

Quality of Service in the departure area of King Khalid International Airport

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Introduction

The reasons for passenger's airport choice and in extension the destination of travel depends on the quality of service which they expect and receive. Continuously improving such services with the purpose of achieving competitive advantage from increase passenger flow due to continuous satisfaction is what counts in today's volatile Aviation business.

This research carried out fully at the international gateway airport in Riyadh the capital of KSA,

Aim

This study aimed to identify the quality level of the actual services perceived by passengers in the departure area of KKIA .

Methodology

A Servqual questionnaire was distributed in the departure area of KKIA (the sample was selected randomly 500 Passengers), used the SERVQUAL model to systematize the quality of service by using the "gap model" (Fig.1), which measures the difference between customers' perceptions and expectations. The results of this study were also measured through the reliability variables that are available in SPSS 19 software

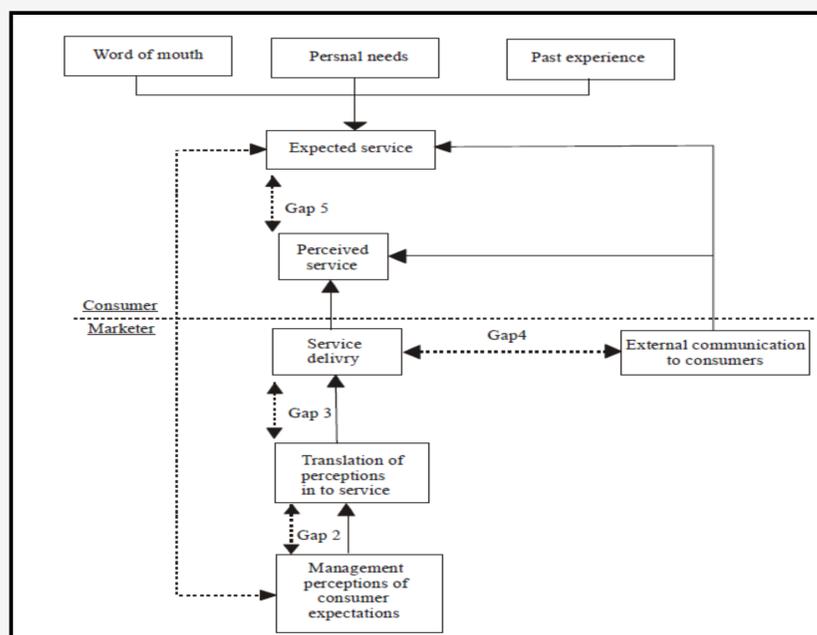
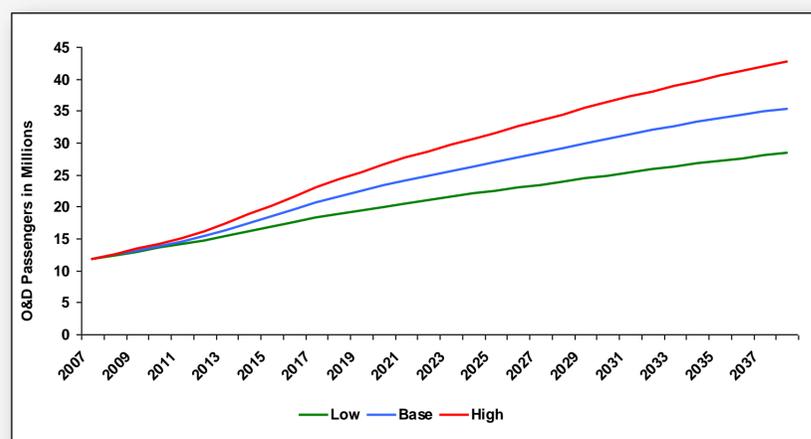


Fig. 1: Gaps Model for service quality (Parasuraman, Berry, and Zeithaml. (1988))

Current and forecast of O&D traffic at KKIA



	Low	Base	High
2038 Passengers (millions)	28.4	35.3	42.7
CAGR (2007-2038)	2.9%	3.6%	4.3%

Figure 2. O&D traffic at KKIA. Innova Aviation Consulting, LLC

Discussion of results

Table 1: Importance of features of services from participants' perspectives

Features	Percentages
The appearance of the airport's physical facilities, equipment, personnel, and communication materials	21.4439
The airport's ability to perform the promised service dependably and accurately	22.3389
The airport's willingness to help passengers and provide a prompt service	19.3556
The knowledge and courtesy of airport personnel and their ability to convey trust and confidence	19.1384
The caring, individualized attention the airport provides for its passengers	17.9141

- Tangibles:** The gap score of this dimension is negative because the design of the airport and the physical facilities in the departure area did not meet the passengers' expectations. In addition, the number of available personnel was not enough to cover all the required services.
- Reliability:** The gap score of this dimension is negative because the accuracy of the flight schedule times in the departure area did not meet the passengers' expectations, since they expect more reliable and accurate flight schedule times.
- Responsiveness:** The gap score of this dimension is negative because the passengers expect higher responsiveness levels from the personnel at the airport. The reason for this gap could be because of the insufficient number of personnel in the departure area of KKIA.
- Assurance:** The gap score of this dimension is negative because the passengers' expectations of the assurance of the available services in the departure area in KKIA were higher than their perceptions of these services. This could be due to the insufficient knowledge of the personnel in answering the passengers' enquiries.
- Empathy:** the gap score of this dimension is negative because the passengers expect more attention from the personnel and managers of the departure area of KKIA than the attention that they received.

Conclusions

The service quality in the departure area at KKIA, using the SERVQUAL methodology The SERVQUAL methodology consists of five main dimensions (tangibles, reliability, responsiveness, assurance, and empathy) Samples were selected from airport passengers. The results show that the service quality in KKIA is not acceptable for passengers' and needs to be improved, as shown by the negative values calculated (using the SERVQUAL methodology) for all the dimensions. From this, a series of recommendations can be made, as follows:

- An effective advertising campaign to familiarize customers with KKIA's services, to make them more easily.
- Training courses for the personnel managers at KKIA directly related to serving the public to provide managers with greater understanding of aviation services and time management.
- Further marketing research studies should focus on passengers' habits in KKIA, preferences, and motivations that determine their behavior.

References

CACA. General Authority of Civil Aviation
Parasuraman, Berry, and Zeithaml. (1988)