**2-2 Case Study**

**DAT 210- foundation of Data Analytics**

**SNHU**

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* 1. **Evaluation of Problem Statement and Research Questions**

Assessment of Daniel’s problem statement and research questions, considering the given standards:

Background of the problem: The background information is well-articulated. It is evident that the duration of service waits can be effectively managed through operations management or by managing customer perceptions. The specific scenario of CAP’s challenges in controlling delays, primarily due to the use of outdated planes, is also comprehensively explained. This provides a solid foundation for further discussion and analysis.

Goal of the research project: The objective of the project is well-defined. It seeks to comprehend the strategies for managing customer perceptions of waiting experiences, particularly in the context of the delays experienced by CAP’s airline services. This focus aligns with the need to enhance customer satisfaction and service quality amidst operational challenges.

Problem statement: The problem statement, “How do delays affect consumers’ service evaluations?” is impartial, clear, and precise. It directly tackles the central issue, providing a focused direction for the research.

Relevance of the problem statement: The problem statement is pertinent as it tackles a practical challenge encountered by CAP, and potentially, other airlines. This real-world relevance underscores the importance and applicability of the research.

Feasibility of the problem statement: The problem statement is indeed feasible. It suggests an investigation into customer perceptions, a task that can be effectively accomplished through methods such as surveys, interviews, or direct observation. This approach is practical and can yield valuable insights.

Research questions: The research questions are logically derived from the problem statement and are articulated with precision. They suggest measurable outcomes, including the impact of delays on service evaluations, the emotional implications of these delays, and the role of situational variables on customer responses. These questions provide a clear roadmap for the investigation.

Overall, Daniel’s problem statement and research questions effectively fulfill all the given criteria. They offer a clear, specific, pertinent, and achievable roadmap for the research project. The research questions are well-structured and result in observable outcomes. They lay a robust groundwork for a study that is both meaningful and has the potential for significant impact.

* 1. **Revisions – Areas of Improvement**

Presented here is an in-depth examination of three pivotal aspects of the research project: the relevance of the research, the design of the research, and the project’s time frame. Each section provides a thorough overview, complemented by recommendations for enhancement to ensure the research is robust, pertinent, and achievable. The objective is to offer a lucid roadmap for the project, emphasizing the significance of tangible examples, meticulous methodologies, and comprehensive planning. This underscores the importance of these components in executing successful research and attaining substantial results. It serves as a blueprint for augmenting the efficacy of the research project, leading to more significant outcomes.

Relevance Section: The section discussing relevance could be enhanced by incorporating more concrete examples of how the results of the research could be put into action. For example, it could delve into potential strategies that CAP could adopt, informed by the research outcomes, to enhance customer satisfaction during delays. Furthermore, it could highlight the potential influence on CAP’s business results, such as bolstering customer loyalty or enhancing word-of-mouth recommendations. This would provide a more tangible connection between the research and its practical implications.

Research Design Section: The section detailing the research design is comprehensive and provides a clear overview of the methodology. It effectively outlines the use of a standardized questionnaire, the process of data collection, and the criteria for flight selection. However, to enhance its effectiveness, it could benefit from additional details about the questionnaire (for instance, the specific questions that will be asked and the process of their formulation) and the methods that will be employed for data analysis. This would provide a more in-depth understanding of the research process and its robustness.

Time Frame Section : The section outlining the project’s time frame is well-structured, offering a clear schedule for the research project. However, it could be further enhanced by providing more coarse timelines for each research phase, such as data collection, data analysis, and report writing. Additionally, incorporating contingency plans to address potential delays or challenges that could affect the timeline would demonstrate comprehensive planning and bolster the project’s feasibility. This level of detail would underscore the thoroughness of the planning process and increase confidence in the project’s successful execution.

**1.3 Literature Review**

A literature review is a fundamental step in research that can significantly support Daniel in addressing CAP’s challenge. It provides valuable insights and direction, enabling Daniel to effectively tackle CAP’s issue. By scrutinizing existing literature, Daniel can gain a more comprehensive understanding of issues related to customer perceptions of waiting experiences and service delays. This offers crucial context and background information, assisting him in fully grasping the problem. By examining the literature, Daniel can identify strategies that have proven unsuccessful in the past, aiding him in avoiding the repetition of these mistakes. The literature review can assist Daniel in refining his research questions. It can spotlight gaps in the current knowledge that his research could fill. By referencing existing literature in his research, Daniel can demonstrate that his approach is rooted in established knowledge and best practices, which can enhance the credibility of his research.

* 1. **Additional Sources**

These additional references offer significant insights into consumer behavior in scenarios of service disruptions and delays, which are directly pertinent to Daniel’s research on the impact of airline delays on service evaluations. They present theoretical models and empirical results that can contribute to and enhance the depth of Daniel’s study.

"Waiting for Service: The Relationship Between Delays and Evaluations of Service" (Taylor, 1994):This scholarly piece conducts an in-depth analysis of consumer responses to service postponements. It empirically investigates the correlation between such delays and the subsequent service assessments, while also scrutinizing potential mediating variables within this relationship. The article holds significance as it offers valuable perspectives on how service delays influence evaluations, aligning directly with the central theme of Daniel’s research.

"Airport service quality perception and flight delays: examining the relationship"(Oliveira et al., 2024): This research validates the correlation between flight delays and overall passenger satisfaction at airports. Its relevance lies in its direct exploration of how flight delays influence passenger satisfaction, a crucial component of Daniel’s research.

“A Field Study of Causal Inferences and Consumer Reaction: The View from the Airport,” (Folkes et al., 1987) published in the Journal of Consumer Research, 13, pages 534-539, is a pertinent study that scrutinizes the interrelationships among attributions, emotional responses, and behavioral reactions of consumers confronted with a product failure. It offers valuable insights into passengers’ attribution of delays and their emotional responses on delayed flights. This aligns seamlessly with Daniel’s research focus on airline delays.

In summary, the assessment of Daniel’s problem statement and research inquiries unveils a meticulously structured and targeted research endeavor. The foundational context, research objective, problem articulation, relevance, feasibility, and research queries collectively shape a comprehensive and pragmatic investigation. The identified areas for enhancement offer insightful recommendations for refining the pertinence and design of the study. By addressing these suggestions, the research project can be further fine-tuned to produce more impactful and applicable results. This evaluation, along with its recommendations, serves as a solid framework for Daniel’s ongoing exploration into customer perceptions of service delays, aiming to boost customer satisfaction and elevate service quality in the aviation industry.

**Resources**

Taylor, S. (1994). Waiting for Service: The Relationship between Delays and Evaluations of Service. Journal of Marketing, 58(2), 56. <https://doi.org/10.2307/1252269>

Oliveira, A. V. M., Oliveira, B. F., & Vassallo, M. D. (2024). Airport service quality perception and flight delays: examining the influence of psychosituational latent traits of respondents in passenger satisfaction surveys. Papers. <https://ideas.repec.org/p/arx/papers/2401.02139.html>

‌Folkes, V. S., Koletsky, S., & Graham, J. L. (1987). A Field Study of Causal Inferences and Consumer Reaction: The View from the Airport. *Journal of Consumer Research*, *13*(4), 534–539. <https://www.jstor.org/stable/2489373>

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