

**Final Year Project**

**DELIVERABLE 1 –INTRODUCTION**

**“FACTORS AFFETCING CUSTOMER SATISFACTION & CUSTOMER LOYALTY TO SERVICE PROVIDERS EXAMINING**

**THE ROLE OF SERVICE QUALITY IN PIA:”**

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**INTRODUCTION:**

. The advantages that organizations obtain from a base of loyal clients have been widely documented in the literature. Loyal clients can increase a organization’s profits, 1996; Schlesinger & Heskett, 1991); they're much more likely to buy extra services and products and they often generate new commercial enterprise for the business enterprise through word-of-mouth guidelines (1990; Schlesinger & Heskett, 1991). Loyal customers may also assist to reduce expenses), due to the fact they're probable much less high priced to deal with and the prices of income, marketing and set-up can be amortized over the whole duration of their relationship with the organization. As Fornell (1992) factors out, most companies combine an offensive business strategy (taking pictures new customers) with a defensive one (keeping the patron base).

However, with sluggish increase and sturdy opposition in maximum markets, protecting strategies have become more and more commonplace. Customer loyalty offers groups a competitive benefit this is sustainable through the years and is therefore the important thing to success. Few organizations brand loyalty. Aldred (2005) said dedication is increasingly about deals advancement than relationship ads, the importance of consumer dedication is usually spoken of late in relation ads. "Berry (1991)" 1st introduced customer partnership analysis in Service Advertising writing. A definite purpose of showcasing is to keep customers with whom owners are preparing to make contacts in order to devote themselves. Pulling in new clients is only a half way process. Promoting partnerships has been underscored for the last two decades.

Some studies have try to catch their money of their new customers multiple that what is keeping existing customers "(Kotler et al., 1996)." 'In the meantime, profit can increase by 25 to 85%, if' organizations decline their customers." In addition, "Pfeifer (2005)" found that the organization had to invest more on repairs due to small cost impacts. It is essentially enormous for the company to keep customers and maintain faithfully, particularly the administration sector "(Pritchard et al., 1997, for example, the airline sector. On all occasions, the key factor is to assemble customer loyalty while gaining market share" (Jarvis and Mayo1986).

In either case, making separation in this centered and soaked carrier administration showcase is becoming increasingly difficult. Data that is anything but hard to access and use, a wider variety of options, and value of products of immaterial aid have also improved ads. Price, advertisement and advancement procedures are commonly used to attract consumers and to establish relationships with them, although being exceedingly easy to reproduce and replace

**PROBLEM STATEMENT:**

All things considered, will promotions be able to give organizations true commitment to the customer? 'Or on the other hand just increase the deals in a short period of time? Will improvement cheapen the value of the relationship?' In the past, most scientists have concentrated on value developments what's more, only often they explored the impacts on client efficiency of various limited time forms. In fact, these scientists ignored the crucial concept of a partnership that improves quality of relationships. Due to the fact that a few studies on quality of relationship & unwaveringness have been carried out, sadly no examination has been conducted, that tests on the link between advances & quality of relationships, what's more, unwavering consumer. Considering these issues while implementing its promoting technique is essential for the company.

The main aim of the statement of problem is to define and clarify the problem. This involves defining the current climate, where the issue exists, and what effects it would have on users, budgets, and related activities. The issue statement is also used to clarify what the predicted scenario looks like. Defining the desired state offers a view of the process or product as a whole. It clarifies the reason for initiating the enhancement project and the objectives it is expected to accomplish.

The problem has to be identified before the problem statement can be created. Wanting to start working on a solution as soon as possible and neglecting the concept of the true problem to be solved is human nature. A poorly defined problem however raises the likelihood of implementing a solution that does not completely meet the intended outcomes. Unless it is completely known, one problem cannot be solved.

The method of issue analysis is always a team effort. It begins with meeting the stakeholders, customers and/or buyers impacted by the problem and hearing about their pain points. Given that people often struggle to communicate their issues effectively, especially to someone outside the process, it is helpful to ask a series of "why" questions until the underlying reasoning is identified. This approach, known as the "5 Why's," helps to drill down to the core problem because many of the problems encountered may be merely symptoms of the actual problem Asking these questions regarding as well as paraphrasing what was said by the stakeholder shows a degree of empathy and comprehension of the problem.

**RESEARCH GAP:**

"The results of this theory show that the greater the use of the relationship-situated supporting aircraft, the higher the pleasure and trust felt by the clients. In correlation, greater satisfaction and confidence will improve buyers' probability of continuing long haul business connections. 'Consequently, should carriers wish to maintain long-haul relationships with their customers in this competitive environment, they should use high-relationship innovations, such as "Philanthropies," "Referral Incentives," "Free Shuttle Busses" and "Helpful Discounts," which can make customers likely to remain loyal and provide the company with long-haul' benefits as well. Purchasers' experience, motivation and dedication will influence their long haul reliability and, in particular, their performance."

"Initially, aircrafts may demonstrate products or projects that rely on expanding by and wide devotion and furnishing buyers with a decent buying experience. To tell the truth, carriers should enter movements to establish trust and commitment. For example, when customers assume aircraft can retain customer benefits, carriers may encourage their customers to relate to them. In addition, carriers will cause customers to agree that they will profit from innovation and are strong in encouraging them to continue to take an interest in the aircraft's special exercises to extend their aim to maintain a long-haul partnership. Aircrafts need to contribute to make long haul connections. They should, if possible, not only use an aloof technique; for example, lower costs to extend offers, but they should also recognize the requirements of consumers, desires, preferences, inclinations, and so on, and contribute assets to meet customer needs, such as "free transport" and "co-activity caps" to create a relationship."

"This research shows that the relationship-situated progress has a much more notable impact on fulfillment and confidence following the barring of trade arranged advancement, along these lines further expanding client steadfastness. If carriers need to sustain long-haul customer connections in this way, they can abstain from using "Part Incentives," "Aircraft Deals," "Fortunate Draws," "Limited Tickets," 'and' "Buy One Buy One Free," and so on. 'This kind of development can create deals in a brief period, but it weakens the impacts of relationship-arranged growth. Customers think of it as a development organized by company that shows

Carriers having their own bit of leeway in front of the pack'. Accordingly, aircrafts may use relationship-arranged innovations to keep their long-haul rewards at least invested on spending supported."

**"RESEARCH OBJECTIVES**:"

"The reasons for this research are"

“A) to differentiate the effect of developments on the loyalty of customers in the carrier sector,"

b) To study the link between different forms, customer loyalty with regard to the nature of the relationship,

c) To lay down a few rules for updating advances as far as the advertising relationship in the airline industry is concerned.

'"The aim behind this study is to investigate the impacts of relationship-oriented growth on customer engagement after subsuming the middle of the road factors-relationship quality. Polls are used to check clients' frames of mind and perceptions', and the knowledge is broken down by an integrated analytical examination, a relation study, reliability, a relapse assessment and a factor examination. It demonstrates that relationship-oriented growth eventually has beneficial effects on achievement and trust. Additionally, to illustrate unwavering clients, loyalty, confidence, and openness are excellent and demonstrative parts."

"The study objectives clearly and accurately define what the work is trying to accomplish. They sum up the achievements that a researcher wants to achieve through the project and provide guidance for the analysis. A research objective must be attainable, i.e. it must be framed, keeping in mind the time available, the research infrastructure needed and other resources. Before you shape a research target, you can learn about all the trends in your research field and identify knowledge gaps that need to be addressed. This will help you meet the right goals for your research project."

The final part of clarifying your research project includes thinking about your research goals in greater detail. Analysis objectives should be closely linked to the problem statement and summarize what the research is hoping to accomplish. For example, if the issue found is poor use of antenatal care services, the study's general purpose may be to determine the reasons for this poor use, in order to find ways to increase it.

Goals may be general or concrete. Your study's ultimate purpose notes what you intend to accomplish in general terms. Specific goals break down the overarching goal into smaller, logically related pieces that systematically tackle the different aspects of the issue. Your precise objectives will define precisely what you are going to do in each step of your research, how, where, when and to what end.

**RESEARCH QUESTIONS**:

How does marketing and promotions satisfy customers?

What other factor leads towards customer loyalty?

How does improvement in airline industry effects customer relationship?

**SCOPE OF STUDY:**

This research will be conducted in Karachi so that the further performers of the research will have a pool to cover, this study will add to the other factors which hold customer satisfaction & loyalty.

**HYPOTHESIS”:**

H1: Service Quality Has Positive Effect On Customer Satisfaction

H2: Empathy Has Positive Effect On Customer Satisfaction

H3: Responsiveness Has Positive Effect On Customer Satisfaction.

H4: Reliable Has Positive Effect on Customer Satisfaction

H5: Servive Intangible Tangible Has Positive Effect On. Customer Satisfaction

H6: Customer Loyalty Has Positive Effect on Customer Satisfaction

H6: Customer Satisfaction Has Positive Effect On All These Factor.

**THEORICAL USE OF RESEARCH**

“The hypothetical system contains thoughts and along with their definition and references to related bookish writing, presents hypothesis that's used for particular ponder. The theoretic system illustrates an understanding of hypotheses and concepts that are related to subject of your think about. The theoretic system joins the examiner to leaving information. Guided by the pertinent hypothesis”.

**METHODOLOGY**

This portion portrays the methodology and technique of which depicts the stages that were expound in carrying out the inquire about It moreover portrays the consider target populace and the particular examining methods utilized strategies of information collection and information examination. This chapter is systematized along as takes after inquire about plan, target populace, test measure and inspecting strategies, disobedient of inquire about, information collection, information plan, information investigation and investigate principles.

*QUESTIONNAIRE WILL BE USED 5 POINT LIKERT SCALE*

*SAMPLE SIZE 300 ESTIMATED*

**Questionnaire**

**Demographic**

Age

Gender

Purpose Of Visit

Married Status

**D.V**

**Customer Satisfaction**

-In Which Airline You Have A Satisfying Experience Of Flying?

Do You Normally Have A Pleasant Flight With This Airline.

You Did The Right Thing When You Chose To Fly With Tis Airline.

**I.V**

**Service Quality**

Service Are Very Good

Service Are Up To Date

Service Are Recommendable To Other Passenger.

**Service Intangible**

Quality Food Is Provided To the Pattern

Facilities For Entairment Are available

Can Online Booking Be Made Quickly

**Responsiveness**

Resolves Passenger Complaints on A Priory Basis

Proactively Informs About the Delay in Service

Never Too Busy To Respond To Passengers Request

**Empathy**

Location of the Airline Company Offices,

Number of Flights to Satisfy Passenger’s Demands.

Care Paid to Passenger’s Luggage.

**Reliability**

Delivers Committed Services on Time

Shows Sincere Interest in Solving Passengers’ Problems

Provides Adequate Security to Passenger’s Belongings And Personal Information/Data

**References**

# References

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Muhammad Farooq\*. (2011). Measuring and Comparing the Desired and Actual Service Quality of Pakistan International Airline. *Measuring and Comparing the Desired and Actual Service Quality of Pakistan International Airline*, 123.