

To Study the Understanding of Guests at Airport - A Case Study of Jaisalmer Airport, Rajasthan

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Article Info**Volume 82****Page Number: 8624 - 8632****Publication Issue:****January-February 2020****Abstract:**

The study was conducted to study the experience of passenger using Jaisalmer Airport, Rajasthan for travelling within India and going abroad. JSA offers various types of services to its passengers to fulfill their demands and needs as required at the airport such as food and beverages, ground staff, connectivity, behavior of staff etc. at different points within the airport. As the number of flights is increasing at JSA which directly affects the level of services required by the passengers at airport. More flight, more passengers, more demands, more services, more opportunities for passengers. All types of requirements should be fulfilling to cater all the passengers present at time. Requirement ranging from issuance of ticket, boarding pass, luggage handling, check in, security, till boarding of aircraft. Delay in any service at airport will directly affect the experience of passenger. Study will help in knowing the experience level of passengers and it also helps us in increasing the good experience of passenger. We try to focus on all the major service points at airport because at every point the experience of passenger is different and adds counts in the experience. In the paper we try to highlight all the passenger areas where passengers experience the services.

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I. INTRODUCTION

Airports assume a vital part in globalization, connecting urban areas and nations. Airports are an essential piece of a nation's framework and advance financial exercises by fortifying global business and tourism. Over the most recent couple of decades the foundation of the nation has met with serious change and development solely in the common flying division of India. To deal with the unreasonable growth in the carrier business of India, current airports have set up everywhere throughout the nation. Airport administrations are thought to be most critical as a result of the level of anticipated avionics division development and it is the main source to start and to end the air travel. Subsequently, the airport administration needs to put more push to guarantee that the whole offices in a decent condition and can perform well.

Ashford et al. (1996) defined "Airports involved in complicated business, where necessarily various

elements and tasks have been linked in order to attend both customers and airplanes. The large sequences of airport services have been sometimes divided into airside functions and landside functions."

Air transportation is developing quick because of ascent of ease bearers. Individuals will probably go with air transport since flight expenses are less expensive than it used to be. Airport as a goal and exchange center point to travelers is assuming a vital part in air transportation. Airport in industry is confronting quick changing too. Travelers are utilized to be absent of ideal to pick airport goal, as for the most part courses are dictated via aircraft. In any case, now travelers could appreciate picking their airport goal uninhibitedly. Airport need to reaction quickly to the progressions of air traveler keeping in mind the end goal to meet their requests.

Seyanon (2012) stated air passengers have various options among airports and airport marketers have increasing changing among themselves to meet the need of customers better than in the competition.

II. LITERATURE REVIEW

R.Archana and Dr.M.V.Subha(2012) examine the service quality and passenger satisfaction on Indian airline. They examine the dimensions which have a positive influence on service quality and least important impact on service quality in international air travel, as perceived by airline passengers. These dimensions include in-flight service, in-flight digital service and back-office operations.

R. Rajeswari (2014) Study the Customer Satisfaction in Airways in Coimbatore City. The study done to find out the customer satisfaction in airways in various objects like price, quality, services& source of booking. Study find that rich people or business community use the mode of travel because time is more expensive than air travel for them.

Chen & Chang (2005) investigated that ‘It is most important for carriers not only to comprehend the intention of passengers of their service offerings, but as well to locate out what customers look for the services and the kind of service customers observe most centred’.

Kossmann (2006) “Customer satisfaction effects the behaviour of customers in terms of intention and desire of the service or product proposed by a company. It is known that customer satisfaction will tend to customer loyalty and retention which in turn drives benefit ably and accomplishment of the company.”

Chou (2009)examines the airport service quality in four dimensions: check-in, immigration process, customs inspection and overall from perceptions of passengers. They developed questionnaire addressing expectation and perception and answered by sample of passengers at International Airport of

Kaohsiung in Taiwan. The result indicated the gap between expectations and perceptions, and dimension got negative value mean perceptions are lower than expectation and improvement needs to be carried out.

Fodness and Murray (2007)studied the nature of expectations underlying airport service quality perceptions is unclear. Airport receives air travelers from different countries around the world; different countries possess different types of culture. Passengers will have different perceptions with a same situation; it has increase difficulty for airport management to tackle passenger satisfaction. Their study is to determine the factors contribute to airport service quality influence passengers' satisfaction and develop a theoretical framework to facilitate improvement of airport service quality.

Fodness and Murray (2007) had developed a theoretical framework different from previous study, the passenger-driven framework indicate the areas truly vital to passengers that need to be improve in order to achieve competitive advantage. They suggested three primary dimensions of quality service: servicescape, interaction and service, in each dimensions consist of different factors contribute to dimensions and influence airport service quality. They provided fresh insights for the measurement and management of service quality at airports and contribute to an understanding of the role of time spent waiting in service encounter in several ways.

S. Suresh etal. (2017), Investigation the Airline Service Quality and Passenger Satisfaction in India. They study to analyse the relationship between air passengers’ class of service and their perception of service quality and also purpose of the trip, and satisfaction. They also investigation the indicates on which majority of respondents perceived that responsiveness is most important, followed by tangibility, empathy, assurance and reliability. They find that consumer satisfaction level is more for

tangibility followed by responsiveness, reliability, empathy and assurance.

BenguSevilOflac and IsikOzgeYumurtaci (2014), Studied the baggage access time which is an important issue that can reduce passenger satisfaction levels at airports. In their study, the process and the antecedents of baggage access are examined by taking service providers into consideration. They used the Triangulation approach to reveal the hidden reasons for long baggage access times.

III. OBJECTIVES OF THE STUDY

This study is conducted with two objectives are:

1. The main objective of this study is to examine the experience of passengers on service available at Jaisalmer Airport, Rajasthan.
2. To examine the demographic profile of the respondents and their satisfaction on the services offered at Jaisalmer Airport, Rajasthan.

IV. METHODOLOGY

The study was conducted to know the experience level of passenger come to Jaisalmer Airport Being a of Rajasthan, serving the people from all over the Rajasthan. Airport operates direct flights to various domestic cities such as Delhi, Mumbai, Jaipur, Bangalore, Pune and many more... to facilitate passengers. Many airlines are operating flights for Jaisalmer Airport, Rajasthan. This study covers a sample of 100 respondents and the survey was conducted at the Jaisalmer Airport Sampling is done by interviewing randomly selected passengers, at different times of the day, over a two days period. A structured questionnaire was used for data collection. The questionnaire was divided into two sections, the first section reveals the demographic profile of respondents and second, sections are designed to evaluate their overall experiences they received at airport. The questions were phrased in the form of statements scored on a 5-point Likert type scale, ranking from 1 "very good" to 5 "poor". Percentage method is used to determine the level of experience

of passenger using Jaisalmer Airport Experience of passengers has been analysed on the basis of score assigned in the questionnaire, 5 marks is assigned to very good, 4 mark for good, 3 mark for moderate, 2 mark for poor and 1 mark for very poor. The variable and substances used in data collection is depicted in Table 1.

TABLE I

Demographic Characteristics of the Respondents (N-100)

Age	N and Percentage
0-25	46
26-35	49
35 above	5
Gender	0
Male	52
Female	48
Purpose	
Business	28
Leisure	32
Visiting friends and relatives	40
Monthly Income	
Low (0-25000)	30
Medium (25001-1 lakh)	40
High (More than 1 lakh)	30
Education	
Post graduate	38
Graduate	50
Less than graduate	12
Marital Status	
Single	66
Married	26
Other	8

Type of traveller	
Single	48
Family	42
Others	10

The demographic characteristics of the respondents are shown in Table 1. The gender distribution of the respondents was 52% male and 48% female. The dominate age group of the respondents was less then 25 years were 46% followed by 26-35 years (49%) and above 35 years (5%) made up the smallest group of the respondents.

On the basis of marital status, majority of the respondent 66% were single as compared to married who were 26% and 8% were fall in others category. In terms of level of education, almost 38% of the respondents were a post graduates level of education 50% of the respondents had a graduate level of education, and 12% of the respondents were less then graduate level of education. As per the Monthly Income of passengers 40% belongs to medium (25001-1 lakh) level income group followed by 30% of respondent belongs to low (0-25000) income group 30% of the respondents belong to high (More then 1 lakh) income group. On the basis of Purpose of majority of passengers use airport to visit their friends and relatives (40%) followed by the 32% passengers travel for leisure. Only 28% of passengers travel for business purpose. As per the type of traveller majority of passengers were travelled by flight were single (48%) followed by 42% family travellers. Others were only 10%.

TABLE II

Variables	VERY GOOD	GOOD	OK	POOR	VERY POOR
	n & %age	n & %age	n & %age	n & %age	n & %age
1. Check in counter	36	40	24	0	0
2. Kiosk check in	30	40	20	8	2

3. Baggage counter	34	40	22	4	0
4. Airlines information counter	28	54	10	8	0
5. Ticketing counter	22	64	14	0	0
6. Infrastructure Facilities	30	50	16	4	0
7. Staff behaviour at arrival	34	46	18	0	2
8. Staff behaviour at departure	42	38	18	0	2
9. Airport information counter	30	46	20	2	2
10. Behaviour of the security staff at entrance	46	28	20	4	2
11. Behaviour of the security staff at security check	48	28	18	4	2
12. Check in procedure time	28	50	14	8	0
13. Immigration procedure time	30	40	26	2	2
14. Behaviour of the immigration staff	26	50	20	2	2
15. Immigration experience	30	50	20	0	0
16. Customs duty experience	34	40	22	4	0
17. Airlines lounge	30	20	28	18	4
18. Eating Points at airport	24	26	24	18	8
19. Number of eating joints	20	24	32	10	14

20. Public utility services	30	44	24	1	1
21. Water facilities	26	50	24	0	0
22. Waiting area	26	50	22	2	0
23. Baggage claim area	30	40	30	0	0
24. Baggage lost and found facility	28	28	32	8	4
25. Wifi connection at airport	20	40	26	8	6
26. Connectivity with City Center	20	40	24	12	4
27. Transportation facilities (cab/bus/coaches etc)	30	40	18	12	0
28. Parking Facilities	30	40	20	2	8
29. Charges for parking	10	40	30	10	10
30. Behaviour of parking staff	20	32	28	10	10

Experience of passengers with check-in counter staff at Jaislamer Airport, Rajasthan. (in percentage)

The study indicates that 36% of passengers were had very good experience at check in counter followed by 40% had good experience. 24% had moderate experience. None of the passenger had poor and very poor experience at JSA.

Experience of passengers with the Kiosk check-in at Jaislamer Airport, Rajasthan.(in percentage)

It was observed that the experience of 40% passenger with Kiosk check-in was good followed by 30 % were very good. 20% of the passenger were ok with the experience. The experience of poor and very poor passengers was 8% &2% respectively.

Experience of passengers with Baggage counter at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers at Baggage counter is good and 34% were very good.22% of the passenger are ok with the experience at baggage counter. Only 4% of the passenger were had poor experience. None of the passenger were received very poor experience.

Experience of passengers with the Airlines information counter at Jaislamer Airport, Rajasthan(in percentage)

The experience of 54% passengers at Airlines information counter were good and 28% were very good. 10% of the passengers were ok the airlines information counter followed by 8% were received poor experience. None of the passenger were received very poor experience.

Experience of passengers with the Ticketing counter at Jaislamer Airport, Rajasthan(in percentage)

It was observed that The experience of 64% passengers at Ticketing counter were good and 22% were very good. 14% of the passengers were ok with their experience at the Ticketing counter. None of the passenger were received poor and very poor experience.

Experience of passengers with the Infrastructure Facilities at Jaislamer Airport, Rajasthan(in percentage)

It was observed that The experience of 50% passengers at Infrastructure Facilities were good and 30% were very good. 16% of the passengers were ok with the Infrastructure Facilities followed by 4% were received poor experience. None of the passengers were received very poor experience.

Experience of passengers with the Staff behaviour at arrival at Jaislamer Airport, Rajasthan(in percentage)

The study indicates that 46% of passengers were had very good experience with the Staff behaviour at

arrival followed by 34% had very good experience. 18% had moderate experience. Only 2% of the passenger received very poor experience. None of the passenger had poor experience at JSA.

Experience of passengers with the Staff behaviour at departure at Jaislamer Airport, Rajasthan(in percentage)

The study indicates that 42% of passengers were had very good experience with the Staff behaviour at departure followed by 38% had very good experience. 18% had moderate experience. Only 2% of the passenger received very poor experience. None of the passenger had poor experience at JSA.

Experience of passengers with the Airport information counter at Jaislamer Airport, Rajasthan(in percentage)

The study indicates that 46% of passengers were had very good experience at Airport information counter followed by 30% had very good experience. 20% had moderate experience. 2% of the passenger were had poor and very poor experience at airport information counter at JSA.

Experience of passengers with the Behaviour of the security staff at entrance at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 46% passengers with the Behaviour of the security staff at entrance wereverygood and 28% were good. 20% of the passenger were ok with the experience with the Behaviour of the security staff at entrance. Only 4% of the passenger were had poor experience. Only 2% passenger were received very poor experience.

Experience of passengers with the Behaviour of the security staff at security check at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 48% passengers with the Behaviour of the security staff at security check wereverygood and 28% were good. 18% of the passenger wereok with the experience with the Behaviour of the security staff at security

check. Only 4% of the passenger were had poor experience. Only 2% passenger were received very poor experience.

Experience of passengers with the Check in procedure time at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 50% passengers with the Check in procedure time were good and 28% were very good. 14% of the passenger were ok with the experience with the Check in procedure time. Only 8% of the passenger were had poor experience. None of the passenger were received very poor experience.

Experience of passengers with the Immigration procedure time at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the Immigration procedure time were good and 30% were very good. 26% of the passenger were ok with the experience with the Immigration procedure time. 2% of the passenger were had poor and very poor experience.

Experience of passengers with the Behaviour of the immigration staff at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 50% passengers with the Behaviour of the immigration staff were good and 26% were very good. 20% of the passenger were ok with the experience with the Behaviour of the immigration staff. 2% of the passenger were had poor and very poor experience

Experience of passengers with the Immigration experience at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 52% passengers with the Immigration experience were good and 30% were very good. 20% of the passenger were ok with the experience with the Immigration experience. None of the passenger were had poor and very poor experience

Experience of passengers with the Customs duty experience at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the Customs duty were very good and 34% were good. 22% of the passenger were ok with the experience with the Customs duty. 4% of the passenger were had poor experience. None of the passenger were had very poor experience

Experience of passengers with the Airlines lounge at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 30% & 28% passengers with the Airlines lounge were very good and ok Respectively. 20% of the passenger were good with the experience with the Airlines lounge. 18% of the passenger were had poor experience. 4% of the passenger were had very poor experience

Experience of passengers with the Eating Points at airport at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 26% passengers with the Eating Points at airport were good and 24% were ok and very good. 18% of the passenger were very good and poor with the experience with the Eating Points at airport. 8% of the passenger were had very poor experience.

Experience of passengers with the Number of eating joints at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 32% passengers with the Number of eating joints were ok. 24% of the passenger were good with the experience with the Number of eating joints. 20% of the passenger were had very good experience. 15% of the passenger were had very poor experience. 10% of the passenger were had poor experience.

Experience of passengers with the Public utility services at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 44%

passengers with the Public utility services were good. 24% of the passenger were very good with the experience with the Public utility services. 30% of the passenger were ok experience with the Public utility services. 1% of the passenger were had poor and very poor experience.

Experience of passengers with the Water facilities at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 50% passengers with the Water facilities were good. 26% of the passenger were very good with the experience with the Water facilities. 24% of the passenger were ok experience with the Water facilities. None of the passenger were had poor and very poor experience.

Experience of passengers with the Waiting area at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 50% passengers with the Waiting area were good. 26% of the passenger were very good with the experience with the Waiting area. 22% of the passenger were ok experience with the Waiting area. 2% of the passenger were had poor and none of the passenger very poor experience.

Experience of passengers with the Baggage claim area at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the Baggage claim area were good. 30% of the passenger were very good with the experience with the Baggage claim area. 30% of the passenger were ok experience with the Baggage claim area. None of the passenger were had poor and very poor experience.

Experience of passengers with the Baggage lost and found facility at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 28% passengers with the Baggage claim area were very good and good. 33% of the passenger were ok experience with the Baggage lost and found facility.

8% and 4% of the passenger were had poor and very poor experience respectively.

Experience of passengers with the wifi connection at airport at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the wifi connection at airport were good. 26% of the passenger were ok with the experience with the wifi connection at airport. 20% of the passenger were had very good experience with the wifi connection at airport. 8% and 6% of the passenger were had poor and very poor experience respectively

Experience of passengers with the Connectivity with city center at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the wifi connection at airport were good. 24% of the passenger were ok with the experience with the wifi connection at airport. 20% of the passenger were had very good experience with the wifi connection at airport. 12% and 4% of the passenger were had poor and very poor experience respectively

Experience of passengers with the Transportation facilities (cab/bus/coaches etc) at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the Transportation facilities were good. 30% of the passenger were very good with the experience with the Transportation facilities. 18% of the passenger were had very good experience with the Transportation facilities. 12% of the passenger were had poor and none of the passenger were had very poor experience.

Experience of passengers with the Parking Facilities at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the Parking Facilities were good. 30% of the passenger were very good with the

experience with the Parking Facilities. 20% of the passenger were had very good experience with the Parking Facilities. 8% of the passenger were had very poor and 2% of the passenger were had poor experience.

Experience of passengers with the Charges for parking at Jaislamer Airport, Rajasthan(in percentage)

The table shows that the experience of 40% passengers with the Charges for parking were good. 30% of the passenger were ok with the experience with the Charges for parking. 10% of the passenger were had very good experience with the Charges for parking. 10% of the passenger were had very poor and poor experience.

Experience of passengers with the Behaviour of parking staff at Jaislamer Airport, Rajasthan(in percentage)

It had been observed 32% of the passenger were experience good behavior with the parking staff followed by 28% of the passenger were ok with the behavior. Where as 20 % passenger experience very good behavior of parking staff at JSA. Passenger with poor and very poor experience with parking staff were 10%. respectively.

V. CONCLUSION

JSA have a major scope of improvement as the number of flights were increasing day by day. Authorities have to focus on the increasing number of the passengers on daily basis. JSA being a newly built international airport the expectation of passengers will increase. The study finds that passengers were from mixed income group as air travel in getting cheaper if u plan in advance. The experience of passenger is effected by all the service which were available at airport. In context to JSA the experience level of the passengers will range from very good to good in many services such as Check in counter, Kiosk check in, Baggage counter, Wifi connection at airport, Connectivity with city center, Transportation facilities (cab/bus/coaches etc),

Parking Facilities, Charges for parking, Public utility services, Water facilities, Waiting area, Baggage claim area, Eating Points at airport, Airlines information counter, Ticketing counter, Infrastructure Facilities, Staff behaviour at arrival, Staff behaviour at departure, Airport information counter, Behaviour of the security staff at entrance, Behaviour of the security staff at security check, Check in procedure time, Immigration procedure time, Behaviour of the immigration staff, and Immigration experience. Where as the few service required the improvement at the airport which includes Customs duty experience, Airlines lounge, Number of eating joints, Baggage lost and found facility, and Behaviour of parking staff. Over all there is more scope at JSA to improve the experience level of passengers as the airport is at growing stage and will be a hub and spoke for international and domestic flights. More flights leads to more expectations of the passengers and passenger experience will only be increase by providing better services every time.

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