Airline Quality Research: a Student's Perspective

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Airline Quality Research: 
A Student’s Perspective

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Abstract
This study examines the relationship between the Airline Quality Rating (AQR) and the Airline Passenger Survey (APS) from an undergraduate student’s perspective, as well as how conducting undergraduate research has influenced the student researcher. Operational performance of the U.S. airline industry has been monitored for the past 27 years by a quantitative model of metrics known as the Airline Quality Rating. These metrics include on-time flights, denied boardings, mishandled baggage, and customer complaints. As the nation’s most comprehensive study of airline performance and quality, the National Airline Quality Rating (http://airlinequalityrating.com) sets an industry standard, providing consumers and aviation industry professionals a means to compare performance quality among U.S. airlines using objective, performance-based data. No other airline study in the country is based on performance measures.

Criteria & Weights
On-Time (OT) Weight: 8.63
Denied Boarding (DB) Weight: 8.03
Mishandled Baggage (MB) Weight: 7.92
Customer Complaints (CC) Weight: 7.17

AQR= (+8.63*OT)+(-8.03*DB)+(-7.92*MB)+(-7.17*CC)

Airline Quality Rating

Virgin America
JetBlue
Delta
Hawaiian
Alaska
Southwest
SkyWest
ExpressJet
American
Frontier
Envoy Air
Spirit

Consumer Preferences
Southwest
Delta
United
American
Alaska
JetBlue
Virgin America
Hawaiian
Frontier
SkyWest
Envoy
ExpressJet
Spirit

Conclusions
• The research allowed the undergraduate student to apply communication and collaboration skills with her mentors that can be applied to her career field post-graduation.
• The student has gained skills related to trend and data analysis within the airline industry.
• The undergraduate researcher gained valuable presentation skills after attending numerous poster sessions on behalf of the university.
• Research skills that can be applied to a graduate program later in her career were also gained through this research.

References