

Passenger Experience Analysis: Qatar Airways vs Singapore Airlines

1. Seasonal Trends in Passenger Ratings

Airline seasonality refers to the variation in air travel demand at different times of the year, often due to external factors such as holidays, weather, or special events (Zou et al., 2022). During peak seasons, airlines often face increased operational pressure, leading to overcrowding, service strain, and fare hikes. Hence, analysing how passenger satisfaction metrics vary across seasons allows airlines to improve service delivery, manage resources, and maintain profitability.

Airline	Class	Seasonality	AvgSeatComfort	AvgFoodnBeverages	AvgInflightEntertainment	AvgValueForMoney	AvgOverallRating
Qatar Airways	First Class	Non-Seasonal	4.0000	4.0000	4.1111	3.8889	9.3333
Qatar Airways	First Class	Seasonal	4.0000	2.5000	4.5000	3.2500	6.7500
Qatar Airways	Business Class	Non-Seasonal	4.1139	4.0696	4.2911	3.7532	7.2911
Qatar Airways	Business Class	Seasonal	4.0704	3.8592	4.1268	3.7183	7.5211
Qatar Airways	Premium Economy	Non-Seasonal	3.7500	4.0000	3.5000	5.0000	10.0000
Qatar Airways	Premium Economy	Seasonal	4.0000	5.0000	2.0000	5.0000	10.0000
Qatar Airways	Economy Class	Non-Seasonal	3.9841	4.2024	4.2659	3.8492	7.2738
Qatar Airways	Economy Class	Seasonal	3.9153	3.9266	4.1977	3.4802	6.6158
Singapore Airlines	First Class	Non-Seasonal	3.7273	3.5455	4.4545	4.5455	9.2727
Singapore Airlines	First Class	Seasonal	4.0000	4.0000	2.5000	5.0000	10.0000
Singapore Airlines	Business Class	Non-Seasonal	3.6531	3.6122	4.0136	3.5986	7.0612
Singapore Airlines	Business Class	Seasonal	3.5714	3.4048	3.7500	3.8929	7.5595
Singapore Airlines	Premium Economy	Non-Seasonal	3.6140	3.4386	3.8070	2.9298	5.6667
Singapore Airlines	Premium Economy	Seasonal	3.5385	3.6154	4.2308	2.8846	6.0000
Singapore Airlines	Economy Class	Non-Seasonal	3.7324	3.5523	3.9100	3.4234	6.3747
Singapore Airlines	Economy Class	Seasonal	3.6242	3.4970	3.8000	3.4970	6.6364

Table 1: Ratings of variables during seasonal and non-seasonal periods

1.1 Key Insights

Features	Seasonal Rating	Non-Seasonal Rating
Value for Money	Lower (due to higher fares)	Higher (more deals & promotions)
Seat Comfort	Lower (more crowded cabins)	Higher (more space, better service)
Inflight Entertainment	Slightly lower (less attention)	Higher (more personalised attention)
Overall Rating	Declines during peak periods	Improves during off-peak travel

- For both **Qatar Airways** and **Singapore Airlines**, **seasonal periods** are associated with **lower ratings** across most features and classes.
- Specifically, **AvgValueForMoney ratings** are generally **higher** during **non-seasonal periods** for all class types in both airlines. A plausible reason is that there is lower demand for flights during off-peak periods, prompting airlines to offer more

competitive pricing through discounts and promotions. This leads to greater perceived value among passengers (Rodriguez, n.d.).

- Similarly, features such as **AvgSeatComfort**, **AvgFoodnBeverages**, and **AvgInflightEntertainment** also show **higher ratings** during non-seasonal periods for both airlines. This may be attributed to reduced passenger loads, which allow for **less crowded cabins** and **more attentive service**. With fewer passengers, airline staff can provide a more personalised and comfortable experience, leading to improved ratings for in-flight amenities and overall satisfaction (Geng et al., 2021).
- More notably, **Qatar Airways** demonstrates a slightly **more consistent advantage** across all features, with a **narrower gap** between seasonal and non-seasonal scores compared to Singapore Airlines. This indicates potentially stronger operational efficiency and service consistency, even during peak periods.

2. Class-Based Satisfaction Comparison

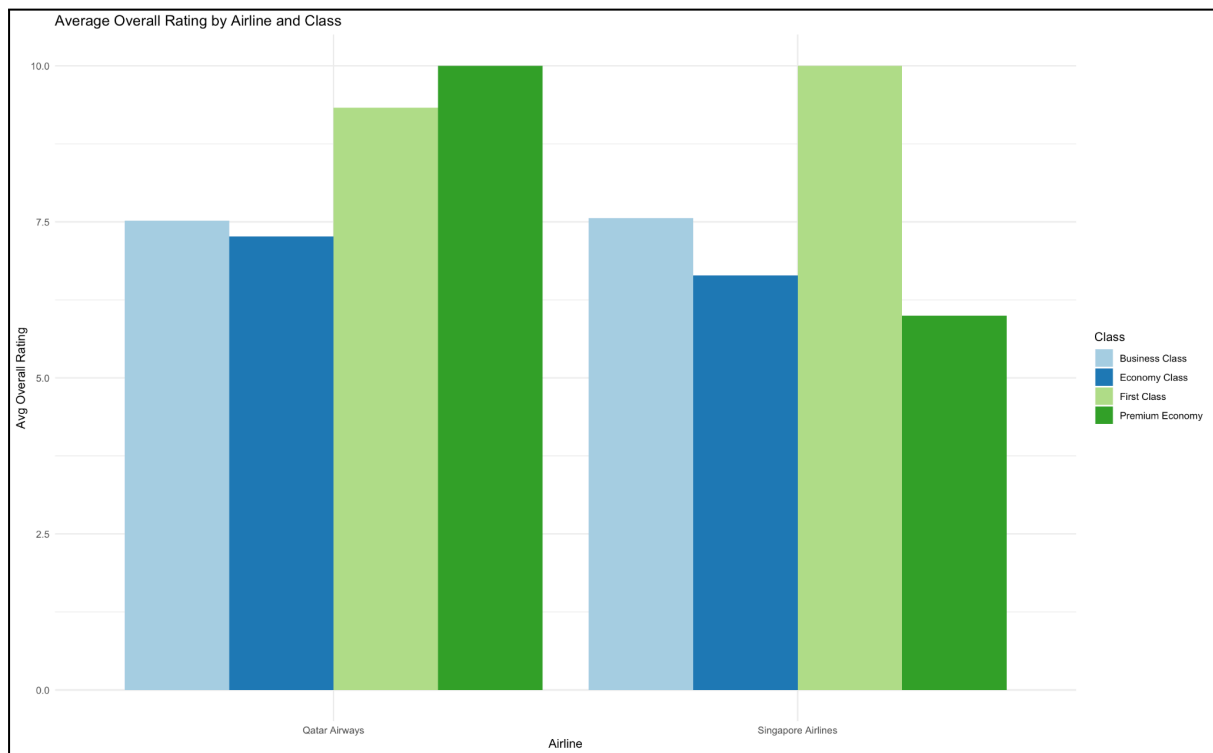


Figure 2: Avg. overall rating by class (Qatar vs Singapore Airlines)

2.1 Analysis

- **First Class:** First Class cabins have received a relatively **high** average overall rating of more than 8.25 from passengers for both **Qatar Airways** and **Singapore Airlines**, indicating that the staff have served the passengers well, leaving most of them satisfied.

- **Business and Economy Class:** For the Business and Economy Class of both airlines, ratings **falling below 7.5**, reflecting less differentiation and comfort.
- **Premium Economy (Singapore Airlines):** Performs **worse than Economy**, likely due to a gap between high expectations and marginal improvements in service or comfort despite higher cost (Ryan, 2024; Smithson, 2024).

Hence, airlines should focus efforts on underperforming classes (eg. Singapore’s Premium Economy, Qatar’s lower-tier comfort enhancements) to balance passenger experience.

3. Summary of Average Rating by Airline, Feature (Excluding AvgOverallRating), Period and Class

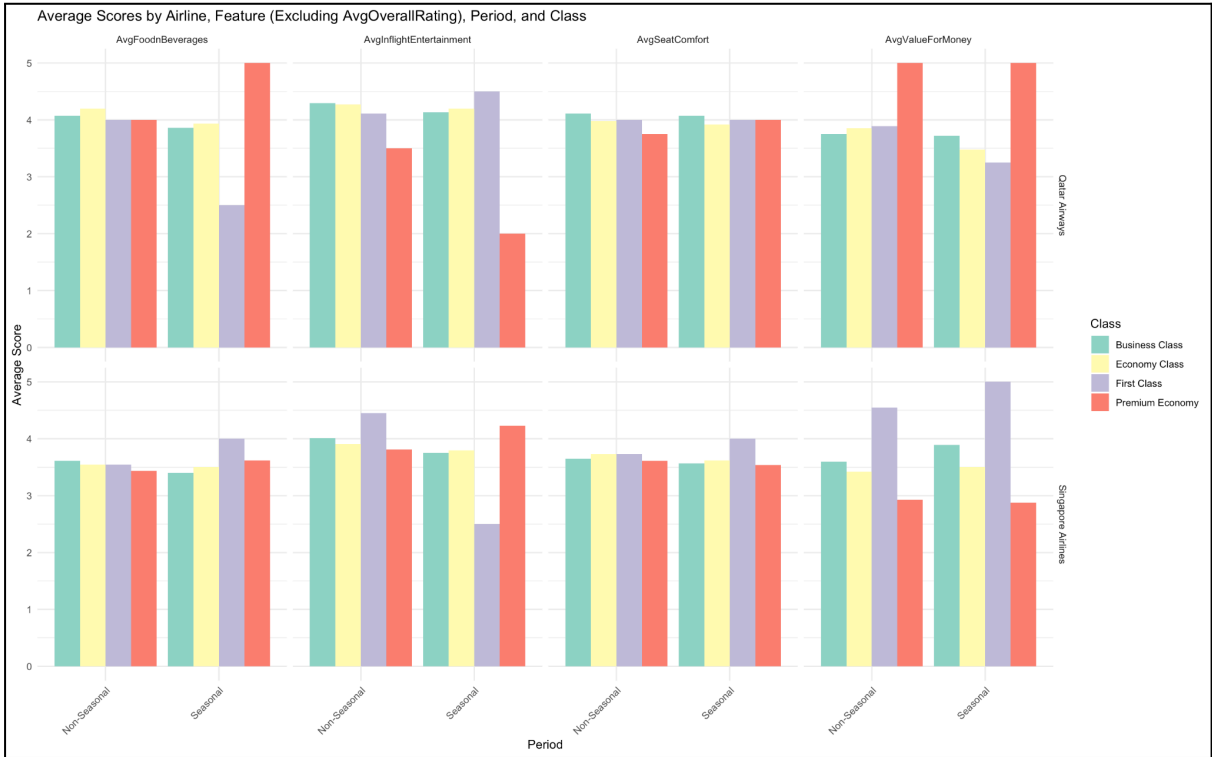


Figure 3: Comparative bar charts summarising average ratings across different classes

Fom the graph above, we can see the average ratings of each Feature split by Airline, Period and Class and infer several low-performing areas that needs to be improved on.

Airline	Class	Weak Feature
Qatar Airways	First Class	Food & Beverage (Seasonal)
Qatar Airways	Premium Economy	Inflight Entertainment (Seasonal)
Singapore Airlines	First Class	Inflight Entertainment (Seasonal)

Singapore Airlines	Premium Economy	Value for Money (Both)
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Recommendations:

Qatar Airways can work on:

- FoodnBeverage for First class during Seasonal periods
- InflightEntertainment for Premium Economy during Seasonal periods

⇒ **Maintain consistency** while targeting marginal improvements in weaker features like FoodnBeverages and InFlightEntertainment.

Singapore Airlines can work on:

- InflightEntertainment for First Class during Seasonal periods
- ValueForMoney for Premium Economy during both Seasonal and Non-seasonal periods

⇒ Focus on stabilising performance across periods and **reducing variability** in scores.

4. Complaint Frequency by Traveller Type

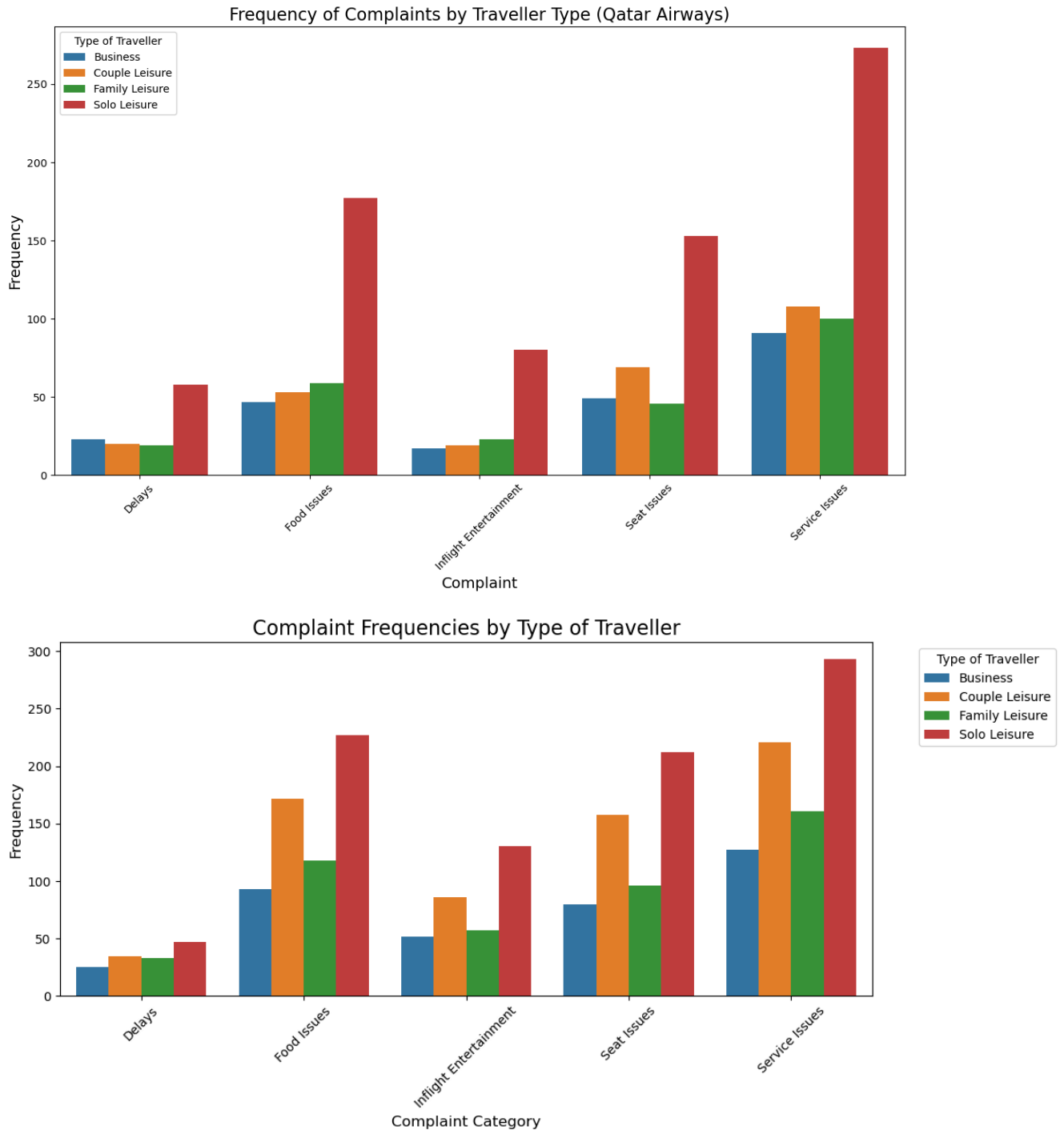


Figure 4: Barplots of frequency of complaint types by traveller type for Qatar Airways

From Figure 4, we can see that across all passenger types for Qatar Airways:

- **Solo Leisure Travellers** have the **greatest** tendency to make complaints
- **Business Passengers** make the **fewest** complaints.

- **Most** passengers experienced issues with the **service** provided on board, while complaints regarding **delays** and **inflight entertainment** showed a **lower** frequency.
- However, it is important to note that **complaint frequency does not necessarily reflect issue severity** or the impact of these problems on passenger experiences. Some low-frequency complaints may have greater service impact (ASU, 2011). Furthermore, passengers may be less inclined to make complaints due to a fear of judgement, causing the analysis of complaint counts to be unreliable in gauging the actual issues faced by travellers. Hence, we may require other methods of analysis.

5. Complaint Severity: Ratings by Type

To gain more meaningful insights from complaints, we will be analysing the average ratings associated with each complaint category, shifting the focus from the quantity of complaints to their quality. This allows us to prioritise addressing complaints that may be lower in frequency, but leave an adverse impact on passengers' experience.

(a) Qatar Airways

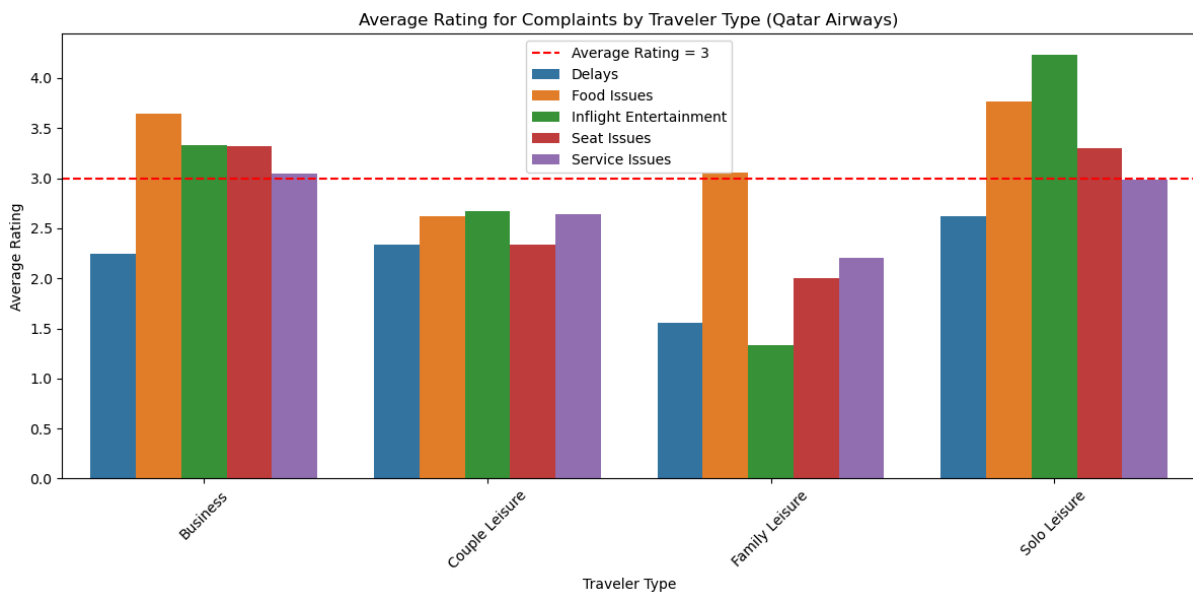


Figure 5(a) Average ratings for complaints by traveller type for Qatar Airways

(i) Insights

- **Distribution:** The distribution of ratings across different traveller types seems relatively **uneven**.
- **Delays:** Delay issues are rated the **lowest** by passengers, indicating that it is a **recurring issue** and **systemic inefficiency**.
- **Couple & Family Travellers:** Rated **inflight entertainment**, **seat** and **service issues** poorly, with average ratings **falling below 3.0**.

(ii) Recommendations

- The discrepancy in these ratings highlights an opportunity for Qatar Airways to develop more **targeted services** that meet the **distinct preferences** of different passenger types, which could potentially increase passenger satisfaction.
- The airline can also look into **investing in seating options**, such as the inclusion of **premium seating options** for couples and families, to accommodate more space and legroom for children, and adjacent seating for their family members, which can enhance their comfort and flight experience (World Travel Catering and Onboard Services, 2023).

(b) Singapore Airlines

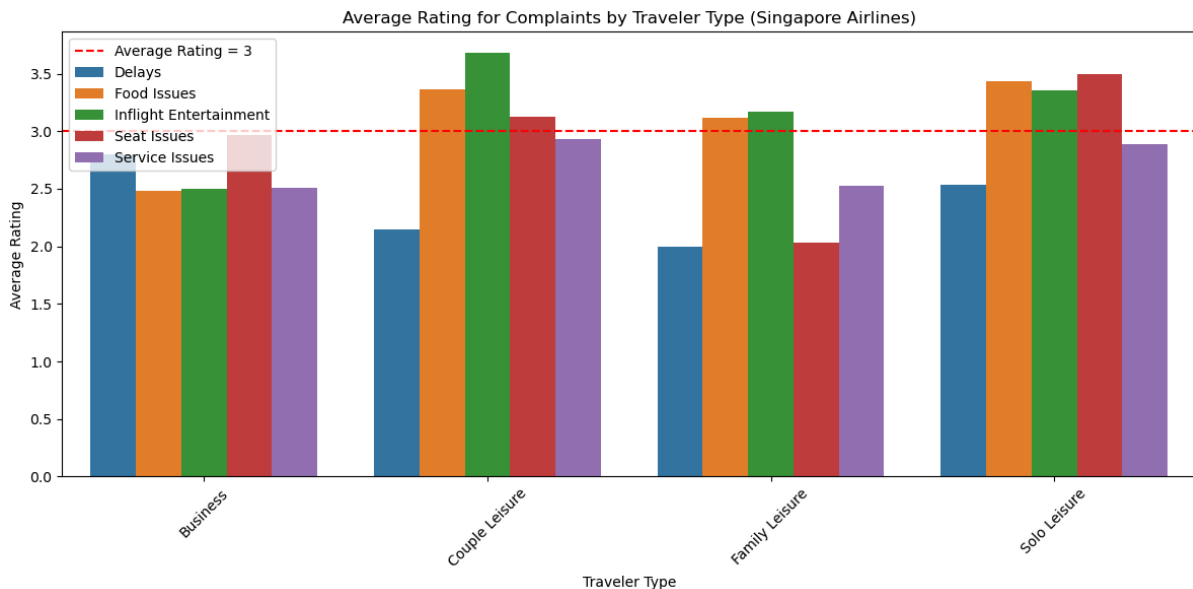


Figure 5(b): Average ratings for complaints by traveller type for Singapore Airlines

(i) Insights

- **General:** Unlike Qatar Airways, the average ratings of different categories for Singapore Airlines are **generally higher** and with **minimal variance**. Furthermore, it can be seen that Singapore Airlines has made an effort to cater to the tastes of different travellers, with the **average ratings of food issues and in-flight entertainment being rated over 3** consistently, except for business travellers.
- **Business Travellers:** Rated all complaints relatively low, **below an average rating of 3**, hinting that there may be a **systemic issue** whereby the needs of business travellers may be unserved. This is especially crucial as business travellers tend to have time-sensitive schedules and require a more efficient flight experience (Harrison et al., 2015).

- **Family Leisure Travellers:** Gave seat issues a rating of about 2.0, which is unsatisfactory.

(ii) Recommendations

- Singapore Airlines can consider **conducting surveys** to gather their feedback on where business travellers feel the airline is lacking (eg. connectivity, workspace needs, and food preferences) and improve on these aspects to improve their passenger satisfaction.
- As delays and service quality ratings are consistently below 3, there may be operational inefficiency and a lack of personalised services. Hence, **delay mitigations** should be implemented, along with **service personalisation** such as faster meal distribution and tailored greetings.
- **Better seating** can be considered for family leisure travellers, as it is ranked the lowest out of all the different metrics.

6. Comparison of Average Overall Ratings

The average overall ratings take into account both positive and negative reviews of passengers, giving airlines a holistic view of the general sentiments of passengers.

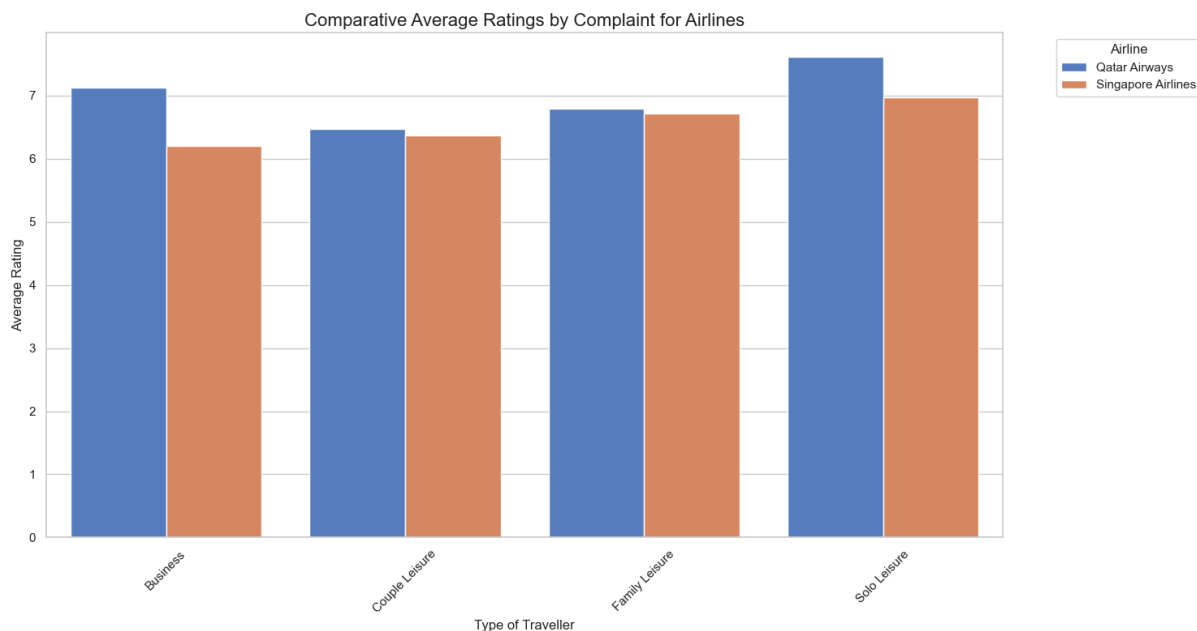


Figure 6: Comparison of average overall ratings between Qatar Airways and Singapore Airlines

Metric	Qatar Airways	Singapore Airlines
Overall Range	6.48 – 7.61	6.20 – 6.98
Best-Served Segment	Solo Leisure Travellers	Solo Leisure Travellers
Needs Improvement	Couple Leisure Travellers	Business Travellers

(i) General Performance

- In general, ratings across all traveller types for both airlines are **above 6**, highlighting the fact that both are **high-performing** and **world class** airlines offering comprehensive and satisfactory travelling experiences for many passengers (SKYTRAX, 2024).
- However, **Qatar Airways consistently outperforms Singapore Airlines** across all categories, with ratings of the former ranging from 6.4769 to 7.6118, while that of the latter ranging from 6.1958 to 6.9758. This shows that passengers onboard Qatar Airways tend to have a more positive passenger experience and view the airline more favourably than those boarding Singapore Airlines.

(ii) Performance by Traveller Type

- Both Qatar Airways and Singapore Airlines have sufficiently addressed the demands of **solo leisure travellers**, with both airlines receiving the highest ratings of **greater than or equal to 7** from this group of passengers.
- On the flip side, **more attention** needs to be paid to catering to **couple leisure** travellers for Qatar Airways and **business travellers** for Singapore Airlines as both airlines received the lowest ratings from these demographics.

7. Summary of Recommendations for Respective Airlines

Below is a summary of the areas that can be improved on by the respective airlines to enhance passenger satisfaction.

Categories	Qatar Airways	Singapore Airlines
Delays	- Streamline operations and increase manpower efficiency to reduce delays, as it seems to be a recurring issue across all traveller types and airlines (eg. improving baggage transfer)	
Inflight Entertainment	- Provide more personalised options for family and leisure	- Conduct surveys and identify the taste and preferences of

	travellers (eg. children-friendly shows and movies to be screened)	business travellers to better address them (eg. access to news channels and industry-related podcasts)
Seating comfort	- Focus on improving on seating options for couple and family leisure travellers (eg. adjacent seating)	- Focus on improving seating comfort for family leisure travellers as it is rated the lowest out of all the variables
Service quality	- Provide more personalised options for couple and family leisure travellers (eg. frequent distribution of snacks)	- Conduct surveys and identify the taste and preferences of business travellers to better address them
Business Travellers	- Continue delivering strong service while reducing delays, as ratings seem favourable	- Investigate systemic issues dampening the experience of business travellers (eg. adjustable workstations, high-speed internet access)
Overall recommendation	- Develop solutions to resolve the significant discrepancies in ratings across different traveller types so that they become more evenly distributed	- Focus on enhancing the experience of business travellers and reducing delays

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