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Development of a Model of Airline Consumer Satisfaction

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Development of a Model of Airline Consumer Satisfaction



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About AQR ABSTRACT

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.

- ➔ Developed in 1991 by Drs. Brent Bowen and Dean Headley
- ➔ The Airline Quality Rating (AQR) debuted as an objective method of comparing airline quality on combined multiple performance criteria.
- ➔ The outcome is a rating for individual airlines with interval scale properties that is comparable across airlines and across time.
- ➔ Rankings incorporate trend analysis of airline performance quality by month, in addition to longitudinal analysis of air carrier performance.

- ➔ 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 compiled from APS
- ➔ Combine objective data provided by DOT BTS with passenger perceptions of airline performance on their most recent flight

The AQR Formula	2012 AQR Results																
<ul style="list-style-type: none"> ➔ Combines multiple criteria selected to allow comparison of airlines ➔ Based on airline performance data published by the Department of Transportation (DOT) <ul style="list-style-type: none"> ➔ On-time performance (OT) ➔ Denied boardings (OD) ➔ Mishandled baggage (MB) ➔ Customer complaints (CC) 	<table border="0"> <tr> <td>1. Air Tran</td> <td>9. SkyWest</td> </tr> <tr> <td>2. Hawaiian</td> <td>10. American</td> </tr> <tr> <td>3. JetBlue</td> <td>11. Continental</td> </tr> <tr> <td>4. Frontier</td> <td>12. United</td> </tr> <tr> <td>5. Alaska</td> <td>13. Atlantic Southeast</td> </tr> <tr> <td>6. Delta</td> <td></td> </tr> <tr> <td>7. Southwest</td> <td>14. Mesa</td> </tr> <tr> <td>8. US Airways</td> <td>15. American Eagle</td> </tr> </table>	1. Air Tran	9. SkyWest	2. Hawaiian	10. American	3. JetBlue	11. Continental	4. Frontier	12. United	5. Alaska	13. Atlantic Southeast	6. Delta		7. Southwest	14. Mesa	8. US Airways	15. American Eagle
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$AQR = \frac{(+8.63 \times OT) + (-8.03 \times DB) + (-7.92 \times MB) + (-7.17 \times CC)}{(8.63 + 8.03 + 7.92 + 7.17)}$																	

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