



Research Paper

Research on Passenger Service Quality of China Eastern Airline

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Abstract: In addition to saving time, the reason why passengers choose civil aviation is often the high-quality service of civil aviation transportation. Using SERVQUAL scale, this paper designs a questionnaire to study the current situation of China Eastern Airline's passenger service quality, analyzes the gap between customers' perceived value and expected value of China Eastern Airline's service, and puts forward corresponding service improvement suggestions to improve passengers' satisfaction and enhance passengers' loyalty.

Keywords –China Eastern Airline, service quality, investigation

Received 22 August, 2022; Revised 02 Sep., 2022; Accepted 04 Sep., 2022 © The author(s) 2022.

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I. INTRODUCTION

In recent years, China's economic development has shifted from the stage of high-speed growth to the stage of high-quality development, and the living standards of residents have been greatly improved, which has greatly promoted the development of China's civil aviation transportation industry. Besides saving a lot of time, passengers choose civil aviation because of its high-quality service. In the process of pursuing high-quality life, passengers have higher and higher requirements for the quality of civil aviation transportation services. The competition among airlines has changed from price competition to service competition. Therefore, analyzing and objectively evaluating the passenger service quality of China Eastern Airline and putting forward suggestions and strategies for improvement can effectively improve the satisfaction and loyalty of passengers to China Eastern Airline and improve the advantage of China Eastern Airline in market competition.

II. AVIATION SERVICE QUALITY

Air service quality can be defined as whether the use value of the services provided by air transport enterprises meets the needs of passengers to travel safely, punctually, conveniently and comfortably from the origin to the destination. Air passengers are the most important perceptrs of service quality. The essence of service quality improvement is to improve the sensory experience of passengers when they enjoy the service. Passenger evaluation occurs in the whole process of receiving services. As long as there is a transaction between airlines and passengers, there will be an evaluation of service quality. The level of service quality directly determines the satisfaction of airline passengers and the image of airlines in the market to a certain extent.

III. SERVICE QUALITY EVALUATION METHOD

In the late 1980s, Parasuraman, Zeithaml and Berry proposed SERVQUAL scale, which identified five dimensions to evaluate service quality, as follows:

- (1) Tangibility: it refers to specific and actual facilities and equipment, service environment and personnel appearance;
- (2) Reliability: it means that enterprises and service personnel can provide services according to commitments and standards;
- (3) Assurance: a good level of business skills to make customers feel at ease;
- (4) Responsiveness: being able to quickly and actively help customers' needs;
- (5) Empathy: it means being able to empathize and empathize.

The implementation of SERVQUAL scale is to evaluate the service quality from two major dimensions, one is the customer's prior expectation of service, and the other is the customer's actual feeling of service. When the expected value of the current period is greater than the perceived value, it indicates that the service received by passengers has not achieved the desired results, which indicates that the service quality is not high and

passengers are not satisfied. In this case, airlines should analyze relevant data, understand the problems of service quality, and take timely and effective measures to solve the defects in the service process, so as to provide passengers with better services.

IV. CONSTRUCTION OF CHINA EASTERN AIRLINE PASSENGER SERVICE QUALITY EVALUATION SYSTEM

4.1 selection of evaluation indicators for passenger service quality

According to SERVQUAL scale, this paper selects five first-class evaluation indexes and 20 second-class evaluation indexes to form the evaluation index system of China Eastern Airline's passenger service quality, as shown in Table 1, and makes the corresponding questionnaire.

Table 1 China Eastern Airline's passenger service quality evaluation index system

first-class evaluation index	number	second-class evaluation index
A.reliability	A1	China Eastern Airline is trustworthy
	A2	China Eastern Airline flight is on time
	A3	China Eastern Airline can provide security services for passengers
	A4	China Eastern Airline can provide convenient transit services for passengers
	A5	China Eastern Airline can provide accurate services for passengers
B.responsiveness	B1	China Eastern Airline can solve relevant problems for passengers in time
	B2	China Eastern Airline can properly arrange passengers whose flights are delayed or cancelled
	B3	China Eastern Airline can handle baggage check-in services for passengers in time
	B4	China Eastern Airline can check in passengers in time
	B5	China Eastern Airline can provide passengers with enthusiastic on-board services in a timely manner
C.assurance	C1	The service skills of China Eastern Airline's service personnel can meet the needs of passengers
	C2	China Eastern Airline can provide reliable information for passengers
	C3	China Eastern Airline can accurately record relevant information
D.tangibility	D1	The ticket purchasing process and environment of China Eastern Airline are humanized
	D2	The waiting environment of China Eastern Airline is clean and comfortable
	D3	The cabin environment of China Eastern Airline is clean and tidy
	D4	The flight arrangement of China Eastern Airline is more reasonable
E.empathy	E1	China Eastern Airline can provide different services for different passengers
	E2	China Eastern Airline can provide personalized services for different types of passengers
	E3	China Eastern Airline can provide passengers with high-quality catering services

4.2 questionnaire data collection

In order to ensure the scientificity of the survey, this survey adopts the method of random sampling, and the online questionnaire is distributed through the questionnaire star applet. The sample passengers are all Chinese passengers who have taken China Eastern Airline flights. The questionnaire requires the surveyed passengers to score the expected value and perceived value of 20 indicators with a score of 1-5. The higher the score, the higher the passengers' expectation and perception of the service.

A total of 241 questionnaires were collected in this survey. After screening and sorting, the obvious problems and unqualified questionnaires were eliminated, and 228 qualified questionnaires were finally obtained, with an effective rate of 94.6%.

Before the formal data analysis, the validity and reliability of the survey data need to be tested. This paper uses spss25.0 data analysis software. First, Kmo and Bartlett test are carried out on the survey data, and the Kmo value is obtained, which is between 0.6-0.7. The significance of Bartlett test is less than 0.05, indicating that the validity of the survey data is good. Then, the survey data were analyzed by Cronbach's alpha test, and the alpha of the five dimensions were all between 0.7 and 0.8, indicating that the reliability of the questionnaire was relatively high, which proved that the evaluation index system constructed was scientific and reasonable.

V. EVALUATION AND IMPROVEMENT OF PASSENGER SERVICE QUALITY OF CHINA EASTERN AIRLINE

5.1 passenger service quality evaluation of China Eastern Airline

According to the average expected value and average perceived value of passengers of 20 survey indicators, draw a line chart, as shown in Figure 1, from which we can observe the performance of China Eastern Airline's passenger service quality in various indicators.

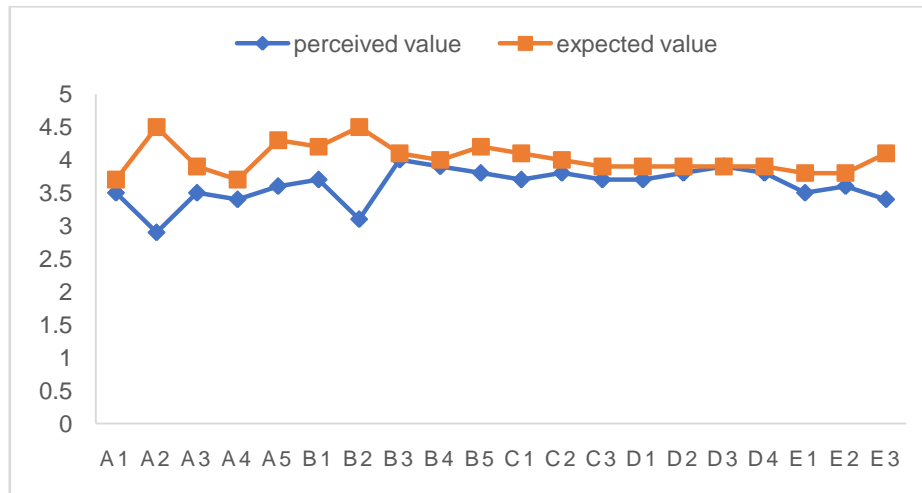


Figure 1 gap between perceived value and expected value of China Eastern Airline's passenger service quality

As can be seen from Figure 1, the gap between passengers' expectation and perception of "on-time flight" service is the largest, which shows that China Eastern Airline has a big problem in the on-time flight rate, which is difficult to meet the actual needs of passengers. Passengers choose civil aviation for more convenient and fast travel. If the flight is delayed frequently, it will seriously affect the passengers' feelings about the travel experience, and the passengers will inevitably have a rejection of the airline in their hearts, especially for the passengers who travel by plane for the first time, the brand image of the airline will be greatly discounted. Therefore, China Eastern Airlines should pay attention to the punctuality of flights so that passengers can travel in a good mood.

Secondly, there is also a significant gap between passengers' expectations and perceptions in "properly arranging services for flight delays or cancellations". When passengers see the news of flight delay or cancellation, their original good mood of travel will become worse, and the airlines can't arrange these passengers in time, which will lead to great complaints from passengers. This will not only reduce the trust of passengers in the airline, but also produce resistance to the airline. Through the transmission of the Internet, the image of the airline will plummet, which will cause more negative effects. Therefore, in view of this situation, the managers of China Eastern Airlines should stand up and give reasonable solutions to various emotions or things generated by passengers in time to avoid affecting the company's image.

Finally, in terms of "providing accurate services and providing high-quality catering services", there is also a large gap between passengers' expectations and perceptions. In terms of service product design, many airlines only see some resources they can provide, rather than designing according to the needs of passengers, which will lead to the failure of enterprises to provide accurate services. China Eastern Airline also has such problems, and in terms of catering services, the designers of China Eastern Airline will more consider the cost of catering, so it is difficult to meet the high-quality needs of passengers.

5.2 Passenger service quality improvement strategy of China Eastern Airline

As the main responsible department of civil aviation transportation, airlines should strive to improve their service quality and passenger satisfaction from all aspects of their services. According to the above survey data analysis results, China Eastern Airline can adopt the following strategies to improve the quality of passenger service:

(1)China Eastern Airline should strengthen communication with all civil aviation units to reduce flight delays, timely understand flight conditions, and properly arrange relevant work for passengers whose flights are delayed or cancelled. Flight delays or cancellations are affected by many factors, which are often unavoidable. For example, because of weather factors, epidemic conditions, etc., airlines choose to postpone the flight departure time or cancel the flight on the premise of safety. At this time, even if the airlines have very scientific management, flight delays or cancellations are still inevitable. Therefore, airlines should arrange service personnel with strong comprehensive quality and ability to communicate with passengers, so that passengers can think rationally, calm passengers' impatience and avoid conflicts with passengers. And according to the relevant actual situation, provide some time killing activities for passengers to alleviate the bad mood of passengers caused by flight delays. For children, disabled and pregnant passengers, special service guarantee should be provided in time. If the flight delay is serious, the airline should actively provide catering services to passengers to help them complete the refund and change of tickets in time, or the transfer of other travel modes.

(2) China Eastern Airline should strive to provide more diversified and sophisticated services to effectively meet the interests and emotional needs of passengers. With the increase of residents' income, passengers' personalized needs have become prominent. China Eastern Airline should make appropriate personalized adjustments to the differences in passengers' service needs. For example, differentiated catering can greatly improve passengers' love for airlines. China Eastern Airline can launch some distinctive restaurants to attract consumers according to the tastes of various regions and under certain cost control.

(3) China Eastern Airline should strengthen its service concept and improve the comprehensive quality of service personnel. In the service process, customers' feelings come from the attitude and service level of service personnel. The professional skills of service personnel will also affect customers' feelings about service. An excellent service provider can bring customers high-quality service, which will also make customers have a good impression on the airline. Driven by big data, it will bring better reputation to the airline and attract more customers, so as to improve the market competitiveness in the air transport industry. Therefore, China Eastern Airline should strengthen training and comprehensively improve the comprehensive quality of service personnel.

VI. CONCLUSION

The service itself is changeable and subjective, and the aviation service is more professional and special. With the improvement of people's consumption level, passengers' requirements for service quality are also rising. Airlines should constantly follow up and analyze passengers' perception and expectation of service quality, constantly adjust and improve service strategies, so as to improve customer satisfaction and loyalty, and gain competitive advantage in the market competition.

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