

Interplay between air passengers' service quality, satisfaction, loyalty and loyalty programmes in South African owned airlines



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Orientation: Delivering service quality is crucial for the continuous operation and sustainability of South African owned airlines. The term 'South African owned airlines' refers to six South African owned registered airlines, and is used for purpose of anonymity and confidentiality.

Research purpose: The main aim of this study was to examine the interplay between service quality delivery, satisfaction, loyalty programmes and passengers' loyalty to South African owned airlines.

Motivation for the study: Intended to provide insight into quality to society of airline services, the global airline industry in general and the airline industry in South Africa in particular.

Research approach, design and method: A quantitative research approach was adopted, using a cross-sectional (sample survey) method. Empirical data was directly collected by the researchers from 684 passengers at O.R. Tambo International Airport in Johannesburg and King Shaka International Airport in Durban using a non-probability random sampling technique.

Main findings: The study's main findings were that: (1) generally, passengers of South African owned airlines were satisfied with the airlines' service quality and rated such satisfaction as moderate to high, (2) Only 22% of passengers were part of a loyalty programme. However, in the South African context, loyalty programme membership is not indicative of passengers' loyalty to airlines: 86% of the respondents stated that they are consistently loyal to the airlines (3). There was no association between passengers' loyalty and frequency of travel. (4) South African passengers have limited choice of airlines; therefore, loyalty and patronage does not lean towards a particular airline.

Practical implications: By offering superior service quality to passengers, South African owned airlines could gain competitive advantage ongoing patronage and loyalty, thus increasing overall profitability.

Contributions: This study provides cognitive information, which management could use to design new marketing strategies to enhance loyalty in the airlines in South Africa and globally.

Introduction

This article examines service quality, passenger satisfaction, loyalty programmes and passenger loyalty to the South African owned airlines listed in Table 1. As in the global airline marketplace, passengers are the key constituents of the South African airline industry. Therefore, providing service excellence and quality should be the airlines' main fiduciary duty and responsibility. From a passenger's perspective, excellent service quality induces customer satisfaction and future loyalty and patronage. From an airline's perspective, providing service quality promotes competitive advantage and increases the prospect of enjoying ongoing passenger patronage and loyalty (Steven, Dong & Dresdner 2012:743). In the global airline industry, loyalty or frequent flyer programmes are widely used to build stronger links with customers (Keller 2013:189). The rationale is: 'identifying, maintaining, and increasing the yield from a firm's best customers through long-term, interactive, value-added relationships' (Keller 2013:189).

The rewards offered by frequent flyer programmes include accumulation of flight miles for future redemption against discounted or cheap flight tickets, affiliation with star alliances, special rewards for frequent flyers, hotel accommodation, special holiday packages, car rentals, credit cards and mobile phones. While some airlines faithfully honour their promises, others renege on

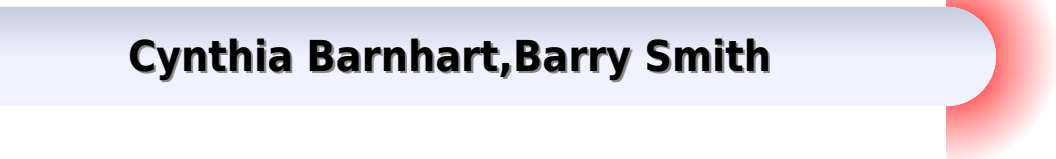
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Cynthia Barnhart, Barry Smith



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SATISFACTION INDEX OF THE EMPLOYEES AND PASSENGERS OF INDIAN AIRLINES Dr Dipamitra, **Public Transportation Quality of Service** Luigi Dell'Olio, Angel Ibeas, Juan de Ona, Rocio de Ona, 2017-10-11 Public Transportation Quality of Service Factors Models and Applications is the first book to help researchers better understand the contributing factors that can improve public transportation perception among users The book compiles in one place metrics currently dispersed in journal articles government publications and book chapters It critically analyzes currently available modeling methodologies such as the Ordered Logit Probit model and Models of Structural Equations highlighting their advantages and disadvantages The book addresses models of desired quality including the views of users and non users discussing the gap between desired and perceived quality The book also examines data mining approaches such as decision trees and neural networks showing how to involve the public in the decision making process to create policies that encourage public transport demand Measuring passenger s views on public transportation is of critical concern to promote wider transit use in cities around the world Includes insights from both theoretical and practical points of view for both researchers and practitioners Features case studies in each chapter that apply models discussed Helps readers develop and design their own studies for measuring quality of service Shows how to include perceived quality in contracts Provides access to the survey formulas and data to better enable implementation of models

APP CAB SERVICE QUALITY IN THE CITY OF JOY Ms. Riya Ghosh, Dr Dipamitra, **Manual on the Regulation of International Air Transport** International Civil Aviation Organization, 2004

The Dictionary of Civil Aviation Utku Taşova, 2023-11-02 In the realm of civil aviation the sky is hardly the limit It s the starting line Each day countless professionals and enthusiasts alike engage with this dynamic sector propelling humanity literally into new horizons However as we soar into these vast expanses the necessity for a robust understanding and a shared language becomes not just beneficial but vital It s here that The Dictionary of Civil Aviation finds its wings offering a solid ground of knowledge amidst the boundless skies of aviation exploration With a reservoir of 4 681 meticulously curated entries this dictionary stands as a testament to the colossal body of knowledge that civil aviation encompasses It s an endeavor to foster a shared understanding to bridge the knowledge gaps that might exist between a seasoned aviator and an aviation student between air traffic controllers and airport managers or between aviation policymakers and enthusiasts The Dictionary of Civil Aviation is more than just a glossary it s a journey A journey through the technicalities that ensure safety in the skies the regulations that govern our airways the acronyms that punctuate aviation communication and the innovations that continue to drive this sector forward Each term encapsulated in this dictionary is a node in the vast network that is civil aviation offering readers a structured pathway through the complex yet exhilarating world of flight The objective is clear to foster a culture of continuous learning and shared understanding within the civil aviation community By doing so we not only enhance the safety and efficiency of civil aviation but also honor the spirit of

exploration and innovation that has always been its hallmark As you flip through the pages of The Dictionary of Civil Aviation you are not just encountering definitions you are engaging with the living evolving entity that is civil aviation Each term is a window into a broader narrative a narrative that you as a reader and as a member of the civil aviation community contribute to We invite you to embark on this educational expedition to delve into the nuances of civil aviation and to emerge with a richer understanding and appreciation of the sector that makes global connectivity possible Through this dictionary may your curiosity take flight and may your understanding of civil aviation soar to new heights **Quantitative Problem Solving**

Methods in the Airline Industry Cynthia Barnhart, Barry Smith, 2011-12-22 This book reviews Operations Research theory applications and practice in seven major areas of airline planning and operations In each area a team of academic and industry experts provides an overview of the business and technical landscape a view of current best practices a summary of open research questions and suggestions for relevant future research There are several common themes in current airline Operations Research efforts First is a growing focus on the customer in terms of 1 what they want 2 what they are willing to pay for services and 3 how they are impacted by planning marketing and operational decisions Second as algorithms improve and computing power increases the scope of modeling applications expands often re integrating processes that had been broken into smaller parts in order to solve them in the past Finally there is a growing awareness of the uncertainty in many airline planning and operational processes and decisions Airlines now recognize the need to develop robust solutions that effectively cover many possible outcomes not just the best case blue sky scenario Individual chapters cover Customer Modeling methodologies including current and emerging applications Airline Planning and Schedule Development with a look at many remaining open research questions Revenue Management including a view of current business and technical landscapes as well as suggested areas for future research Airline Distribution a comprehensive overview of this newly emerging area Crew Management Information Systems including a review of recent algorithmic advances as well as the development of information systems that facilitate the integration of crew management modeling with airline planning and operations Airline Operations with consideration of recent advances and successes in solving the airline operations problem Air Traffic Flow Management including the modeling environment and opportunities for both Air Traffic Flow Management and the airlines *Airline Customer Experience* Pushan Kumar Dutta, Martin Ricciuti, Ismail Bogrekci, Sumeet

Suseelan, 2025-08-26 In the 21st century commercial aviation has been transformed into a passenger centric business in which the customer has assumed an ever more active role in managing their own journeys This trend is set to continue with innovations and transformations in multiple areas Point of sale solutions will redefine in flight commerce making it easier for passengers to make purchases during their journey Telemedicine will ensure health and safety onboard allowing for immediate medical assistance in case of emergencies The shift to personal electronic devices for in flight entertainment IFE will cater to the digitally savvy passenger and their expectations in the digital age Smart cabins will revolutionize in flight

food and beverage services providing passengers with a more personalized and enjoyable experience Data driven catering will reduce food waste and boost profits in aviation In short all areas of the passenger experience will be affected by ongoing digital transformation Airline Customer Experience Digitalization in Passenger Services aims to show how digitalization is transforming the way the aviation industry operates making it more efficient profitable and sustainable The wide ranging contents embrace all aspects of aviation relating to the customer experience from purchase and pre check in to the services offered to passengers in flight and beyond The authors present a nuanced and kaleidoscopic view of the airline customer experience which will be at once familiar and illuminating to readers This book is an essential resource for advanced postgraduate students and researchers working in aviation particularly those with a focus on aviation service operations management customer services and customer relationship management Practicing airline managers and operators will also value the innovative insights and examples the book offers Federal Register Index , **Congressional Record** United States. Congress,2001

The Congressional Record is the official record of the proceedings and debates of the United States Congress It is published daily when Congress is in session The Congressional Record began publication in 1873 Debates for sessions prior to 1873 are recorded in The Debates and Proceedings in the Congress of the United States 1789 1824 the Register of Debates in Congress 1824 1837 and the Congressional Globe 1833 1873 *Hearings, Reports and Prints of the Senate Committee on Governmental Affairs* United States. Congress. Senate. Committee on Governmental Affairs,1978

Study on Federal regulation United States. Congress. Senate. Committee on Government Operations,1977 *Study on Federal Regulation: Framework for regulation* United States. Congress. Senate. Committee on Government Operations,1977

Study on Federal Regulation Prepared Pursuant to S. Res. 71, to Authorize a Study of the Purpose and Current Effectiveness of Certain Federal Agencies United States. Congress. Senate. Committee on Government Operations,1977

The Routledge Companion to Air Transport Management Nigel Halpern,Anne Graham,2018-01-31 The Routledge Companion to Air Transport Management provides a comprehensive up to date review of air transport management research and literature This exciting new handbook provides a unique repository of current knowledge and critical debate with an international focus considering both developed and emerging markets and covering key sectors of the air transport industry The companion consists of 25 chapters that are written by 39 leading researchers scholars and industry experts based at universities research institutes and air transport companies and organisations in 12 different countries in Africa Asia Pacific Europe and North America to provide a definitive trustworthy resource The international team of contributors have proven experience of research and publication in their specialist areas and contribute to this companion by drawing upon research published mainly in academic industry and government sources This seminal companion is a vital resource for researchers scholars and students of air transport management It is organised into three parts current state of the air transport sectors Part I application of management disciplines to airlines and airports Part II and key selected themes Part III **Do**

Southern English airline passengers consider airlines' environmental commitment/policy in their purchase decision making? Wassim El Kadhi, 2014-04-11 Inhaltsangabe Abstract Environmental matters and in particular climate change are among the most discussed issues at present The aviation industry has been in the spotlight of politicians environmentalists and the Media for its detrimental impacts on the natural environment and the question rises as whether the increased publication of the problem leads to the more environmental conscious consumer purchasing behaviour in terms of booking flights The study aimed to answer this question On the one hand the topic was chosen as it represents a current issue on the other the topic of environmental conscious consumer buying behaviour appears to be under researched The study intended to work through following objectives in order to find an answer to the main study aim How important is the climate change issue to consumers Can green marketing and environmental policy making bring a commercial benefit To analyse environmentally conscious consumer behaviour To analyse whether potential air travellers consider environmental attributes prior to booking a flight by looking at airlines environmental commitment First of all existing literature surrounding the topic of green marketing and environmental consumer behaviour was reviewed prior to conducting primary research Primary research was conducted by means of a questionnaire which was distributed to 100 people at Bournemouth Southampton and Heathrow Airport The results were subsequently analysed with the aid of SPSS and related to the literature reviewed Research results exemplified that environmental concern among the population does not exist to an extent that environmental conscious purchasing is likely to take place In terms of the booking of flights the majority of consumers do not consider airlines environmental attributes in their purchase decision making Other factors such as travel costs and travel comfort still play a far more decisive role in most individual s decision making However the study could reveal that one of the main reasons for this being the case was that most respondents were not aware that airlines can be environmentally responsible Hence the findings of the study recommend that airlines should show more evidence of environmental responsibility to potential customers Inhaltsverzeichnis Table of Contents Acknowledgementsi Abstractii List of contentsiii List of figuresvi List of tablesviii List of appendicesix Chapter 1 *Aviation Investment* Doramas Jorge-Calderón, 2020-12-28 Aviation Investment uniquely addresses investment appraisal methods across the key industries that make up the aviation sector including the airports air traffic management airline and aircraft manufacturing or aeronautic industries This practice oriented book presents methods through realistic case studies It covers both economic appraisal or cost benefit analysis measuring the value of projects to society and financial appraisal valuing projects as cash generators This substantially expanded second edition covers in greater detail the treatment of environmental emissions paying particular attention to climate change It addresses the treatment of Market Based Mechanisms MBMs including cap and trade systems like ETS and offset systems like CORSIA and compares them to environmental taxes It also addresses the adjustments needed to measure the foreign exchange generating value of projects relevant in the presence of trade barriers

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Navigating the Skies: AI Innovations in Autonomous Flight Jordan Carter,2025-09-16 Navigate the future of flight with Navigating the Skies AI Innovations in Autonomous Flight This comprehensive book explores how artificial intelligence is revolutionizing aviation transforming everything from autonomous aircraft systems and air traffic management to passenger experiences and sustainable practices Delve into the evolution of aviation technology real world case studies and cutting edge innovations shaping urban air mobility predictive maintenance cybersecurity and more Whether you re an industry professional researcher or enthusiast discover how AI is paving the way for safer more efficient and environmentally responsible skies Prepare to soar into the next era of aviation with insights that highlight the promise and challenges of autonomous flight s exciting future

Encyclopedia of Transportation Mark Garrett,2014-08-13 Viewing transportation through the lens of current social economic and policy aspects this four volume reference work explores the topic of transportation across multiple disciplines within the social sciences and related areas including geography public policy business and economics The book s articles all written by experts in the field seek to answer such questions as What has been the legacy not just economically but politically and socially as well of President Eisenhower s modern interstate highway system in America With that system and the infrastructure that supports it now in a state of decline and decay what s the best path for the future at a time of enormous fiscal constraints Should California politicians plunge ahead with plans for a high speed rail that every expert says despite the allure will go largely unused and will never pay back the massive

investment while at this very moment potholes go unfilled all across the state What path is best for emerging countries to keep pace with dramatic economic growth for their part What are the social and financial costs of gridlock in our cities Features Approximately 675 signed articles authored by prominent scholars are arranged in A to Z fashion and conclude with Further Readings and cross references A Chronology helps readers put individual events into historical context a Reader s Guide organizes entries by broad topical or thematic areas a detailed index helps users quickly locate entries of most immediate interest and a Resource Guide provides a list of journals books and associations and their websites While articles were written to avoid jargon as much as possible a Glossary provides quick definitions of technical terms To ensure full well rounded coverage of the field the General Editor with expertise in urban planning public policy and the environment worked alongside a Consulting Editor with a background in Civil Engineering The index Reader s Guide and cross references combine for thorough search and browse capabilities in the electronic edition Available in both print and electronic formats Encyclopedia of Transportation is an ideal reference for libraries and those who want to explore the issues that surround transportation in the United States and around the world *Airline Operations* Peter J. Bruce, Yi Gao, John M. C. King, 2017-11-15 Written by a range of international industry practitioners this book offers a comprehensive overview of the essence and nature of airline operations in terms of an operational and regulatory framework the myriad of planning activities leading up to the current day and the nature of intense activity that typifies both normal and disrupted airline operations The first part outlines the importance of the regulatory framework underpinning airline operations exploring how airlines structure themselves in terms of network and business model The second part draws attention to the operational environment explaining the framework of the air traffic system and processes instigated by operational departments within airlines The third part presents a comprehensive breakdown of the activities that occur on the actual operating day The fourth part provides an eye opener into events that typically go wrong on the operating day and then the means by which airlines try to mitigate these problems Finally a glimpse is provided of future systems processes and technologies likely to be significant in airline operations *Airline Operations A Practical Guide* offers valuable knowledge to industry and academia alike by providing readers with a well informed and interesting dialogue on critical functions that occur every day within airlines

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