



United International University
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RESEARCH PAPER ON

**ANALYSIS OF SERVICE QUALITY OF BIMAN BANGLADESH
AIRLINES**

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ABSTRACT

Service provided by air transportation is the standard mode of transportation around the world. Bangladesh air transportations provide different qualities in air transportation service for their travelers or passengers. This research paper provides level of service quality of Biman Bangladesh Airlines for their passengers. The purpose of this study is to investigate the passengers overall satisfaction level on Biman Bangladesh Airlines. Passengers travel to various destinations like domestic destination as well as international destination through Biman Bangladesh Airlines. Passengers desire the quality service from Biman Bangladesh Airlines both dimensions. Passenger's satisfaction is widely varied in accordance with the quality of the service, appearance of the aircraft, fare of the routes, schedule of flight, and charges and refund policies. A structured questionnaire was developed to collect required primary data based on passengers' perception over Biman Bangladesh Airlines service. Questionnaire analysis was performed to identify the dimensions that are likely to direction passenger satisfaction evaluation. The outcome of the analysis helps to identify particular factor that helps to understand the passengers' satisfaction over such varied factors. The findings are expected to help the Biman Bangladesh Airlines authority to address the gap and to improve satisfaction level for their passengers.

INTRODUCTION

Air transportation is the popular mode of transportation now-a-days. It contributes significantly in the economic growth to be flourished. Now a day's air travel has huge demands in Bangladesh and also increased rapidly because of congested and time-consuming paths, waterways and flourishing businesses and tourism in Bangladesh. After liberation, Biman Bangladesh Airlines operates its flights domestically and internationally. In Bangladesh, other three airlines operate their flights which is nearly same domestic routes operated by Biman Bangladesh Airlines. If passengers get better service on all over the related issues then passengers can switch other Bangladeshi Airlines. Reasonable of service delivering is the important factor for successfully running Airlines. According to Trinh Tu ANH and Bui Quang HUNG (2007) "The air transport is required the high professional in work to ensure safety, security and comfort which are outstanding advantages of traveling passenger by air".

Passengers' satisfaction levels depend on various issues like fare of the route, cabin crew services, seat spaces, neat and clean inside the aircraft, behavior of the cabin crew, baggage allowance and meal during flights. These are the important factor that must maintain among ensures services. Biman Bangladesh Airlines operate their flights for HAJJ and UMRAHH in particular season. These particular season services are more important for their reputation. At that time, passengers want to more secure services and want to reach their destination without any harassment. Their reputation belongs not only over all services but also maintaining aircraft and maintaining their flight schedule properly. Transit and stopover are the important factor for consider satisfaction level of passengers during the long distant flights like international flight. Long duration transit and stopover make dissatisfaction in the passenger preferences. For this reason, short transit duration and stopover are needed to consider making satisfaction level higher for passengers. This research paper provides the Biman Bangladesh Airlines quality of overall service important for their passengers.

OBJECTIVE OF THE STUDY

This study object is to finding passenger satisfaction level relationship with factors that provided by Biman Bangladesh Airlines services. Biman Bangladesh Airlines provide services during the flights and before the flights. All services need to consider finding satisfaction level of passengers. The Objective is to finding passengers satisfaction level on Biman Bangladesh Airlines service by evaluating structured questionnaire. Another is to finding relationship between the factors provided in questionnaire with overall satisfaction level. Another is to find the Biman Bangladesh services category level by passengers' satisfaction evaluation. Last one is to provide recommendation to Biman Bangladesh Airlines management to concern about passengers' satisfaction.

SIGNIFICANCE OF THE STUDY

Air transportation provides an impact over economic growth in a country. Biman Bangladesh Airlines plays an important role for economic growth in Bangladesh. Growing their impact on economic growth, Airlines should raise their revenue. Revenue gets better position by sales utility level higher. To achieve this goal Biman Bangladesh Airlines contribute their best service to their passengers. This paper provides an important factor which is needed to consider Biman Bangladesh Airlines for getting their revenue raises. Passenger satisfaction is the important part of the Biman Bangladesh Airlines needed to consider for getting their revenue raises. Passenger satisfaction varies over some factor which is influenced overall service level of the Biman Bangladesh Airlines. These varied factors are needed to analysis which is done in this paper.

This paper provide passenger satisfaction level on Biman Bangladesh Airlines which is an important part of the aviation sector. By this paper, aviation sector can consider further implication on tools or mechanisms which will provide better satisfaction to the passenger. Evaluation of this paper is also further needed to consider how much satisfaction level get higher than before. Passenger satisfaction level is the main factor of concern for successfully running Airlines. This paper will help Biman Bangladesh Airlines to measure the basic level of passenger satisfaction.

BACKGROUND

Managing director and CEO of Biman Bangladesh is concerned about customer satisfaction. They said through website of Biman Bangladesh Airlines that authority of Biman Bangladesh that they focus on the needs of their valuable customer. Authority of Biman Bangladesh Airlines is eagerly seeking feedback from their passengers on how they can improve. They set three categorical ways on which passengers can comment or provide suggestions.

Passenger satisfaction level varied on different factors. These different factors actually limited on the limitation of the services provided by Biman Bangladesh Airlines. Limitation of the services helps to find satisfaction level on the Biman Bangladesh. Passenger's satisfaction level is actually evaluated through this limitation. Passenger actually finds where he/she pay something for consume the services of that thing is reasonable with pay or not reasonable. Services of the Biman Bangladesh Airlines are limited to before the flight and during the flight. Factors of the services are inherently included with these limitations. Different passengers may have different opinions about their satisfaction level but if the services provided by Biman Bangladesh are highly attractive, secure and swift to passengers of Biman Bangladesh, Customers will eagerly and enthusiastically wait to take another services of Biman Bangladesh Airlines.

This research paper provides passenger satisfaction level on Biman Bangladesh Airlines with constructive limited service questionnaire. These factors are varied with the different sector of service level of Biman Bangladesh Airlines. Truth relevance on satisfaction level is sometime difficult to find. But in this paper provided questionnaire separates many ways of service of

Biman Bangladesh Airlines with limited rational service that want to find truth relevance of passenger satisfaction level on Biman Bangladesh Airlines.

Factors of satisfaction included with aircraft management, flight management, meal and drinks management, crew services, check in facilities, booking facilities, baggage facilities, and discount offer facilities. These factors are needed to provide properly by Biman Bangladesh Airlines. This paper questionnaire is included above these factors that have impact inherently on satisfaction level of passengers that help to identify the direction level of services of Biman Bangladesh Airlines.

Biman Bangladesh Airlines provides services after the liberation of Bangladesh. It is one of the prime airlines in Bangladesh. For getting high response by passenger, Airlines is need to create exceptional service for their passengers. To help Biman Bangladesh Airlines getting high response from their passengers through makes better relation between factors of services and factors that needed to add to their services, this paper will provide essential impact on their consideration of services that need to add for making passenger satisfaction level higher. In addition, this paper questionnaire evaluation further Biman Bangladesh Airlines can make better service quality.

LITERATURE REVIEW

According to Bisignani, Director and CEO-IATA (2011), as raising high revenue can face problem, new modified strategic leadership is needed.

B.Steven, Dong, and Dresner (2012) provided a research that said that customer satisfaction and profitability of airlines are interrelated and the market influences both.

According to Nicolini and Salini (2006), impersonal and intuitive directions work as the basis for quality and satisfaction of the customers.

According to Manssor, Nazir, Bhatti (2010), low cost carriers have been able to sustain in aviation industry for their excellent marketing strategies. They have also found that some airlines occurs losses profit because of high maintenance cost of airlines.

According to Mitra (2013), every aviation needs to properly handle customer relationship management.

Archana and Subha (2013) seat comfort, cuisines provided, and security factors that crucially influenced on passenger satisfaction. Passenger entertainment is also an important factor to make decision about flying on that airline.

According to Keemon, Wong and Musa (2011), different countries Airlines faces different customer satisfaction level but provide high quality services is the important factor to attract the passenger to flying in this indicated Airlines.

Teikake (2012) provided important tools that are helping for airlines management system to improving their service level for passenger satisfaction.

Rafati and Shokrollahi,(2011) provided that the customers who are loyal have greater perception compared to who are not loyal, and the customers who are not loyal have higher gaps between expectations and perceptions.

Elif, Basligil, Ahmet, Ozdemir(2012) provided that the highest customer satisfaction has been spotted on image dimension. the lowest satisfaction has been in the E-commerce. Another result shows that meals and passenger transferring services play the key role for customer satisfaction.

METHODOLOGY

Research design

Purpose of the study is to understand satisfaction level of passenger on Biman Bangladesh Airlines services. To achieve above objective, simple random sampling factors of questionnaire were developed to collect passenger preferences over factors. Questionnaire was developed on six different sections which is influenced on passenger satisfaction level and under these six sections, there have influenceable factors which are related to these sections. To implement the study, I have considered following factors on Passenger Satisfaction;

- Quality of the services
- Appearance of the aircraft
- Fare of the route
- Schedule of flights
- Charges and Refund policy

Sample Size and Data Collection Method

50 respondents were targeted through travel agency and Neighbors. Around 40 of the survey paper questionnaire filled through travel agency customer who traveled by Biman Bangladesh Airlines and remaining survey paper questionnaire filled through neighbors who were also traveled by Biman Bangladesh Airlines.

DATA ANALYSIS

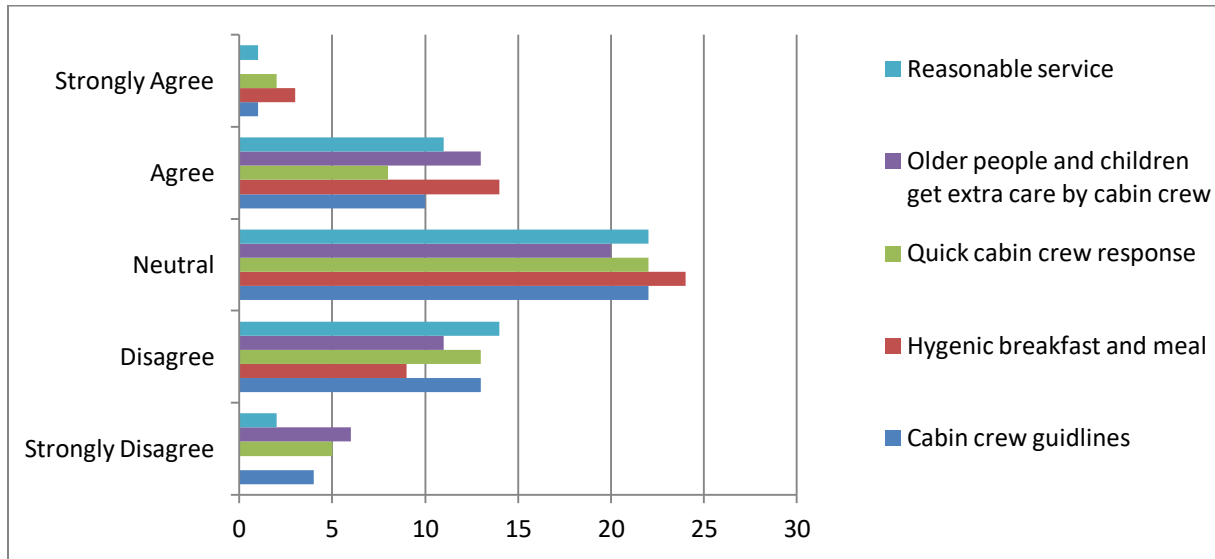
Demographic question analysis show that traveled by Biman Bangladesh Airlines among 50 respondents in which one time travel passenger is 36% with 18 frequencies. In addition, 2 times travel passenger is 34%. Moreover, 3 times travel passenger is 16% with 8 frequencies. Lowest is more than 4 times, 7 frequencies with 14 %. Substitute any other Bangladeshi Airlines is preferable or not questionable, 27 frequencies with 54% passengers preference that Us-Bangla Airlines is preferable to them. A subsequent Novo Air preference is 6 % and Regent Airlines is 26 %. Only 14 % gave their positive preferences over Biman Bangladesh Airlines. Purpose of

their travel mostly depends on traveling for international tour 48% with 24 frequencies. Next is for domestic tour which is 38%.Biman Bangladesh Airlines operates their flight service for indicated occasional praying route, among the respondents only 6% of them who took flight for Hajj and only 2% who took flight for Umrahh . 47 passengers among 50 respondents were seated at economy class and only remaining 3 passengers were seated at business class. Most of the respondents purchased their E-Ticket from travel agency. 90% of the respondents were purchased their e-ticket from travel agency. Only 4% of the passengers were purchased from Biman reservation office and 3% of the passengers were purchased from website. Overall, demographic factors evaluation frequency and percentage are given below.

Demographic Questions	Frequency	percentage
Travel By Biman Bangladesh		
1 time	18	36
2 times	17	34
3 times	8	16
more than 4	7	14
Substitute any other airlines		
US BANGLA	27	54
NOVO	3	6
REGENT	13	26
NO	7	14
Purpose		
Hajj	3	6
Umrahh	1	2
Domestic tour	19	38
Internation tour	24	48
working purpose	2	4
Business	1	2
Seated		
Business	3	6
Economy	47	94
E-ticket Purchase		
Biman reservation site	2	4
Travel agency	45	90
website	3	6
Discount Site	0	0

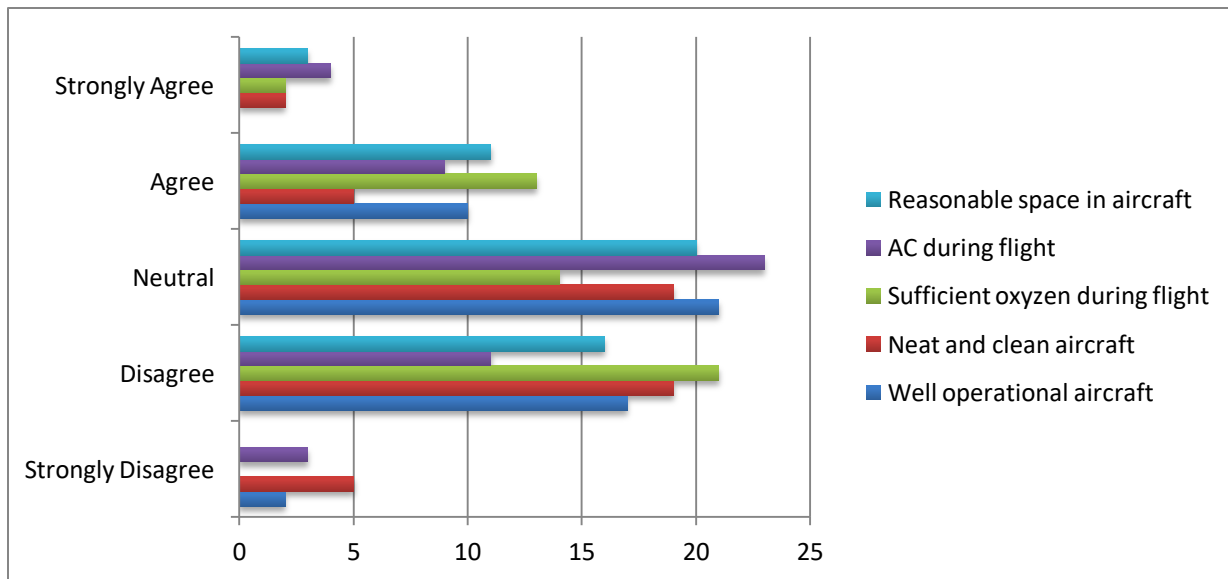
Now, I am going to analysis about respondents' perception towards the quality of services of Biman Bangladesh Airlines at below;

Theme 1: Quality of the service



Interpretation: Above Chart shows that five factors of quality of service are considered here. Among five factors, highest levels of preferences are given at neutral. Disagree level of preferences are higher than agree level of preferences. So, Quality of services is considered poor. Airlines higher management authority should execute proper quality to their services.

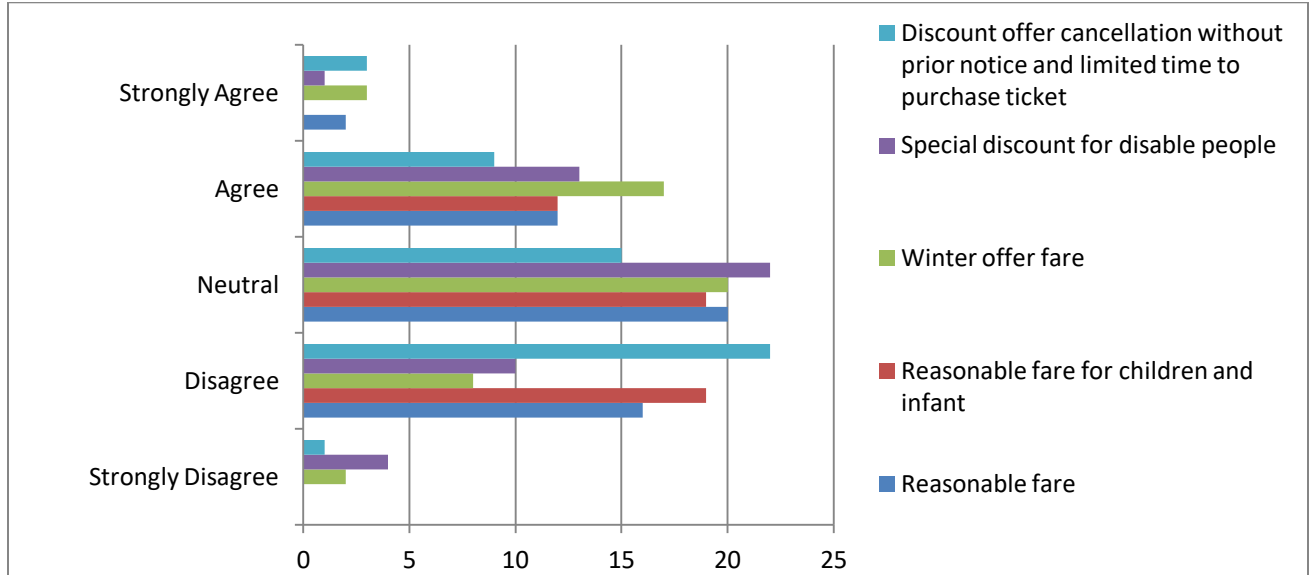
Theme 2: Appearance of the aircraft



Interpretation: Above Chart Show, five factors five of appearance of the aircraft. The analysis shows that most respondents given their preferences at neutral. Disagree level there at higher than agree level at this analysis. Provide sufficient oxygen during the flight services is poor. Inside the aircraft, they do not put neat and clean properly. Their operational aircraft is not well

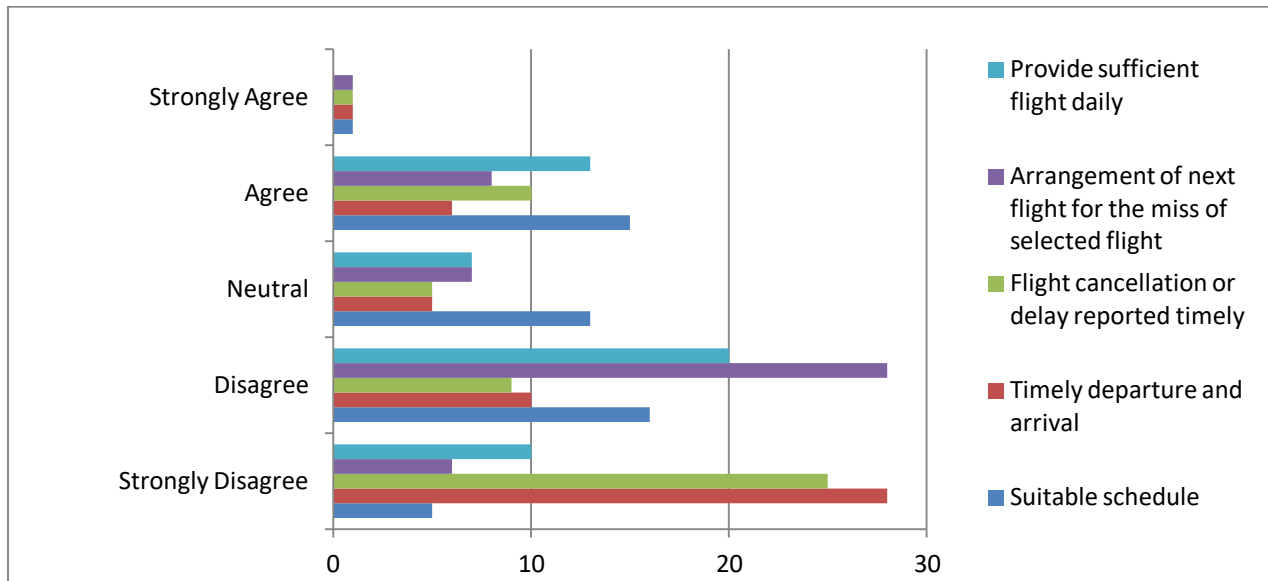
and inside the aircraft, spaces are not reasonably enough. Among these factors, respondents are not satisfy overall. Therefore, Biman Bangladesh Airlines should maintain their aircraft with passenger’s preferences.

Theme 3: Fare of the route and discount offer



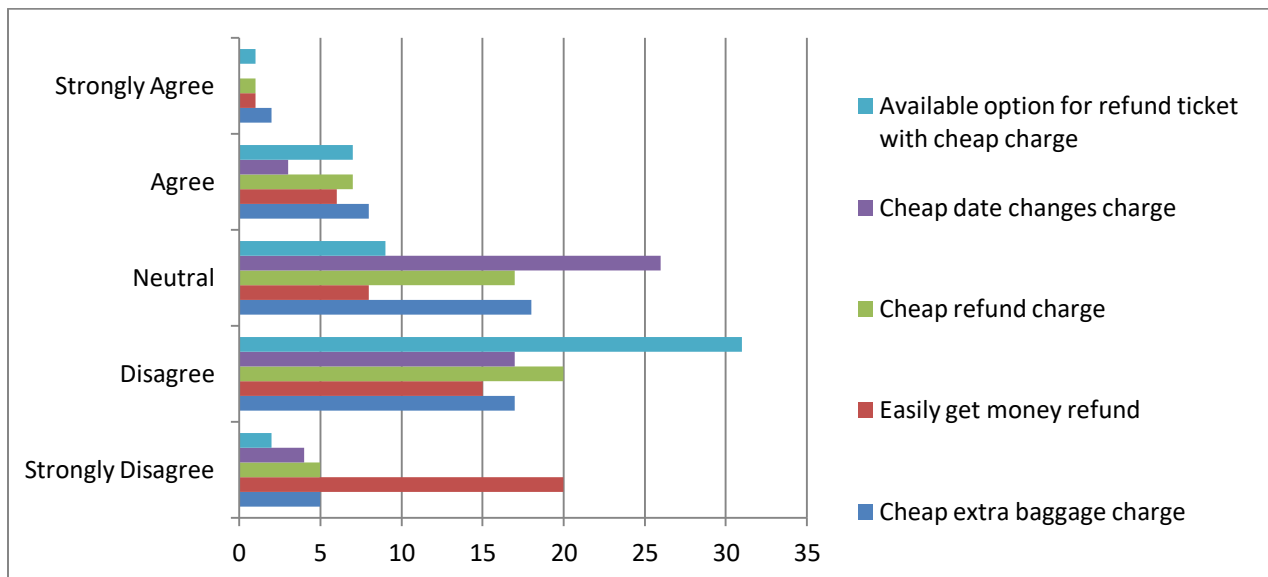
Interpretation: Above Chart show five factors under fare of the route and discount offer. Above analysis shows that Biman Bangladesh Airlines provide winter offer. However, other factors like cancelation of offer without prior notice are happened. Children and infant fare are not reasonable for indicated route and normally fare of indicated route is not reasonable. Fare of indicated route is high then their reasonable services. Biman Bangladesh Airlines should minimize their fare for indicated route. Other services among these factors also need to consider manipulation for provideing better services.

Theme 4: Schedule of flights



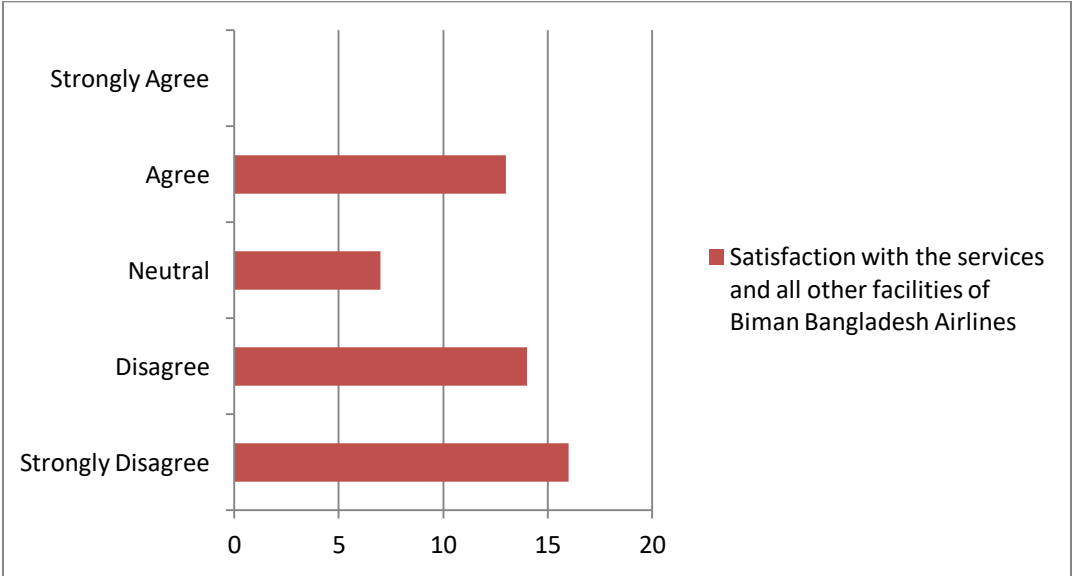
Interpretation: Above Chart, show factors under schedule of flights. In this analysis most respondent are strongly disagree about flight departure and arrival on timely. Daily Biman Bangladesh Airlines also do not provide sufficient flight for indicated route. If a passenger miss his/her flight, Airlines do not provide enough facilities to travel immediately next flight. If for any reason, airlines delay or cancel their flight, they do not inform properly to their passenger before reporting time at airport. Above Chart provide enough evidence that factors are at strongly disagree and disagree level most. Therefore, airlines management should take necessary steps to make better these factors' services.

Theme 5: Charges and refund policy



Interpretation: Above Chart show five factors under charges and refund policy. In this analysis, show that refund with cheap charges is not provided in Biman Bangladesh Airlines. Refund money does not get easily. Strongly disagree and disagree show that respondents are not satisfied about these factors. Date changes charges are also high compared between agree and disagree level. Fewer respondents are satisfied above these factors. Therefore, Biman Bangladesh Airlines should need to consider above factors for making better their services.

Theme 6: Overall satisfaction level



Interpretation: Above Chats show that Biman Bangladesh overall services are poor. Most of the respondents evaluate Biman Bangladesh Airlines services and facilities very poor. Though 13 of the respondents are satisfied about overall services and facilities of Biman Bangladesh Airlines, 16 of respondents provide their preferences at strongly disagree and 14 of the respondents provide their preferences at disagree and 7 of the respondents are at neutral level. Therefore, this paper concludes that Biman Bangladesh Airlines services are basically poor and airlines management need to implement their services at better level.

Descriptive Statistics

Descriptive statistics Table 1 shows the mean result of every factor that influences the evaluation result of passenger’s satisfaction level. Every factors mean value conclude that overall respondents average level preferences about that service factor. 2.82 mean values in factor one show that most respondents are nearly at disagree level to neutral level overall. Among these factors, every factor mean value shows the overall preference level of their respondents over indicated factors.

Factors	Sample	Sum	Mean
1	50	141	2.82
2	50	161	3.22
3	50	139	2.78
4	50	140	2.8
5	50	145	2.9
6	50	139	2.78
7	50	130	2.6
8	50	146	2.92
9	50	150	3
10	50	151	3.02
11	50	150	3
12	50	143	2.86
13	50	161	3.22
14	50	147	2.94
15	50	141	2.82
16	50	141	2.82
17	50	92	1.84
18	50	103	2.06
19	50	120	2.4
20	50	123	2.46
21	50	135	2.7
22	50	103	2.06
23	50	129	2.58
24	50	128	2.56
25	50	124	2.48
26	50	117	2.34

Table:1

Standard Deviation

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
7.619408416	11.2712	19.69869	13.44985	5.670436152	0.345678

Table: 2

In this research, I have found that the highest standard deviation has been shown in the neutral which is 19.69869. On the other hand, the lowest standard deviation has been found in mean deviation which is 0.345678. Moreover, I have also calculated standard deviation on Strongly disagree, Disagree, Agree and Strongly Agree which are 7.619408416, 11.2712, 13.44985 and 5.670436152 respectively.

CONCLUSION AND RECOMMENDATION

Biman Bangladesh Airlines operates their services since after the liberation of Bangladesh. Biman Bangladesh Airlines services in this paper show that are poor. Most of the respondents are dissatisfied with airlines services. Under each independent variable, there are five factors, which are influenced mostly on passenger satisfaction level. By these factors evaluation, analysis has been done. Fare, flight schedule, charges, aircraft spaces are important factors, which are influenced mostly on passenger's satisfaction level. Most of the respondents are dissatisfied with these factors. For running successfully, an airlines needs to implement their reasonable services to their passengers with reasonable price or charges. Passengers want to execute their travel without any hesitation and with completely convenient facilities. Biman Bangladesh Airlines management needs to implement convenient facilities for their passengers. Above all, in this paper concludes that Biman Bangladesh Airlines services are poor with their flight departure and arrival on timely, neat and cleanness, refund money getting way, aircraft spaces and charges. Therefore, Airlines management needs to implement these factors in a better way to satisfy their passengers. We have used questionnaire method to collect information about service level of Biman Bangladesh Airlines. This evaluation analysis shows that Biman Bangladesh Airlines management need to consider about passengers satisfaction level deeply. Because most of the factors uses for determination satisfaction level are not up to the mark. Flight departure and arrival on timely are very poor. For passenger satisfaction, Airlines needs to control their flight departure and arrival timing. Inside aircraft, spaces are not reasonable. In this paper by questionnaire evaluation, inside the aircraft are not neat, and clean enough. Therefore, Airlines should manage these factors properly. If Airlines delay or cancel their flight, they should inform properly before reporting time at airport. Most of the respondent's evaluation shows that Airlines do not inform before reporting time. Beside these factors, Airlines need to consider overall facilities, which make passenger improved satisfied level.

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