

## “Customer Satisfaction Study Of Mumbai International Airport Ltd. (Mial) Passangers On Airport Services”

Dr.Ruta Kharpade & Prof. Jiger Manek

### I. INTRODUCTION

**Customer satisfaction** of Mumbai International Airport Ltd.(MIAL), refers how services supplied by an airport to meet customer expectation.

Customer Satisfaction Survey of MIAL Passenger on Airport Services identifies the areas where investment will most to improve customer satisfaction. Understanding what is most important for passengers' satisfaction and also helps to identify where to focus financial and human resources by airport management.

Feedback of MIAL passengers was taken by questionnaires. Qusetionnaire design was based on Travelling Behaviour of passengers and various services provided by airport.

Airport Services includes : Access, Check-in, Security, Retail, Food & Beverages and other facilities

### II. PROCESS OF CUSTOMER SATISFACTION SURVEY



Then this research management team provides support, advice and advisory services to airports wishing to improve their service quality. Based on this reports provided by each participating airport ranking of airports is to be given as best aitport.

### III. ORGANISATION INFORMATION

**Market Insight Consultants**, is a fully integrated and one of the best market research agencies and market research consulting firm with the capability to handle the entire gamut of research and marketing consulting services such as :

- Problem definition and development of association framework
- Survey Designing
- Primary Field research with documented briefing / de briefing and Secondary Data research
- Data Collection by observation studies
- Data Analysis
- Strategy Development
- Implementation Planning
- Training

An All India network of market research agencies is empanelled for the quantitative field surveys, while senior consultants from NOIDA travel for qualitative research.

#### **IV. LITERATURE REVIEW**

**Customer Satisfaction** is measured by the following formula: Customer Satisfaction= Perceived Performance(PP) –

Expected Performance(EP)

There are Three cases of this formula:

Case-1: If  $PP < EP$  Then Customer is dissatisfied. Case-2: If  $PP = EP$  Then Customer is just satisfied.

Case-3: If  $PP > EP$  Then Customer is highly satisfied or delighted.

-----Subhashish Das

(Customer Relationship Management)

**AC Nielsen:**

“The **Customer Satisfaction Survey** will Enable us to improve our product on customer’s requirement in view of change in product line and improve method of working as well as it will give an insight of services expected from us and the change we have to undertake.”

This Survey as a part of customers feed back, enable to the company to focus on effectiveness in marketing / after sales services of our products.

#### **OBJECTIVE OF THE STUDY**

To improve customer satisfaction level in regards to the services provided by the airport.

#### **SCOPE OF THE STUDY**

Scope of the study is to find out passenger satisfaction in view of the different services provided by MIAL.

The study covers the different aspect of passenger satisfaction.

Airport management will get help from this Customer satisfaction survey report.

#### **V. RESEARCH METHODOLOGY**

Methodology used for this survey is self-completion questionnaires covering all aspects of passengers on the day experience so that survey service rating reflects passengers actual experience on the airport.

#### **VI. QUESTIONNAIRES DESIGN**

Questionnaires design is prepared on the basis of passenger satisfaction

#### **VII. SAMPLING**

Sample size=100

Sample unit=Passengers of International as well as Domestic Airport

#### **VIII. COLLECTION OF DATA**

Primary Research Methodology was used for data collection. This data is collected through questionnaires targeted to MIAL Passengers.

#### **FACTS AND FINDINGS**

##### **Check-in:**

Check-in area is congested because of that proper queue of passengers is not properly maintained.

Passengers are highly satisfied with the behavior of staff.

##### **Security:**

Screening process work slowly.

Only one security check counters for Ladies.

**Washroom/Toilets:**

- Washbasin area and floor of washroom was wet and not clean.
- Assistance was not available inside always.

**Food & Beverages:**

- No more choices (different varieties of F&B) are available for passenger in Mumbai Street as display on menu card.
- Taste and quality of Chicken Puff was too good.
- Value for money was too high as compare to outside.

**Other:**

- Fids were working properly
- Wi-Fi connectivity was poor

**IX. SUGGESTIONS AND RECOMMENDATIONS**

From the finding & analysis of this project following suggestions & recommendations for MIAL can be made.

- Washroom should be clean.
- Always check for the availability of tissue paper and soap dispenses in Washroom by assistance.
- Seating space is to be increased in SHA(Security Hold Area).
- Announcement needs to be clear and audible.
- Security check counter is to be increased for ladies.
- Number of frisking booths is to be increased at terminal.
- Feedback kiosks positioning is to be change.
- Disposable glasses are to be increase.
- More concentrate on Airport facilities.
- Body Frisking Machine should be used instead of manual process.
- Economic Range of Food & Beverages required at Domestic Airport

**X. CONCLUSION**

- This study provides scopes for further improvement in services provided by airport.
- The customer satisfaction study on MIAL passenger possesses good potential for explaining passengers view and expectation towards airport services.
- In general high percentage of passengers are dissatisfied with quality of services being provided by airport in order to increase the passengers satisfaction level more concentration on airport facilities is needed.
- There are number of problems and suggestions reported by passengers. These problems and suggestions should be studied carefully by MIAL in order to improve passenger satisfaction levels; that will have a direct impact on their business.

**XI. BIBIOGRAPHY**

**Books Referred**

- Kothari, C.R.: Research methodology, 3<sup>rd</sup> edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi
- Luck Rubin: Marketing Research, 1<sup>st</sup> edition, Prentice Hall, India
- Green, Tull, Albaum: Research for Marketing Decision, 1<sup>st</sup> edition, Prentice Hall, India
- Hair, Bush, Ortinay: Market Research, 3<sup>rd</sup> edition, TMH, New Delhi
- Saunders, Lewis: Research Methods for Business Study, 1<sup>st</sup> edition, Pearson Edu, Thornhall, New Delhi

**Websites Referred**

- <http://www.mumbaiairport.com>
- <http://www.csia.com.in/atcsia/facilities.aspx>
- <http://news.webindia123.com/news/Articles/India/20090131/1165855.html>
- <http://www.dnaindia.com/money/1262972/report-how-p-and-g-gained-market-share-through-customer-knowledge>