Variability of Competitive Factors in Air Transportation and Improving Customer Satisfaction with Service Innovation: A New "Mile + Time Score" Application

Süleyman Can YILDIRIR
İstanbul Aydın University
Institute of Social Sciences
Bakırköy, İstanbul, Turkey
suleymanyildirir@stu.aydin.edu.tr

Extensive Summary

Tumertekin and Ozguç (1999) defined transportation like that “transportation is displaced of people, goods, services and information by economical, rapid and reliable”. In global world transportation covers that not just goods or people also covers the moving of information in one place to another place. Transportation services provide the creation of market and keep the market active by removals of raw materials, transportation of people to workplaces, entertainment and leisure places, health centers, training areas. by this mission it is allowing people to be the consumers and producers. Nowadays, with the development of technology and science as indexed in the logistics industry, the first priority among the topics of interest to business is "transportation". It is believed that such as the factors as product or service quality and price effected the competition. But when transportation is considered by itself it is obviously the biggest weapon of competition. Transportation methods are overland transport, air transport, railways and sea transportation. This study was conducted on the variability of air transport and it's competitive factors. It is known that the passengers of air transportation make use of some promotions and campaigns which presented by the airline companies and the effectual one of this promotions is "mile score". In this study; flight distance run based on the "mile score" application has been assessed under the service innovation. It is planned the flight time score instead of the mile score. So that it has been requested that the passenger may gain score at delay and flight time. It is evaluated that it would be beneficial in terms of customer satisfaction.

In this research, two main research methods were used, including theoretical and empirical. And has benefited from the papers presented at national conferences, national periodicals, international publications and scholarly books. The primary data which seated on the theoretical basis were collected by a survey which is a empirical research method.
Factors affecting the choice of airline customers and the impact of these factors on overall customer satisfaction were examined. In addition, service innovation with the potential to increase the loyal customers that will be held in the air transport is the main objective of this study. To draw attention to the elements of the time of takeoff and landing and in light of this information determining strategy is the other aim of this study.

This study consists of two phases. The first is that the positive and negative effects on preference process of the consumers who prefer the airline transportation. Secondly, they have the status of the grievance delayed air transportation customers exemplified in the seventh chapter for the purpose of "mile score" of the time lost during the trip, in addition to the application is also on the granting of the rights to the customer.

The most important limitation of the study is the research is limited to airlines and passengers using the Istanbul Ataturk Airport. When this limitation is considered, it can be obtained that is evaluated as close to the overall because of the İstanbul Atatürk Airport is one of the airport in Turkey that is used by the national and international air transportation. Despite these limitations, it is thought that to contribute with this study by the factors related to consumer perception of service quality by determining the contribution to the overall satisfaction level of airline passengers, both airline industry and to the studies will be done later.

The main body of the research is the passengers who use the Istanbul Ataturk Airport and the airline companies which Istanbul Ataturk Airport. Both time and cost factors are taken into consideration it is not possible to reach the entire population. So in the study were only included airlines and passengers that use the Istanbul Ataturk Airport.

Istanbul Ataturk Airport is a frequently used airport because of this it provided the opportunities of examine the delays and serviced received. In research dates and period of delays are records that are up to date in 2014.

In addition, the surveyed sample was formed with the the consumers which are affected by this delay and the consumers which often prefer airline transportation. 500 questionnaires were prepared and these questionnaires were applied to the passengers at Istanbul Ataturk Airport. Easy sampling technique which is one of nonprobability (nonrandom) technique is used in this study. The sample size consists of 444 participants. The records of State Airports Authority and official values are used for the demermination of delay situations. The names of airline companies are not specified with the aim of negative advertising. Instead of this, the airline companies were named with symbolic names like "x airline, y airline".

Chi-square correlation test was used in this study for analyzing data. Chi-square test is a test technique which is used to examine the relationship between two categorical variables. 0.05 was accepted as significant factors in the analysis. As a result of Chi-square analysis, p-value is compared with 0.05 and it is interpreted.

It is understood that the survey's results, rate of 79.5% passengers use free ticket promotion with miles scores. When examined the factors affecting the choice of airline customers, the company's trustworthy by 42.8% in reliability and the best service issues, movement of the aircraft on time rate of 49.1% in expertise and flexibility issues,
suitable ticket price by 59% in advantages and compliance issues, the rate of 82.0% flight safety is evaluated (takeoff and landing) in safety and quality issues are desirable. The rate of 46.8% participants think that the new system as "time+mile score" is effective for their preference, 29.7% of participants are undecided and 23.5% of participants think it is not effective on their preference.

When the cross tables is considered it is clear that, there is a statistically significant relationship between the issues of attention when receiving air tickets. The majority of men (58.5%) stated that price is important and the majority of women (44.5%) stated that the safety is important.

There is no statistically significant correlation between following the scores of miles earned from flights actively and gender. There is no statistically significant correlation between the gender and the affects of new time+mile score application on preference of buying air tickets.

There is a statistically significant relationship between following the scores of miles earned from flights actively and income. The majority of participants who earn under 1000 TL (28.3%) stated that they don't follow and don't use the mile scores. Despite this, the majority of participants who earn between 1000-2000 TL (31.3%), the majority of participants who earn between 2000-3000 TL (45.2%) and the majority of participants who earn more than 3000 TL (36.1%) stated that they follow and use the mile scores which they earn from their flights.

The findings obtained in the light of the result of the chi-square test, the participants who follow and use the mile score stated that planned new application (time+mile score) is better than the current application (mile score).

Nowadays as the rapid progression of technology, communication and science there is rapid progression on air transportation. In the light these developments, it is observed that there is similarities between the tools of competition. The results obtained from this study can be used by companies with the aim of increase the potential of loyal customers and make advantages over its competitors.