

CAPSTONE PROJECT (Dano Airline Satisfaction Analysis)

Returning passengers show consistently higher gaps, meaning they notice and care more about service quality. First-time passengers, on the other hand, barely care about in-flight entertainment (0.07) or seat comfort (0.02). The main thing frustrating first-timers is Online Boarding, which has a high gap of 1.20. On-board service (0.63) is somewhat moderate, and legroom (0.22) is a secondary concern.

Returning passengers are highly sensitive to all aspects of service, so improvements across the board are likely to deliver the largest gains in overall satisfaction. First-time passengers, by contrast, are mainly dissatisfied with Online Boarding and, to a lesser extent, On-board Service; their other concerns matter very little. The key distinction is that first-timers are primarily frustrated by the process itself, while returning passengers are affected by both the process and factors like comfort and entertainment.

Business class passengers are highly sensitive to every aspect of service, so any shortcomings stand out immediately. Economy passengers are less demanding overall, but they do get frustrated with Online Boarding and in-flight entertainment, while seat comfort, on-board service, and legroom matter less. Economy Plus passengers fall in between: they notice more than Economy passengers but less than Business, with their main concerns being Online Boarding, in-flight entertainment, and seat comfort.

Business class passengers care about every aspect of their experience, so improvements across the board can boost satisfaction. Economy passengers are more focused: boarding efficiency and basic entertainment drive most of their dissatisfaction, while minor changes in comfort or service don't make much difference. For Economy Plus passengers, paying attention to boarding, entertainment, and seat comfort will greatly improve their satisfaction.

Middle-aged and older adults, as well as elderly passengers, place a strong emphasis on comfort and service-----In-flight entertainment, on-board service, and legroom have the biggest impact on their satisfaction. Teens and young adults, on the other hand, are most concerned with efficiency and convenience—Online Boarding shows the highest gaps for them (1.34 and 1.44), while legroom and on-board service matter little. Seat comfort is moderately important for adults (0.98–0.84) but less so for teens (0.46), showing that adults are more sensitive to seatings

Elderly passengers are most dissatisfied with in-flight entertainment, on-board service, and legroom, while boarding isn't a major concern. Middle-aged and older adults care about comfort, entertainment, and legroom, with middle-aged passengers also sensitive to online boarding. Teens and young adults focus their dissatisfaction on online boarding, paying little attention to comfort, legroom, or on-board service. The overall pattern is clear: younger passengers prioritize speed and convenience, while older passengers value comfort and service.

What Dano Airlines Should Do

Dano Airlines should fix the boarding experience by simplifying and digitizing the online process to remove friction, make an upgrade in-flight comfort by improving seat making it comfortable in Economy and Economy Plus,

The Management needs to upgrade its entertainment by expanding the in-flight options—movies, streaming, and WiFi—and making sure the quality is consistent across all routes and cabin classes.

Dano Airlines should strengthen service quality by investing in crew training that emphasizes attentiveness and friendliness,

And lastly, The Management should pay special attention to first-time and personal travelers. A dedicated “first-time flyer” program—with clear guidance and smoother onboarding—would ease anxiety and build loyalty early. At the same time, leisure-focused packages that combine entertainment and comfort would make personal trips more enjoyable and memorable