




“Study of service quality, price sensitivity, and passenger satisfaction in India’s airline sector”

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ARTICLE INFO	Vinoj Wilfred, M. V. Rama Prasad and J. P. Senthil Kumar (2024). Study of service quality, price sensitivity, and passenger satisfaction in India’s airline sector. <i>Innovative Marketing</i> , 20(3), 182-192. doi: 10.21511/im.20(3).2024.15
DOI	http://dx.doi.org/10.21511/im.20(3).2024.15
RELEASED ON	Wednesday, 21 August 2024
RECEIVED ON	Wednesday, 03 April 2024
ACCEPTED ON	Wednesday, 24 July 2024
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

41



NUMBER OF FIGURES

2



NUMBER OF TABLES

4

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BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 3rd of April, 2024
Accepted on: 24th of July, 2024
Published on: 21st of August, 2024

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Conflict of interest statement:
Author(s) reported no conflict of interest

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STUDY OF SERVICE QUALITY, PRICE SENSITIVITY, AND PASSENGER SATISFACTION IN INDIA'S AIRLINE SECTOR

Abstract

Understanding the determinants of customer satisfaction is crucial for airlines to maintain and grow their customer base. This study aims to analyze how various service quality dimensions and prices impact airline attractiveness using the service quality (SERVQUAL) model. Data were collected from 400 respondents through an online questionnaire using the convenience sampling method. The respondents included a diverse mix of frequent flyers, occasional travelers, and business professionals, ensuring a comprehensive understanding of passenger perspectives in the Indian airline sector. This study tested the hypotheses by analyzing the data using structural equation modelling (SEM) to understand the relationships between service quality attributes, price, passenger satisfaction, and airline attractiveness. The results indicate that empathy, price, tangibles, and satisfaction determinants positively develop attractiveness among passengers to use and continue in airline services. The relationships between empathy and satisfaction ($\beta = 0.130$, $t = 2.317$, $p = 0.021$), tangibles and satisfaction ($\beta = 0.214$, $t = 4.321$, $p = 0.000$), price and satisfaction ($\beta = 0.425$, $t = 7.825$, $p = 0.000$) were statistically significant, and satisfaction positively influenced airline attractiveness ($\beta = 0.895$, $t = 75.529$, $p = 0.000$). The assurance, reliability, responsiveness attributes must improve to attract passengers. The results provide insights into aviation industry and help them to make better policies and strategies to implement services and customer satisfaction to sustain heavy aviation competition in India.

Keywords

service quality, passenger satisfaction, airlines attractiveness, price, air travel, India, customer experience, aviation industry

JEL Classification

M31, M39, L93

INTRODUCTION

The Indian airline sector has experienced rapid growth and transformation over the past few decades, emerging as one of the world's largest and most competitive aviation markets. According to the International Civil Aviation Organization (ICAO, 2018), there were 4.3 billion passengers in 2018. The organization projects that number to rise to 10 billion by 2040. In 2016, the International Air Transport Association (IATA) predicted that the number would be 7.2 billion by 2035, with a compounded annual growth rate of 3.7%. (CAGR) (Koech et al., 2023). This growth is fueled by a burgeoning middle class, increasing urbanization, and the government's initiatives to improve air travel infrastructure. However, with this expansion comes heightened competition among airlines, necessitating a deeper understanding of factors influencing passenger choices and loyalty. Among these factors, service quality, price sensitivity, and passenger satisfaction stand out as critical determinants of airline success.

Nowadays, modern people are euthanistic towards airline services to reach various destinations without wasting too much timewhich has become an integral part of everyday human transportation. In the

fast-growing aviation industry, customer or passenger satisfaction is vital to sustaining the competitive aviation business attracting existing and new customers and building branding in the aviation industry. The airline industry offers excellent services, allocates resources to enhance high-level customer satisfaction, and creates value for its customers. The airlines attracted customers through reduced ticket prices, announcing special packages, maintaining good relationships with travel agencies, and building customer relationship management. Various aspects of service quality influence customer satisfaction in the aviation industry, contributing to a deeper understanding of the that drive positive customer experiences. Quality of service, encompassing in-flight amenities, cleanliness, and customer care, significantly influences passenger satisfaction, making consistent delivery across routes a challenge. Effective communication regarding flight status, delays, and cancellations is crucial, as is transparency in pricing and fee structures. Environmental concerns and technological integration also impact customer perceptions. Finally, global health crises like pandemics add an extra layer of complexity, requiring measures to ensure passenger safety while minimizing disruptions. Addressing these challenges demands a comprehensive approach, involving investment in technology, staff training, communication strategies, and a steadfast commitment to safety, security, and customer service excellence.

This research is highly relevant for stakeholders in the Indian airline sector, including policymakers, airline management, and marketing strategists. By elucidating the key drivers of passenger satisfaction and loyalty, the findings will inform the development of targeted strategies to enhance service quality.

1. LITERATURE REVIEW

The literature on service quality, price sensitivity, and passenger satisfaction in India's airline sector has gathered significant attention in academic and industry research due to the airline market's rapid expansion and competitive dynamics. Service quality, often measured using the SERVQUAL model, known as the quality of services model, is pronounced by Parasuraman et al. (1985a) and involves five core essential factors: reliability, tangibility, responsiveness, assurance, and empathy, which measure customer satisfaction.

The quality of services influences satisfaction among aviation customers Law et al. (2022). They explored the study which examined the relationship between airline service quality, customer satisfaction, and repurchase intention among air passengers in Laos. This study revealed how different dimensions of service quality influence passengers' overall satisfaction and attention to flying with the same airline again. The research focuses on the Laotian context, providing insight into Laotian air travellers' specific needs and preferences. Text-mining techniques were employed by Lucini et al. (2020) for online customer reviews and uncovered vital dimensions influencing airline customer satisfaction. The study identified several critical factors, including service quality, flight experience,

ground services, value for money, and timeliness. Sentiment analysis revealed that positive reviews are typically linked to high-quality service and good in-flight experiences, while negative reviews often pertain to delays and poor customer service. Passengers' perception of airline service quality in Pakistan's international aviation services using the SERVQUAL model was explored by Shah et al. (2020). The results revealed that passenger satisfaction mediates the relationship between airline service quality and behavioral intentions.

Negative impacts of operational service failures on customer satisfaction was investigated by Masorgo et al. (2022) in their study, such as arrival delays, mishandled baggage, and involuntarily denied boarding based on the drawing from expectancy disconfirmation theory (EDT). The findings of this study suggest that arrival delays and involuntarily denied boarding negatively affect airline passengers' satisfaction. Furthermore, advertising and increasing flight personnel salaries will positively enhance customer satisfaction.

The level of client satisfaction among airline passengers and other users of Huambo's airport in the Angola context was studied by Relógio and Tavares (2023). This study's findings suggest that the highest passenger satisfaction is generated through the aircraft size and the ease of arranging

an acceptably priced trip. Hence, higher levels of airline prices may cause dissatisfaction among airline customers. Furthermore, aviation passengers' demands for international round-trip flights using an Integrated Choice and Latent Variable (ICLV) model was analyzed by Munoz and Laniado (2021). This study's findings explored passengers' satisfaction generated through passengers' personality traits, airline characteristics, and passenger flight experiences with travellers' perceptions of air carrier services.

The SERVQUAL model was proposed by Rezaei et al. (2018) to assess the perceived quality of service for the baggage handling system. These research results revealed that the dimensions of tangibles, reliability, responsiveness, assurance, and empathy significantly predict airline passenger satisfaction in handling baggage services. Lippitt et al. (2023) intended to assess business travellers' satisfaction with airline service quality using the Kano model and importance satisfaction analysis (ISA). This research findings suggest that convenient flight schedules, frequent flyer programs, flight-on-time performance management, cabin crew politeness, and cabin crew knowledge and experience influenced airline passengers' satisfaction. Furthermore, investigated the factors influencing brand love, passengers' loyalty, and positive word-of-mouth in the airline sector was studied by Boubker and Naoui (2022). The findings of this study suggest that terminal tangible, empathy and airline image influence the level of service quality and price towards the passengers' satisfaction.

Additional four dimensions of SERVQUAL to determine airline passengers' satisfaction was investigated Yalcin Kavus et al. (2022). Their research found that the environment, pandemic, digital technology, and information systems with SERVQUAL core constructs significantly predict service quality and airline passengers' satisfaction. Similarly, airline passengers' perception of safety relationship towards demographics attributes, service quality measures, overall satisfaction and loyalty was explored by Shiwakoti et al. (2022). This study's findings revealed that tangibles, reliability, assurance, empathy, and airline-specific measures (flight experience, ground service, airline employees, and flight schedule) significantly affected passengers' perception of safety. Furthermore, re-

spondents' differences in educational qualification, frequency of travel, ticket types and membership in frequent flyer programs (FFP) significantly affected their perception of safety. Likewise, passengers' overall satisfaction and loyalty to the airline also significantly affected the perception of safety. No effects on the perception of safety were found for differences in gender, age, nationality, income, and purpose of travel.

The relationship between the quality of airline service attributes and passenger satisfaction was explored Park et al. (2020). They found that cleanliness, food and beverages, in-flight entertainment and aviation price factors significantly influence passenger satisfaction in the aviation industry. Similarly, a significant relationship between service quality and price fairness in improving customer satisfaction and building customer trust in the aviation industry in Indonesia was found by Setiawan et al. (2020). This study's findings suggest that customers' positive experiences, optimum service quality, and price fairness perception enabled the airline company to be closer to them and build their trust. Furthermore, the passenger's satisfaction mediated the positive relationship between service quality and price fairness to customer trust.

Furthermore, the impacts of service quality and price on customer loyalty in Southeast Asia using the AIRQUAL model was studied Shen and Yahya (2021). They found that price and service quality dimensions significantly enhance satisfaction towards generating loyalty. Furthermore, the significant relationship between loyalty, price and service quality is mediated by passenger satisfaction. Similarly, the positive relationships between in-flight food and beverage (core, external, and delivery), price reasonableness, airline image, satisfaction, and re-flying intention was explored Han et al. (2019). These research findings recommended that a higher-order structure of in-flight food and beverage quality significantly enhances passengers' perceived reasonableness of price, airline image, and satisfaction in their re-flying decision-making process.

The relationship between airline branding, brand management, and brand measurement from the perspective of airline marketing professionals using Customer-Based Brand Equity (CBBE) measures was conducted by Sezgen et al. (2023). In

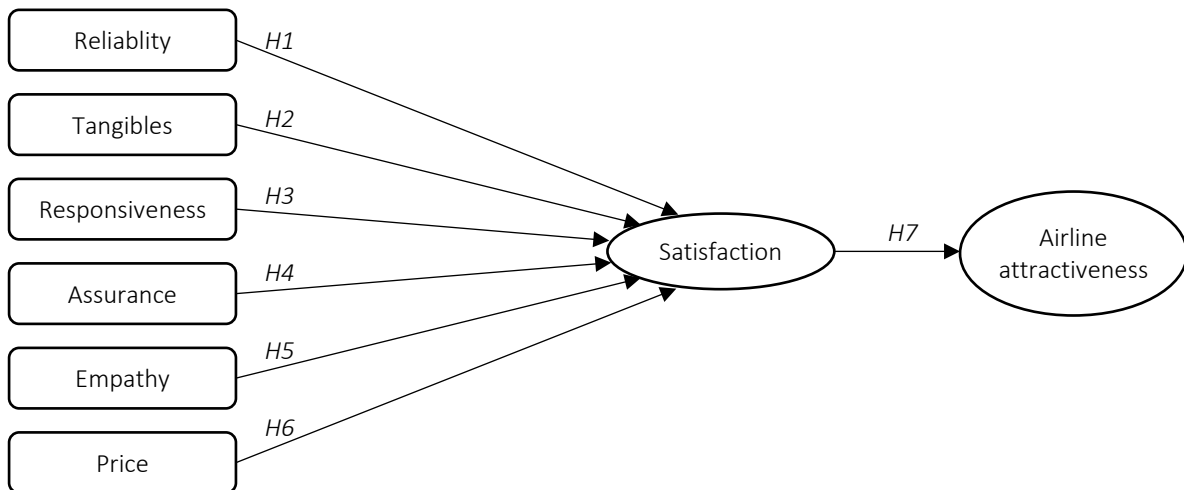


Figure 1. Conceptual model

their study, they suggest that awareness, functional and technical service performance, credibility, differentiation, value, satisfaction, and loyalty significantly enhance airline brand management. Similarly, to explore the relationship between consumers’ brand experience, brand love, satisfaction, and brand loyalty, Deneyimi et al. (2020) conducted a study and found that a positive and significant relationship exists between brand experiences, brand love, and customer satisfaction. Furthermore, customer satisfaction significantly enhances brand loyalty toward the airline sector.

Various studies often revealed gaps between customer expectations and the actual service delivery. These gaps can lead to dissatisfaction, yet the specific dimensions where such gaps occur vary widely. Customer satisfaction drivers can vary significantly across cultures and regions (Alkhatib & Migdadi, 2018). What constitutes satisfactory service in one context may not translate to another, necessitating localized studies.

Studying customer satisfaction in the airline industry is a critical area of research due to its direct impact on business performance and customer loyalty (Ali et al., 2015). Despite significant research in this field, several unresolved issues and contradictions persist, which justify the need for further study and exploration:

There is inconsistency in customer satisfaction levels reported across different airlines and regions. Some airlines consistently achieve high satisfac-

tion ratings, while others struggle. Understanding the factors contributing to this variability is crucial. While service quality is often cited as a key determinant of satisfaction, its specific dimensions (e.g., reliability, responsiveness, empathy) and their relative importance remain ambiguous and context-dependent (Chow, 2014). With the advent of digital technologies and changing consumer preferences, there is a need to investigate how these trends influence customer satisfaction and expectations in the airline industry (Leon & Martín, 2020). Further investigating how technologies like AI, IoT, and mobile apps influence customer satisfaction can provide insights into new service delivery models and customer interaction points (Perçin, 2018).

Understanding how airlines handle service failures and customer complaints effectively can significantly impact overall satisfaction and loyalty (Jiang & Zhang, 2016). Comparative studies across different cultures and regions can reveal nuanced differences in satisfaction drivers, helping airlines tailor their services more effectively (Messner, 2016). Thus, choosing this area should consider both the contemporary challenges airlines face and the potential for impactful contributions to customer satisfaction management strategies.

The aims of the study is to analyze how various service quality dimensions and prices impact the attractiveness of airlines. Figure 1 illustrates the structural research model, with corresponding research hypotheses as follows:

- H1: *Reliability has positively influenced passengers' satisfaction.*
- H2: *Tangibles have positively enhanced passengers' satisfaction.*
- H3: *The presence of responsiveness in aviation has positively enhanced passengers' satisfaction.*
- H4: *The presence of assurance has positively enhanced passengers' satisfaction.*
- H5: *The presence of empathy has positively enhanced passengers' satisfaction.*
- H6: *Price has positively influenced passengers' satisfaction.*
- H7: *Passengers' satisfaction positively influences airline attractiveness among customers.*

2. METHODOLOGY

This study adopted quantitative research and a convenience sampling method to collect samples from airline passengers using airlines in India, collected through the online questionnaire to determine customer satisfaction and airline attractiveness. The population was derived from north and south India, Bengaluru and Chennai airports' passengers and the passengers of the North Delhi and Mumbai International airports who travel frequently. The questionnaire has two parts: the respondents' demographic features and another section that includes scale items relating to the SERVQUAL model from the Parasuraman et al.'s (1985b) construct and adding the price construct scale items (Setiawan et al., 2020) to the questionnaire. The SERVQUAL scale items are adopted from Boubker and Naoui (2022) and price-related scale items from Tsafarakis et al. (2018). This study adopts scale items of customer satisfaction (Emmanuel et al., 2022) and attractiveness towards airline services (Medina-Muñoz et al., 2018). This questionnaire adopts a 7-point Likert scale; 7 points indicate "very strongly agree", and one shows "very strongly disagree".

Table 1 displays respondents' demographic details, indicating that 65.4% are predominantly men (n = 262), and 34.6% (n = 138) are women in the demo-

graphic profile. Most respondents (50.4%, n = 202) are between 20 and 29 years old. Furthermore, 130 respondents (32.3%) belong to the 30-39 age category, 47 respondents (11.7%) are related to the 40-49 age category, and 5.6 per cent (n = 21) respondents crossed the age of 50. Most respondents (n = 152, 37.9%) were graduates. Furthermore, 126 respondents (31.5%) obtained the postgraduate degree, and 90 respondents (22.5%) related to the professional courses category. 246 respondents (61.5%) are married, and 130 respondents (32.5%) are unmarried. Most respondents (46.8%, n = 187) frequently travel once or twice a year, 108 respondents (27.1%) travelled 3 to 4 times in a year, 67 respondents (16.8%) travelled 5 to 6 times in a year, and only 9.2% of respondents (n = 38) travel six times or more in a year.

Table 1. Demographic profile of the respondents

Demographics	Frequency (n=400)	Percentage (%)
Gender		
Male	262	65.4
Female	138	34.6
Age		
20-29	202	50.4
30-39	130	32.3
40-49	47	11.7
Above 50	21	5.6
Education		
Undergraduate	32	8.1
Graduate	152	37.9
Postgraduate	126	31.5
Professional course	90	22.5
Marital status		
Married	246	61.5
Unmarried	130	32.5
Divorcee	18	4.5
Widow	6	1.5
Travel frequency in the past 12 months		
1 to 2 times	187	46.8
3 to 4 times	108	27.1
5 to 6 times	67	16.8
6 times or more	38	9.2

3. RESULTS

Using Smart PLS 4 software, this research study employs a technique known as partial least squares structural equation modelling (PLS-SEM) to assess the hypotheses developed. Smart PLS is widely accepted and adopted in social science disciplines to analyze variables' covariance (Hair et al., 2019). Smart PLS involves assessing the mea-

surement and the structural model (Boubker & Naoui, 2022; Hair et al., 2019).

Table 2 outlines the measurement model’s reliability and validity of latent variables, which indicates that each factor loading (0.763-0.94) value crossed the recommended threshold of 0.7 (Hair et al., 2019), similarly, each latent variable composite reliability (0.817-0.932) and Cronbach alpha (0.882-0.960) is more significant than the 0.7 threshold and average variance extracted from constructs is more than 0.5 (Hair et al., 2019). Therefore, the

statistical results indicate that the measurement model has strong convergent validity. Table 3 outlined discrimination validity per the Fornell-Larcker criterion. The discrimination validity analysis was done based on the Fornell-Larcker criterion, which states that the square root of the construct’s AVE must be greater than the correlation of other constructs (Fornell & Larcker, 1981). Therefore, Table 3 suggests that the discriminate validity of latent variables is statistically accepted and supported based on the Fornell-Larcker criterion.

Table 2. Assessment of measurement model

Scale items	Factor loadings	Cronbach’s alpha (α)	Composite reliability	Average Variance Extracted (AVE)
Reliability		0.882	0.919	0.739
The airline offers on-time performance and reliability	0.881			
The airline brand is focused on customer satisfaction	0.865			
The airline brand has a safety record	0.892			
The airline maintenance and system were satisfactory	0.797			
Tangibles		0.932	0.951	0.830
Quality of food and beverage	0.903			
Comfort and clean interior/seat	0.924			
In-flight newspapers, magazines, and books	0.916			
In-flight entertainment facilities/programs	0.901			
Responsiveness		0.920	0.949	0.862
Understanding of passengers’ specific needs	0.927			
Crew’s approach against unexpected situation	0.933			
Courtesy and helpfulness of crew	0.926			
Assurance		0.822	0.882	0.653
Flight schedule and information	0.761			
On-time departure and arrival	0.836			
Travel service-related partners include car rentals, hotels, and airport pick-up	0.866			
Flight pattern	0.763			
Empathy		0.932	0.956	0.880
The number of flights to satisfy passengers’ demands	0.941			
Care paid to passengers’ luggage	0.947			
Locations of the airline company offices	0.926			
Price		0.870	0.920	0.793
Ticket price	0.896			
Refund if not flying	0.884			
Promotional prices	0.890			
Satisfaction		0.817	0.916	0.845
I am satisfied with the overall airline service quality	0.919			
I feel that my experience with airlines has been enjoyable	0.920			
Airline attractiveness		0.917	0.960	0.923
Airline quality and image will attract me	0.960			
Consistency of ticket prices with given service	0.961			

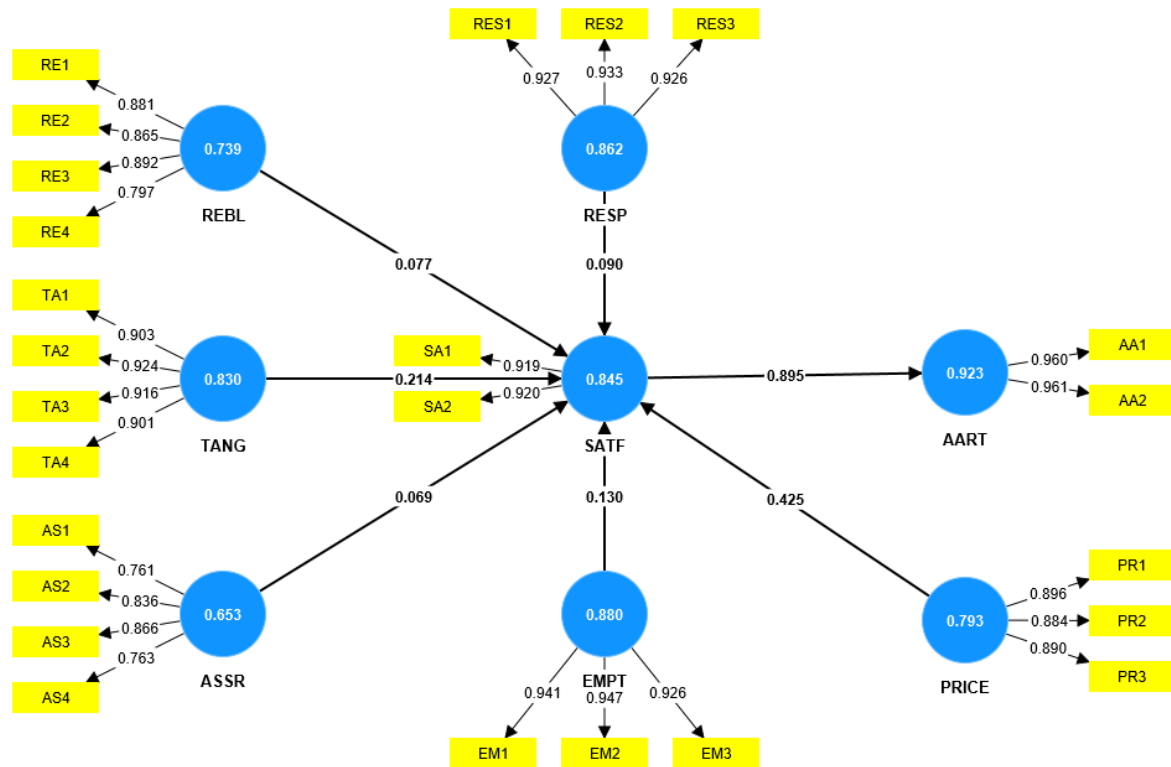


Figure 2. Measurement model with average variance extracted (AVE) value

The structural equation modelling examines the relationship between assurance, reliability, empathy tangibles, response, the price towards satisfaction, and airline attractiveness capacity among the customers to continue intention in Indian airways. The model fit of the structural model is determined through standardized root mean squared residual (SRMR), which statistical data suggest that $0.069 \leq 0.08$ (Suki, 2014). For the relationship analysis, the path coefficient would be more than 0.1, the t-statistics must be more than statistics 1.645, and the p-value must be less than 0.05. Table 4 results indicate that the relationship between reliability and satisfaction (H1) displayed as statistically insignificant ($\beta = 0.077$, $t = 1.507$, and $p = 0.132$), the relationship between tangibles and

satisfaction (H2) will be statistically significant ($\beta = 0.214$, $t = 4.321$, and $p = 0.000$), the relationship between responsiveness and satisfaction (H3) will indicate that has insignificant ($\beta = 0.090$, $t = 1.533$, and $p = 0.125$), the relationship between assurance and satisfaction (H4) will indicate that has insignificant ($\beta = 0.069$, $t = 1.340$, and $p = 0.180$), the relationship between empathy and satisfaction (H5) will indicate that has significant ($\beta = 0.130$, $t = 2.317$, and $p = 0.021$), the relationship between price and satisfaction (H6) will be found to be statistically significant ($\beta = 0.425$, $t = 7.825$, and $p = 0.000$), and satisfaction will positively influence airline attractiveness (H7) has indicated that has significant ($\beta = 0.895$, $t = 75.529$, and $p = 0.000$). Therefore, empathy, price, and tangibles lead to

Table 3. Discriminant validity analysis using the Fornell-Larcker criterion

	AART	ASSR	EMPT	PRICE	REBL	RESP	SATF	TANG
AART	0.961							
ASSR	0.597	0.808						
EMPT	0.618	0.535	0.938					
PRICE	0.675	0.564	0.731	0.890				
REBL	0.597	0.675	0.514	0.536	0.860			
RESP	0.582	0.514	0.624	0.635	0.480	0.928		
SATF	0.895	0.625	0.692	0.776	0.613	0.615	0.919	
TANG	0.613	0.694	0.553	0.552	0.710	0.475	0.666	0.911

Table 4. Assessment of structural model and hypotheses testing

Relationship	Path coefficient (β)	Sample mean (M)	Standard deviation (σ)	t-statistics	p-values	Decision
REBL → SATF	0.077	0.077	0.051	1.507	0.132	Not supported
TANG → SATF	0.214	0.212	0.050	4.321	0.000	Supported
RESP → SATF	0.090	0.088	0.059	1.533	0.125	Not supported
ASSR → SATF	0.069	0.071	0.051	1.340	0.180	Not supported
EMPT → SATF	0.130	0.129	0.056	2.317	0.021	Supported
PRICE → SATF	0.425	0.427	0.054	7.825	0.000	Supported
SATF → AART	0.895	0.895	0.012	75.529	0.000	Supported

customer satisfaction, and satisfaction leads to airline attractiveness. The assurance, reliability, and responsiveness statistically proved insignificant in influencing customer satisfaction.

4. DISCUSSION

Customer satisfaction is a dynamic parameter in the aviation industry (Shen & Yahya, 2021; Tsafarakis et al., 2018). This study analyzed insights into customer satisfaction and airline attractiveness to engage in airline services using the SERVQUAL model. This model includes reliability, tangibles, assurance, responsiveness and empathy. Previous research studies (Al Awadh, 2023; Shah et al., 2020; Shiwakoti et al., 2022; Wahab et al., 2015; Yalcin Kavus et al., 2022) conclude that the SERVQUAL model significantly impacts customer satisfaction and provides inconsistent results. In aviation airline industry, reliability ensures the commitment and promise to solve problems that arise instantly, such as check-in, flight delays and baggage-handling operations and provide accurate service to passengers. Surprisingly, reliability was insignificant while influencing customer satisfaction and airline attractiveness. Previous research studies (Alonazi et al., 2023; Carvalho & Medeiros, 2021) also prove that reliability was insignificant in influencing customer satisfaction.

Airline passengers were quickly attracted to the tangible services such as food and seat comfort, as well as other physical facilities provided by the airlines. Many previous research studies (Al Awadh, 2023; Carvalho & Medeiros, 2021; Shah et al., 2020) proved that tangible aviation services offered satisfaction among customers and attracted them to revisit. This study’s findings also show that tangibles significantly attracted customers towards airlines. Empathy encourages the airline

to care and pay attention to meeting passengers’ expectations. Prior research articles (Alonazi et al., 2023; Shah et al., 2020; Shiwakoti et al., 2022) prove that empathy significantly predicts satisfying and attracting customers. These research findings suggest empathy was vital to meeting customer satisfaction and attracting customers to revisit airlines.

In the airline industry, assurance and responses about safety, friendly atmosphere and staff, quick passenger service, and personalised care of each passenger enable trust and satisfaction among the customers. Surprisingly, these research findings indicate that responsiveness and assurance are insignificant while enhancing satisfaction and attracting customers. Price sensitivity and reasonability affect the customers’ satisfaction and revisit decisions, which varies on the airline seat comfort, food and beverage, safety and security, and possible complete quick services. High premium and business price tickets are less price sensitive and imply the leisure travelling facilities, whereas economic price tickets are highly sensitive to customer satisfaction and attract new passengers. Past studies (Boubker & Naoui, 2022; Han et al., 2019, 2020; Setiawan et al., 2020; Shen & Yahya, 2021) also provide insights on price sensitivity to enhance customer satisfaction and attract new passengers to the aviation industry. These research findings suggest that price is the influential antecedent to influencing customer satisfaction, building revisits intention and attracting new passengers to the aviation industry in India.

5. RESEARCH IMPLICATIONS

This current research study contributes to the airline managers, theoretical implications, and government for making policy frameworks. For the

theoretical contribution, this study explored assurance, reliability, responsiveness, tangibles, empathy, and price sensitivity to predict customer satisfaction, mapping the revisit intention and attracting new passengers to the aviation industry. Previous studies (Al Awadh, 2023; Shah et al., 2020; Shiwakoti et al., 2022; Wahab et al., 2015; Yalcin Kavus et al., 2022) embark on the satisfaction of airlines' passengers using the SERVQUAL model. Additionally, this research implies that

the price factor significantly predicts satisfaction, revisit intention, and the attraction of new customers. The researchers and practitioners consider the price factor with the SERQUAL model. These study findings suggest that airline managers should improve customer reliability, assurance and responsiveness. The government insists on the policy framework for maintaining reasonable price sensitivity, customer service quality, and safeguarding policies for customers.

CONCLUSION

This research aims to examine the relationship between pricing and several aspects of service quality and how appealing airlines are. The current research enables the customer satisfaction and airline attractiveness customers to the aviation industry in India using the SERVQUAL model and price sensitivity. The findings indicate that price, physical tangibles, and empathy are vital in predicting customer satisfaction and attracting new passengers to the aviation industry. Hence, reliability, responsiveness and assurance were insignificant when predicting customer satisfaction. Thus, airlines should be focused on responsiveness, assurance, and reliability factors, maintain customer relationship management to gain a sustainable advantage in the aviation industry and focus on the price reasonability factor to attract new passengers. In comparison, more than sixty per cent of the population has not been attracted to travel by airlines to India.

This study's sample size was comparatively small, and the population was limited to airlines in India. This study adopts only the SERVQUAL model to generate customer satisfaction and attractiveness findings. Future researchers should focus on the comparative study of the SERVQUAL and AIRQUAL models to generate empirical findings relating to passengers' satisfaction and also concentrate on the airline flight attendants' behavioral intention and satisfaction of passengers in the aviation industry.

AUTHOR CONTRIBUTIONS

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ACKNOWLEDGMENT

The authors express gratitude to GITAM University, department heads, leadership of department of management and all individuals who have supported and contributed to the successful execution of this study.

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