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Airline Customer Satisfaction 2015-2017 Results

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Introduction

Previous research on perceptions, satisfaction, and attitudes regarding the major commercial air carriers in the United States has provided little more than an interesting descriptive representation of the average air traveler. This study moves beyond basic descriptive information of air travelers to identify attitudinal patterns and relationships in the way consumers at varying levels of travel frequency view the commercial air industry. The Airline Passenger Survey (APS) elements developed via the utilization of rigorous scientific methodology, with the intention of capturing the most important data from passengers while reducing confusion or variability in comprehension of questions. APS items are a combination of demographic variables, categorical data, and Likert-type scale responses asking participants to evaluate statements regarding the current state of the airline industry.

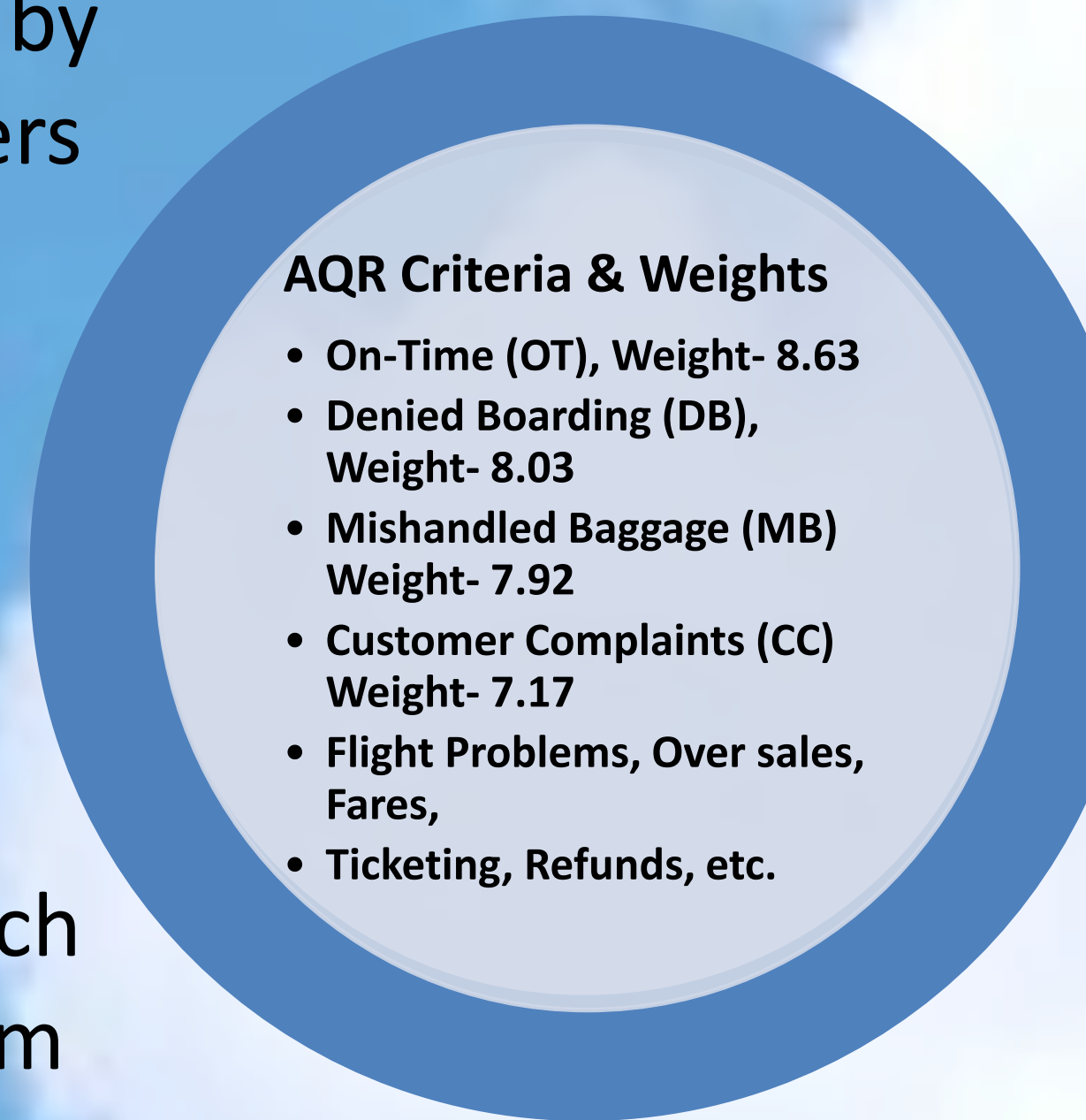


Airline Passenger Survey (APS)

- Added to Airline Quality Rating released in 2008 following increased interest in relationship between consumer perceptions and objective airline performance.
- Developed and conducted annually since 2009 by Dr. Erin E. Bowen.
- APS asks frequent flyers their opinions regarding the current state of the airline industry.

Airline Quality Rating (AQR)

- Industry standard is set by AQR providing consumers and industry watchers objective performance-based data to compare performance quality among different US airlines.
- Data used in this research are readily available from the Department of Transportation.

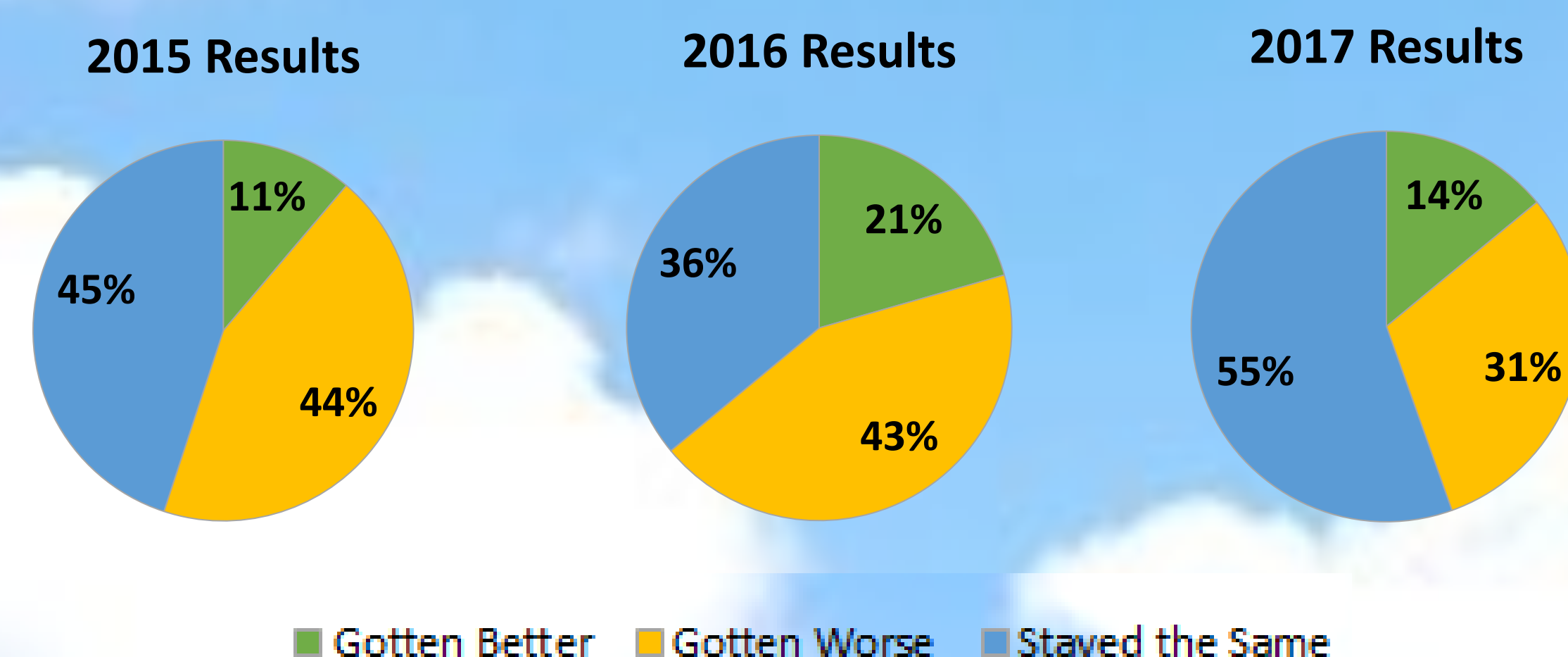


AQR Formula

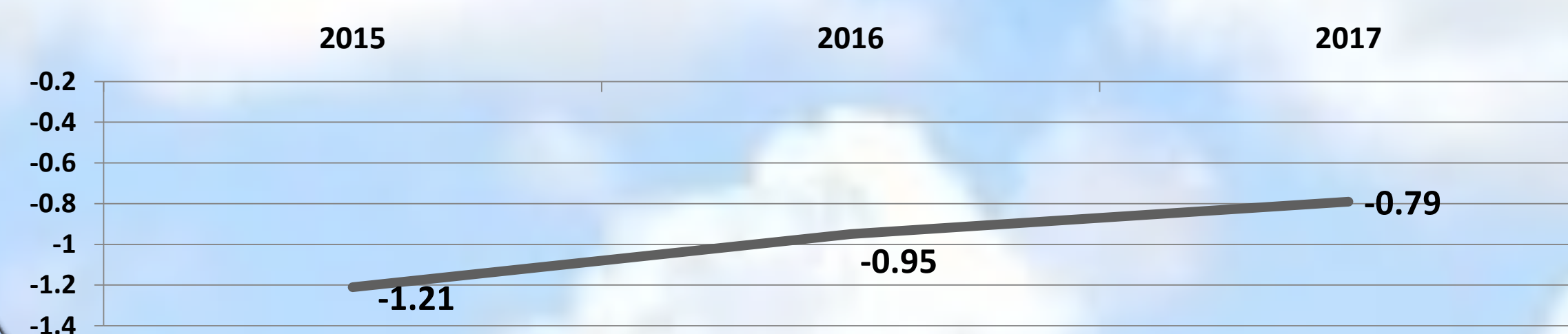
$$AQR = \frac{(+8.63 \times OT) + (-8.03 \times DB) + (-7.92 \times MB) + (-7.17 \times CC)}{(8.63 + 8.03 + 7.92 + 7.17)}$$

Operational Performance VS. Customer Perception Results

“How has air travel in general been for you in the past year?”



AQR Industry Average, 2015-2017



Analysis

- From 2015 to 2017, consumers' responses (APS) to their experiences with air travel has improved. In 2015, 44% of respondents claimed air travel has gotten worse, whereas in 2017, there is a 13% decline. There is also a 10% increase from 2015 to 2017 in responses claiming air travel has stayed the same, and a 3% increase in responses claiming it has gotten better.
- According to AQR, the airline industry has gotten better each year, increasing by 34% from 2015 to 2017.
- In both AQR and APS results, the airline industry has improved from 2015 to 2017.

Outcome

- Implementation of such a survey allows key players the ability to improve their understanding of the prime drivers and perceptions of passenger behavior.
- The modeling of attitudinal patterns and perceptions plays an important role in determining the need and priority, and potential consequences of such action.

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