiled through passenger experience and open-ended survey response

Use of Wong-Baker Faces Pain Rating Scale for passengers to subjectively rate their most recent airline experience

Convert subjective feelings, emotions, and experiences into objective data in order to compare against a neutral standard

Create new “passenger satisfaction” equation combining traditional AQR rating with newly quantified data from APS

Combine objective data provided by DOT BTS with passenger perceptions of airline performance on their most recent flight

References