INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN THE INDIAN AIRLINE INDUSTRY (A CASE STUDY OF SPICEJET, INDIGO, VISTARA, AIR INDIA, GO AIR, AND ALLIANCE AIR)

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Abstract

The research focuses on examining the current cut-throat landscape in the airline business using the SERVPERF model to compare the service quality of six Indian airlines (IndiGo, SpiceJet, Air India, Go Air, Vistara, and Alliance Air). Background: Considering the competitive landscape of the aviation sector, airlines focus on assessing customer needs and delivering services in line with those needs. One hundred consumers were selected randomly to participate in the data collection exercise using a self-administered questionnaire. Through factor analysis and Cronbach's Alpha, each questionnaire's statistical reliability and validity passed with flying colors. The study used regression, ANOVA, and correlation to forecast the outcomes. Outcome: The analysis showed that while IndiGo exhibits small means for Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

Regarding service quality Empathy, SpiceJet demonstrated a substantial mean but not for Tangibility, Responsiveness, dependability, or Assurance. In contrast, the results for Air India showed that the standards for tangibleness and empathy certainty were significantly higher than the means for Responsiveness, dependability, and assurance. Conclusion: The thorough investigation has demonstrated that the most significant factor influencing customer satisfaction in the airline industry is quality of service, namely in the areas of Tangibility, Assurance, Responsiveness, dependability, and Empathy.

Keywords: *Service Quality, customer satisfaction, Servperf, Airline Industry, Tangibility, Reliability, Responsiveness, Assurance, and Empathy.*

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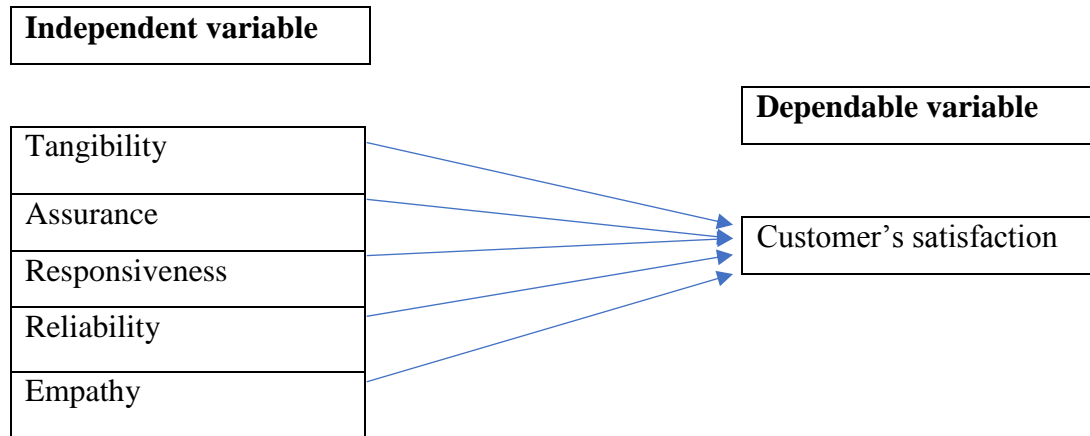
INTRODUCTION

The development of the aviation industry has grown to be the most important sector in a country's economy. Whether domestically or internationally, it is essential to the movement of people and goods, particularly when great distances are involved. Strong competition and helpful government of India efforts provided further fuel for expanding both fleets and flights. The leading airline, IndiGo, provided affordable travel to local places and established a brand-new milestone for India's aviation industry. Now, regular people may simply obtain aviation services from their local airports.

The main competitive advantage for an airline's profitability and long-term growth in a highly competitive environment is providing high-quality services to customers. As the market for air travel has grown increasingly competitive over the past fifteen years, several airlines have shifted their attention to improving the quality of their services to boost customer satisfaction. Service quality conditions influence a company's competitive advantage because it keeps customers returning, increasing market share. To survive, airlines must provide high-quality service. Thus they must be aware of what customers want from their offerings. A consumer's overall opinion of the company and its services' relative efficacy can be used to determine service quality. The most important step in establishing and providing high-quality service is clearly understanding what clients want. One of the finest methods for assessing client expectations and perceptions is service quality. The effectiveness of a business affects customers' happiness with a good or service. The practice of consumer sovereignty is fundamentally dependent on passenger happiness. Due to the rapidly changing corporate environment, client satisfaction has recently received significant attention from studies. A determination of passenger satisfaction can be determined based on a particular service experience. Loyalty and satisfaction are not substitutes for one another.

Customers may be delighted while being disloyal or disloyal while being highly satisfied. To allocate online marketing efforts between satisfaction initiatives and behavioral intention programs, businesses need to understand better the link between satisfaction and behavioral intention in the online environment. Additionally, the findings from this study will help airline

management provide better customer service, track and improve service quality, and maximize passenger pleasure.

FRAMEWORK:

Independent variable	
Tangibility	
Assurance	
Responsiveness	
Reliability	
Empathy	

Dependable variable
Customer's satisfaction

HYPOTHESES

H0: Customer Satisfaction is not influenced by Tangibility.

H1: Customer Satisfaction is significantly influenced by Tangibility.

H0: Customer Satisfaction is not influenced by Reliability.

H2: Customer Satisfaction is significantly influenced by Reliability.

H0: Customer Satisfaction is not influenced by Responsiveness.

H3: Customer Satisfaction is significantly influenced by Responsiveness.

H0: Customer Satisfaction is not influenced by Assurance.

H4: Customer Satisfaction is not significantly influenced by Assurance.

H0: Customer Satisfaction is not influenced by Empathy.

H5: Customer Satisfaction is not significantly influenced by Empathy.

LITERATURE REVIEW

According to Parasuraman et al., service excellence is the *"function of [the] difference between [the] service expected and [the] customer's perceptions of the actual service delivered.* Researchers in the fields of service marketing and business development have recently paid close attention to service quality. (Shabbir et al., 2016; Aagja and Garg, 2010; Samen et al.,

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2013; Farooq et al., 2009, Qin et al., 2010. Additionally, its conceptualization and measuring scales have received a lot of focus (Akter et al., 2013; Cristobal et al., 2007, Farooq et al., 2009). A lot of research has been done on service quality specifically in a variety of industries, including health management, mobile banking,, communications, online learning, hospitality, tourism, etc. (Abdullah et al., 2011; Farooq et al., 2017; Izogo and Ogba, 2015; Samen et al., 2013). According to Tsoukatos and Mastrojianni(2010) customers contrast the actual level of service provided with the expectations they had based on past experiences, memories, and recommendations. This comparison aids in determining how customers evaluate the quality of the services (Parasuraman et al., 1988). Moreover, in this regard, Zeithaml et al. (1996 say that improving client satisfaction by providing excellent services necessitates a deeper understanding of how customers perceive the quality of the services they receive.

Evaluating the level of service, Parasuraman et al. (1985) provided a thorough service quality model that included 10 factors, including tangibles, dependability, responsiveness, understanding of consumers, Access, dialogue, trustworthiness, security, expertise. Later, SERVQUAL, a simpler version of the same model, was created by Parasuraman et al. (1988), dividing it into five categories, i.e., tangibles, reliability, Responsiveness, Assurance, and Empathy. Academicians have widely recognized the SERVQUAL scale, and Researchers and practitioners from a range of disciplines and nations have (Butt and Run, 2010, Farooq, 2016; Lee-Ross, 2008). SERVQUAL offers a wide metric with real-world effects on how clients evaluate the quality of the service (Parasuraman et al., 1994). It is important to note that even though SERVQUAL has been widely embraced and used by numerous experts (e.g., Gilbert and Wong, 2003; Lee-Ross, 2008, Samen et al., 2013), it has also faced criticism by some scholars (Buttle, 1996; Cronin and Taylor, 1992; Robledo, 2001) since all that is involved is comparing the perceived quality of the services received to what the customers expect in terms of service quality.

In this regard, Wu and Ko (2013) claim that by taking into account its few circumstances and aspects SERVQUAL provides some broad guidance service quality dimensions should be reviewed and scrutinised independently for the purposes of evaluating service quality, however

incorporating numerous industry-specific difficulties. Moreover, Park et al. (2005) a case can be made that the airline sector is distinct from other service-oriented companies due to its specialised operations by industry and concerns (such as online check-in, luggage allowance, boarding, and facilities onboard). Various scholars (Chang and Yeh, 2002, Cunningham et al., 2004, Farooq et al., 2017, Namukasa, 2013, Radovic-Markovic et al., 2017, Wu and Cheng, 2013) have argued that interactions with reservation staff, telephone contact, the ticketing process, baggage handling equipment, flight schedules, and cabin crew service shape customers' aviation industry forecasts at the "moment-of-truth." Therefore Park et al. (2005) claim that just five SERVQUAL dimensions are appropriate for measuring some aspects of service quality in the airline business since they do not include airline industry-specific features of service quality.

The SERVQUAL scale has received harsh criticism for how it is utilised, so a different service quality measuring scale that was created by Cronin and Taylor (1992) and is named SERVPERF. According to Cronin and Taylor (1994), The SERVPERF scale is primarily intended to analyse the service quality received by focusing on customers' views of service providers' performance. The service quality in the airline business has been measured using this scale by some researchers, but several critiques report its failure to capture all factors affecting the quality of airline services (Ali et al., 2015; Farooq et al., 2017, Ostrowski et al., 1993). Moreover, some scholars (e.g., Cunningham et al., 2004) have also challenged SERVPERF's general nature, arguing that too much genericity makes it difficult to capture airline industry-specific features, which are essential for comprehending passengers' perceptions of service quality.

As a result, numerous academics have put up various models for investigating different aspects of service quality with particular relevance to the aviation business. (Chang and Yeh, 2002, Gourdin, 1988, Ostrowski et al., 1993, Truitt and Haynes, 1994). One of the models presented by Gourdin (1988) presents the pricing, safety, and timeliness of flights as three separate elements of airline service quality. In a similar vein, the model for airline service excellence proposed by Ostrowski et al. (1993) includes the quality of the food, the seating,

and the punctuality of flights. At the same time, Truitt and Haynes (1994) suggested using the check-in process, flight timeliness, quality of food and beverages, and mechanism for managing customer complaints as measures of airline service quality. However, Chang and Yeh (2002) offered a modified version of the five service excellence dimensions described by Parasuraman et al. (1988), which include Tangibility, Responsiveness, reliability, Empathy, and Assurance. Further, Park et al. (2005) assessed the reliability of customer support, the ease of accessibility, and the calibre of in-flight services in order to focus exclusively on a few aspects of service quality.

Additionally, a current study on Ugandan airline industry by Namukasa (2013) categorized airline service quality into three areas: pre-flight service quality, in-flight service quality, and post-flight service quality. He used responsiveness and accessibility to discounts to gauge pre-flight service quality; personnel civility, tangibles, and luggage handling were used to gauge in-flight service quality; and timely aircraft arrival and frequent flyer programmes were used to gauge post-flight service quality (Namukasa, 2013). His study's results showed that all three factors—pre-flight service quality, in-flight service quality, and post-flight service quality—are crucial and have a big impact on consumer satisfaction in the Ugandan airline industry (Namukasa, 2013). In another recent study, Wu and Cheng (2013) defined the physical environment quality, interaction quality, access quality, and outcomes quality as the four primary elements of airline service quality. These four aspects were broken down into eleven sub-dimensions, including cleanliness, staff expertise, problem-solving abilities, general conduct, comfort, safety and security, tangibles, waiting time, convenience, valence, and information availability (Wu & Cheng, 2013). The findings of their study revealed that conceptual and theoretical understanding of airline service quality and customer satisfaction is still in the infancy stage (Farooq, 2016; Wu & Cheng, 2013). Furthermore, doing a cross-study analysis to get a relevant conclusion has proven challenging due to the inconsistent measurement scales, varied analytical approaches, and several characteristics employed to evaluate the service quality of the airline business.

SERVPERF SCALE

The SERVQUAL scale was researched by Cronin and Taylor (1992), who revised the inquiries elucidating service excellence (Jain & Gupta, 2004). They provided a modified SERVQUAL version and claimed that it did not specify the performance component of the service need (Cronin & Taylor, 1992). They underlined that customers often only have expectations once they note the level of service quality; therefore, they do not have any expectations from the company in advance (Gurbuz et al., 2008). The SERVEPERF scale was created by Cronin and Taylor (1994) and was founded on recently supported performance that students (Burch et al., 1995; Oliver, 1993). As a result, practically every company that provides services to clients uses the SERVPERF model to measure the service standard (Yilmaz, 2011). These may depend on the research findings by Cronin and Taylor (1994); Burch et al. (1995). a. According to Cronin and Taylor (1994), this study was conducted in 1992 to build the SERVPERF scale, which grew out of SERVQUAL and substantially defined service quality. b. Like SERVQUAL, Cronin, and Taylor (1994) employed a five-point Likert scale to evaluate service standards in regression analysis. The SERVPERF scale was investigated by Cronin and Taylor (1994) to see if it might be used to quantify dependability similarly to SERVQUAL. Despite criticism, Servperf was used in four fundamental service areas (e.g., banking, insect control, dry-cleaning, and fast food). They asserted that SERVPERF is a model established to determine performance alone instead of examining the discrepancy between predicted and actual performance (Jain & Gupta, 2004; Yilmaz, 2011). Cronin and Taylor (1992) established five aspects to evaluate the performance standards for service quality

SERVPERF MODEL OF SERVICE QUALITY IN THE AIRLINE INDUSTRY

The analysis of earlier research revealed that an airline's service quality consists of a wide range of characteristics divided into several phases of the service delivery process, such as the pre-flight, during the flight, and afterward, among others. One aspect of airline quality is the level of each service. Each service quality characteristic is associated with a particular quality dimension, forming the model's foundation. However, as Gilbert and Wong demonstrated and tested, only a few adjustments to the dimensions may be made to fit the study setting (2003).

Following is a conceptualization of the theoretical foundation for airline service excellence that resulted based on this review:

Tangibility: Modern amenities, eye-catching furnishings, well-groomed staff, and modern equipment.

Reliability: When an issue emerges, provide assurance within the allotted timeframe, be prompt and dependable, and keep accurate records.

Assurance: Employees have the resources they need to perform their jobs, are reliable, and are courteous during reservations, during the flight, and after it.

Responsiveness: A prompt reaction from the staff when the consumer asks for help, efficient service, and well-timed information to the customer.

Empathy: Customers receive personalised service, personnel anticipate their demands, planes depart at convenient times, and employees always have their best interests in mind..

METHODOLOGY

The positivist (quantitative) method is utilized in the present research to examine the service aspect of the aviation industry and the level of customer satisfaction since positivism helps rely on the validity of research instruments. Positivism is used in the present study.

All passengers flying on IndiGo, SpiceJet, Air India, Go Air, Vistara, and Alliance Air. are the population N for the current study, which examines service quality and customer satisfaction. Using a random sample approach, customers from various airlines are chosen randomly. The chosen number was 150 clients, 50 from each airline. Ten elements are a reasonable quantity to estimate each parameter. Using a 5-point scale, the conceptual framework was then operationalized., with strong agreement being the highest and strongly disagreeing the lowest. Closed-ended questionnaires were used for data collection, while ANOVA and regression analysis were used for statistical analysis.

DESCRIPTIVE STATISTICS

A sample of 120 responses was randomly selected from 321 responses. There were 20 replies for IndiGo, SpiceJet, Air India, Vistara, Go Air, and Alliance Air. The gender-based Distribution is initially examined for descriptive statistics applications.

Gender-wise Distribution of respondents

Airline		Frequency	%	Valid %	Cumulative %
IndiGo	Female	8	40.0	40.0	40
	Male	12	60.0	60.0	100
	Total	20	100.0	100.0	
SpiceJet	Female	10	50.0	50.0	50
	Male	10	50.0	50.0	100
	Total	20	100.0	100.0	
Vistara	Female	6	30.0	30.0	30
	Male	14	70.0	70.0	100
	Total	20	100.0	100.0	
Air India	Female	6	30.0	30.0	30
	Male	14	70.0	70.0	100
	Total	20	100.0	100.0	
Go Air	Female	15	75.0	75.0	75
	Male	5	25.0	25.0	100
	Total	20	100.0	100.0	
Alliance Air	Female	14	70.0	70.0	70
	Male	6	30.0	30.0	100
	Total	20	100.0	100.0	

The number and percentage of male and female respondents in the six airlines are shown in the overhead table. The data shows that the percentage of males is more than females for IndiGo, Vistara, and Air India. The male-female ratio is the same for SpiceJet. For Go Air and Alliance Air, the percentage of females is more than males.

Age-wise Distribution of respondents

AIRLINE		f	%	Valid%	Cumulative%
INDIGO	Up to 30	6	30.0	30.0	30
	31-40	2	10.0	10.0	40
	41-50	5	25.0	25.0	65
	Above 50	7	35.0	35.0	100
AIR INDIA	Up to 30	7	35.0	35.0	35
	31-40	2	10.0	10.0	45
	41-50	4	20.0	20.0	65

	Above 50	7	35.0	35.0	100
GO AIR	Up to 30	5	25.0	25.0	25
	31-40	4	20.0	20.0	45
	41-50	9	45.0	45.0	90
	Above 50	2	10.0	10.0	100
SPICEJET	Up to 30	3	15.0	15.0	15
	31-40	6	30.0	30.0	45
	41-50	7	35.0	35.0	80
	Above 50	4	20.0	20.0	100
VISTARA	Up to 30	7	35.0	35.0	35
	31-40	3	15.0	15.0	50
	41-50	4	20.0	20.0	70
	Above 50	6	30.0	30.0	100
ALLIANCE AIR	Up to 30	4	20.0	20.0	20
	31-40	5	25.0	25.0	45
	41-50	7	35.0	35.0	80
	Above 50	4	20.0	20.0	100

Quality Dimension

DIMENSION	SPICEJET	INDIGO	VISTARA	AIR INDIA	GO AIR	ALLIANCE AIR
Tangibility						
Q1	3.25	3.15	3.35	2.75	3.35	3.2
Q2	3.85	3.35	3.5	2.8	3.2	2.7
Q4	3.5	3.45	3.8	3.6	3.5	3.3
Reliability						
Q3	3.7	3.45	3.55	3.2	2.5	3.15
Q5	3.5	3.65	3.7	2.9	3.3	2.9
Q6	3.45	3.45	3.8	3.15	3.3	2.95
Responsiveness						
Q7	3.8	3.15	3.3	2.7	3.3	2.9

Q8	3.8	3.25	3.55	2.9	2.65	2.65
Q9	3.95	3.4	3.6	3.1	3.45	3.15
Q10	3.9	2.8	3.05	2.45	3.15	2.95
Assurance						
Q11	3.9	3.5	3.65	2.75	2.85	3
Q12	3.95	3	3.55	3.25	2.9	2.8
Q13	3.6	3.25	3.45	3.2	2.85	3.2
Q18	3.7	3.3	3.65	2.65	2.95	2.8
Empathy						
Q14	3.75	3.15	3.45	3.15	3.3	2.9
Q15	4	3	3.45	3	3.15	3.25
Q16	3.95	3.25	3.45	2.45	3.15	3.3
Q17	3.65	3.2	3.6	2.3	3.5	3.2

The above table shows the average score of each item of the Service Quality dimension for IndiGo, SpiceJet, Air India, Vistara, Go Air, and Alliance Air. For Tangibility, the mean score of SpiceJet was most. For reliability, the mean score of Vistara is higher than other airlines. For Responsiveness, the mean score of SpiceJet is more than the mean score of other airlines. For Assurance, the mean score of SpiceJet is the most. For Empathy, the mean score of SpiceJet is higher than other airlines. In the Satisfaction dimension, the average score of SpiceJet is the highest.

DIMENSION	Average Value on a scale of 1-5
Tangibility	3.409375
Reliability	3.35416667
Responsiveness	3.2609375
Assurance	3.3609375
Empathy	3.2875

The above result represents the overall average score of the Indian airline industry's service quality dimensions. On a scale of 1 to 5, the highest score is Tangibility.

The lowest score for Responsiveness indicates that airlines must improve service quality in terms of Responsiveness to passengers.

ANOVA

	df	SS	MS	F	Significance F
Regression	5	98.3218361	19.6643672	34.1364953	3.4957E-21
Residual	114	65.6698305	0.57605114		
Total	119	163.991667			

Dependent Variable: Satisfaction

Predictors: Empathy, Tangibility, Reliability, Assurance, Responsiveness.

The table above describes whether the model is statistically significant. The result shows that the model is statistically significant for Indian Airline Industry, as the p-value for these airlines is less than 0.05.

ANOVA

Airline	Model	df	SS	MS	F	Significance F
	Regression	5	11.5887187	2.31774373	7.35577935	0.001425849
SPICEJET	Residual	14	4.41128135	0.31509152		
	Total	19	16			
	Regression	5	37.4293585	7.4858717	24.2561675	1.96327E-06
INDIGO	Residual	14	4.32064149	0.30861725		
	Total	19	41.75			
	Regression	5	21.6215222	4.32430445	19.0469359	8.46201E-06
VISTARA	Residual	14	3.17847777	0.22703413		
	Total	19	24.8			
	Regression	5	26.8131052	5.36262105	15.0547982	3.32878E-05
AIR INDIA	Residual	14	4.98689477	0.35620677		
	Total	19	31.8			
	Regression	5	2.86103368	0.57220674	10.6626616	0.006576981
GO AIR	Residual	14	12.0889663	0.86349759		
	Total	19	14.95			
	Regression	5	9.30822367	1.86164473	13.709973	0.019701771
ALLIANCE AIR	Residual	14	15.2417763	1.08869831		
	Total	19	24.55			

Dependent Variable: Satisfaction

Predictors: Empathy, Tangibility, Reliability, Assurance, Responsiveness.

The table above describes whether the model is statistically significant. The result shows that the model is statistically significant for SpiceJet, Air India, Go Air, and Alliance Air, as the p-value for these airlines is less than 0.05. The model is insignificant for IndiGo and Vistara airlines, with a p-value of more than 0.05.

Regression Coefficients

Airline		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
SPICEJT	CONSTANT	-0.312	0.872	-0.358	0.726	-2.181	1.558	-2.181	1.558
	TANGIBILITY	-0.376	0.280	-1.345	0.200	-0.976	0.224	-0.976	0.224
	RELIABILITY	0.328	0.247	1.326	0.206	-0.202	0.858	-0.202	0.858
	RESPONSIVENESS	0.476	0.335	1.419	0.178	-0.243	1.194	-0.243	1.194
	ASSURANCE	0.011	0.295	0.038	0.970	-0.621	0.643	-0.621	0.643
	EMPATHY	0.683	0.336	2.034	0.041	-0.037	1.404	-0.037	1.404
		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
INDIGO	CONSTANT	-0.279	0.394	-0.708	0.490	-1.124	0.566	-1.124	0.566
	TANGIBILITY	0.420	0.214	1.963	0.050	-0.039	0.878	-0.039	0.878
	RELIABILITY	-0.230	0.295	-0.779	0.449	-0.863	0.403	-0.863	0.403
	RESPONSIVENESS	0.101	0.273	0.368	0.718	-0.485	0.686	-0.485	0.686
	ASSURANCE	0.665	0.334	1.992	0.066	-0.051	1.380	-0.051	1.380
	EMPATHY	0.149	0.263	0.566	0.580	-0.415	0.713	-0.415	0.713
		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
	CONSTANT	-1.207	0.598	-2.018	0.063	-2.490	0.076	-2.490	0.076

		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
VISTARA	TANGIBILITY	0.355	0.317	1.122	0.028	-0.324	1.034	-0.324	1.034
	RELIABILITY	0.154	0.236	0.652	0.525	-0.353	0.661	-0.353	0.661
	RESPONSIVENESS	-0.057	0.214	-0.268	0.793	-0.517	0.402	-0.517	0.402
	ASSURANCE	-0.178	0.342	-0.520	0.611	-0.912	0.556	-0.912	0.556
	EMPATHY	1.089	0.293	3.712	0.002	0.460	1.719	0.460	1.719
		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
AIR INDIA	CONSTANT	0.142	0.434	0.326	0.749	-0.789	1.073	-0.789	1.073
	TANGIBILITY	-0.054	0.221	-0.247	0.008	-0.528	0.419	-0.528	0.419
	RELIABILITY	0.415	0.281	1.477	0.162	-0.188	1.018	-0.188	1.018
	RESPONSIVENESS	-0.002	0.372	-0.004	0.997	-0.799	0.796	-0.799	0.796
	ASSURANCE	0.125	0.335	0.375	0.714	-0.593	0.844	-0.593	0.844
	EMPATHY	0.551	0.385	1.431	0.174	-0.275	1.376	-0.275	1.376
		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
GO AIR	CONSTANT	2.711	2.277	1.191	0.025	-2.172	7.595	-2.172	7.595
	TANGIBILITY	0.637	0.405	1.574	0.014	-0.231	1.505	-0.231	1.505
	RELIABILITY	-0.101	0.354	-0.284	0.781	-0.861	0.659	-0.861	0.659
	RESPONSIVENESS	-0.259	0.428	-0.605	0.555	-1.176	0.658	-1.176	0.658
	ASSURANCE	0.315	0.357	0.881	0.393	-0.452	1.081	-0.452	1.081
	EMPATHY	-0.354	0.562	-0.630	0.539	-1.559	0.851	-1.559	0.851
		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%

	CONSTANT	0.943	1.841	0.512	0.617	-3.006	4.892	-3.006	4.892
	TANGIBILITY	0.766	0.466	1.644	0.012	-0.233	1.765	-0.233	1.765
ALLIANCE AIR	RELIABILITY	0.147	0.366	0.402	0.694	-0.638	0.933	-0.638	0.933
	RESPONSIVENESS	-0.494	0.403	-1.225	0.241	-1.359	0.371	-1.359	0.371
	ASSURANCE	0.154	0.355	0.435	0.670	-0.607	0.916	-0.607	0.916
	EMPATHY	0.288	0.433	0.666	0.050	-0.640	1.217	-0.640	1.217

Dependent Variable: Satisfaction

Predictors: Empathy, Assurance, Tangibility, Reliability, Responsiveness

The table above compares the impact of service quality on customers of the Six airlines under consideration

SPICEJET

Customer Satisfaction= -0.312 + 0.683(Empathy)

INDIGO

Customer Satisfaction= -0.279 + 0.420(Tangibility)

VISTARA

Customer Satisfaction= -1.207 + 0.355(Tangibility) + 1.089(Empathy)

AIR INDIA

Customer Satisfaction= 0.142 -0.054(Tangibility)

GO AIR

Customer Satisfaction= 2.711 + 0.637(Tangibility)

ALLIANCE AIR

Customer Satisfaction= 0.943 + 0.766(Tangibility) + 0.288(Empathy)

With a p-value of 0.04 for SpiceJet, the results show that Empathy has a statistically significant positive effect on customer satisfaction. With a p-value of 0.05, the results for IndiGo show that Tangibility has a significant positive effect on customer satisfaction. With p-values of 0.028 and 0.002, respectively, the results for Vistara show that Tangibility and Empathy have a statistically significant positive impact on customer satisfaction. Tangibility has a statistically

significant positive effect on customer satisfaction for Air India, with a p-value of 0.008. According to Go Air's findings, Tangibility has a statistically significant positive effect on customer satisfaction, with a p-value of 0.014. With p-values of 0.012 and 0.05, respectively, the results for Alliance Air show that Tangibility and Empathy have a statistically significant positive impact on customer satisfaction.

DISCUSSION

A thorough examination of existing study has shown that it is essential to understand the importance of service quality in the airline sector, which has largely been disregarded by earlier researchers, as well as to compare the service quality of different airlines to determine What gaps are left indifferent airlines in order to achieve customer satisfaction and, indirectly, profit maximization. The research focused on India's most-flying airlines flying domestically using the SERVPERF model, assess service quality. Concerning the influence of service quality on airline customer satisfaction, the findings revealed that SERVPERF dimensions positively correlate with customer satisfaction in the airline industry. Employee satisfaction is the most important invention because they are the majority of the productions or service provision. Prices, airline reactions, flight atmosphere, and equipment, the airline's image in terms of satisfaction, and the luggage and baggage policy are the other factors that initially cause customer satisfaction. Customers who pay more expect services that match the price they paid, and if they receive the right services, they are satisfied. The appearance and condition of the aircraft also determine service quality. If the aircraft is in good condition, the customer is happier, and the reverse is also true., mainly because they have to stay there for the entire flight. Customers are drawn to airlines based on the image of the airline in general, which sometimes raises customer expectations. One of the drivers for customer satisfaction is measured by how well the cabin crew treats customers. On-time flight service, on-time landing, and problem resolution add value to the service quality. The research findings discuss how different dimensions influence the satisfaction level of customers in an airline.

CONCLUSION

Observing the rivalry and marks of the aviation sector, airlines focus on the need to analyze customer needs and service provisions following their demands for the long-term acquisition and maintenance of their passengers. The present work aims to address the above issue and is being carried out to determine the influence of service provider quality by Indian Airlines (SpiceJet, IndiGo, Vistara, Air India, Go Air, and Alliance Air). According to the detailed analysis, service excellence in the airline sector, tangibility, assurance, responsiveness, reliability, and empathy are the main factors that influence consumer happiness.. The comparison of six Indian airlines revealed that Empathy for SpiceJet, Tangibility for IndiGo, Tanginility+Empathy for Vistara, Tangibility for Air India, Tangibility for Go Air, and Tanginility+Empathy for Alliance Air has a favorable impact on consumer satisfaction. The study adds to client satisfaction and service quality knowledge with SpiceJet, IndiGo, Vistara, Air India, Go Air, and Alliance Air. This research is also essential for policymakers to improve services accordingly.

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