



**Service Quality and Satisfaction of  
Transit Passengers at the  
Bandaranaike International Airport**

**H M Abeysooriya**

**RJT / MBA / 2014 / A / 01**

**Master of Business Administration**

**Faculty of Management Studies**

**Rajarata University of Sri Lanka**

**Abstract**

This is a study of identify the service quality attributes which helps to enhance the satisfaction of transit passengers at Bandaranaike International Airport.

Currently airport industry is considered as not only service oriented area but also they are more and more commercially and business oriented rather than just providing a service. For the same reason excellent passenger satisfaction has become the ultimate goal of the airport industry just like any other business.

An excellent passenger service is one of the great assets that can be used as a baseline for building satisfied customers and to remain competitive. It is identified as one of the critical determining factors of success of an entire operation in any airport that helps to build its passenger base. Transit passengers are very important customer segment of an airport, since they have the time to get the experience at the airport during the time gap between the connecting flights.

The researcher has conducted a mixed type research here. That means both inductive and deductive type methods are applied. This study was conducted with the help of concept of expectations underlies the SERVQUAL instrument (Parasuraman et al., 1985).

In this study a self-administrated questionnaire was used to collect data under 5 point Likert scale. The sample size of the research was 200 no of transit passengers, who were travelled through transit areas, such as transit counters, transit waiting areas, bus gates, lounges and transit hotels at BIA during the period of September and October 2016. The researcher has used five service quality attributes as tangibility, reliability, responsiveness, assurance and empathy as independent variables and the satisfaction of transit passenger at BIA considered as the dependent variable. As well as the researcher has analyzed is there any influence on satisfaction of transit passengers by nationality with suing the ANOVA table.

A self-administered questionnaire were collected from 200 transit passengers who had traveled through transit areas such as transit counters, transit waiting area, Bus gates, Lounges and transit hotels at BIA in September and October 2016 at Bandaranaike International Airport.

Data analyzed with using descriptive analysis, correlation, regression, ANOVA table and SPSS (version 23) are used.

At the end of this study there is a positive relationship between tangibility, reliability, responsiveness, assurance and empathy with the satisfaction of transit passengers at BIA.

But there is a correlation between only 4 service quality variables such as tangibility, reliability, responsiveness and assurance with the satisfaction of transit passengers at BIA and no correlation between empathy and the satisfaction of transit passengers at BIA. As well as with the result of ANOVA table there is a relationship with passenger satisfaction and arrival area of the transit passengers.

The results showed that there were significant differences in airport service quality attributes and perception of the transit passengers.

As well as Mr. Sasantha Abeywardena Senior Airport Manager, at Bandaranaike International Airport who guided me in this research into right track, from the beginning to end of this research. Also Mr. Chamath Samathilake As Intern Airport Manager, Bandaranaike International Airport who guided me in this research in collecting information and data from the passengers as well as from the previous literature also in analyzing data. Mr. N U Kaluarachya, The Airport Manager, Matugama International Airport who guides me in writing the thesis. Mr. G I D Suresh, Management Assistant of Airport and Aviation Sri Lanka Limited, Bandaranaike International Airport who supported me in preparation of final thesis.

Also, I would like to express my special thanks to my husband and my mother, who have supported me in completing this study successfully throughout last three years and helped me a lot to concentrate and focus my mind on studies.

Lastly, I would like to thank all of those who supported me in doing completion of this research.

## Contents

	Page
List of Abbreviations	I
Abstract	II
Acknowledgement	III
Table of Contents	IV
List of Tables	V
List of Figures	VI

## Contents

### Chapter 1 - Introduction

1.1 Introduction.....	1
1.2 Background of the study .....	1
1.1.1 Aviation industry in Sri Lanka .....	3
1.1.2 Bandaranaike International Airport (BIA) .....	4
1.1.3 Customer Profile at BIA.....	5
1.1.4 Air Craft Movements at BIA.....	5
1.2 Problem Statement .....	6
1.3 Research Questions .....	17
1.4 Research Objectives .....	18
1.6 Significance of the Research.....	18
1.7 Scope of the study at BIA .....	19
1.8 Summary of the Methodology .....	20
1.9 Limitations .....	20

1.10 Chapter Organization .....	21
1.11 Chapter Summary .....	21
<b>Chapter 2 - Literature Survey</b>	
2.1 Introduction.....	22
2.2 Customer Satisfaction .....	22
2.2.1 Antecedents of satisfaction.....	24
2.2.1.1 Expectations.....	24
2.2.1.2 Disconfirmation of expectation .....	25
2.2.1.3 Performance.....	25
2.2.1.4 Affect .....	25
2.2.1.5 Equity.....	25
2.2.2 Consequents of satisfaction .....	26
2.3 Passenger Satisfaction.....	26
2.4 Service Quality.....	28
2.4.1 Service & Nature .....	28
2.4.1.1 Intangibility.....	29
2.4.1.2 Perishability .....	29
2.4.1.3 Inseparability .....	29
2.4.1.4 Variability .....	29
2.5 Quality.....	30
2.6 Service Quality.....	30

2.6.1 The Gronroos Model .....	31
2.6.2 The Gaps Model .....	34
2.6.3 SERVQUAL Model: .....	37
2.6.3.1 Criticisms of SERVQUAL .....	40
2.6.3.1.1 Paradigmatic Objections .....	40
2.6.3.1.2 Polarity .....	42
2.6.3.1.3 Two administrations.....	42
2.6.3.2 Other Developments in Service Quality Measurement .....	42
2.7 Customer Satisfaction and Service Quality .....	43
2.8 Related Airport Services Literature .....	45
2.9 Defining Variables. ....	46
2.9.1 Independent Variables. ....	46
2.9.2 Dependent Variables .....	49
2.10 Chapter Summary .....	49
<b>Chapter 3 - Methodology of the Study</b> .....	<b>52</b>
3.1 Introduction.....	50
3.2 Conceptual Framework.....	50
3.3 Research Hypothesises.....	56
3.4 Construct Operationalization .....	56
3.5 Population and Sample Size.....	58
3.6 Instruments.....	59

3.6.1 Reliability and Validity of Airport Service Quality .....	59
3.7 Data Collection .....	60
3.8 Data Analysis .....	60
3.9 Chapter Summary .....	60

## **Chapter 4 - Data Presentation and Analysis**

4.1 Introduction .....	61
4.2 Reliability of Data Analysis.....	61
4.2 Sample Profile.....	62
4.3 Demographic Characteristics of Sample/ Respondents .....	62
4.3.1 Gender Distribution of Respondents .....	63
4.3.2 Age Distribution of Respondents .....	64
4.3.3 Residential Region /Segment Distribution of Respondents .....	64
4.3.4 Distribution of Purpose of visit of respondents.....	66
4.3.5 Distribution of waiting time of respondents.....	67
4.3.6 Distribution of Number of Airport Visited by Respondents .....	68
4.4 Open-ended Response Analysis.....	69
4.5 Descriptive Analysis .....	70
4.5.1 Analysis of passenger satisfaction.....	71
4.5.2. Analysis of Service Quality Attributes.....	72
4.5.2.1 Analysis of Tangibility on Customer satisfaction at BIA.....	73
4.5.2.2 Analysis of Reliability on Customer satisfaction at BIA.....	74

4.5.2.3. Analysis of Responsiveness on Customer satisfaction at BIA .....	76
4.5.2.4 Analysis of Assurance on Customer satisfaction at BIA.....	78
4.5.2.5 Analysis of Empathy on Customer Satisfaction at BIA .....	79
4.6.1 Correlation.....	80
4.4.1.1 Differences between transfer passengers' perceptions and service quality by segment of the world .....	83
4.6.2 Regression Analysis .....	87
4.6.2.1 Summary of Testing Hypothesis .....	92
4.6.2.2. Results of Regression Analysis .....	94
<b>Chapter 5 - Conclusion and Recommendation</b>	
5.1 Introduction.....	95
5.2 Conclusion and Discussion of the Study.....	95
5.3 Recommendation .....	102
5.5 Suggestions for Future Research.....	104
<b>References.....</b>	<b>105</b>
<b>Annexure .....</b>	<b>109</b>