



A Research on Factors That Have Effect on Satisfaction and Preferences of Customers With Regard To Airline Transport within Domestic Flights in Turkey

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Extended summary

A research was conducted at Sabiha Gökçen airport in order to identify the factors which have effect on preferences and satisfaction of customers regarding airline transport. The survey consisted of two parts, which was used to determine the factors. First part of the survey consisted of questions intended to identify reasons of customers to choose their airline transport companies, while second part was about determining satisfaction degrees of customers with regard to the services that cause their preferences.

Likert scale was used in questions of both parts. The survey was applied with face-to-face interviews with 280 people and the data was subjected to factor analysis by using SPSS 17 ready package program.

Following factor analysis, three factors were identified which have effect on airline company selection of customers. These factors are (1) reliability and quality service, (2) Length and flexibility, and (3) Advantage and suitability. On the other hand, factors that result in satisfaction of customers are (1) safety and quality, (2) comfort and diversity.

An airline company must identify requirements, demands and expectations of customers by using daily survey forms consisting of a few questions and must offer its service according to this data in order to influence passengers' preferences and to guarantee their satisfaction, since demands, needs and expectations of passengers change just like everything else.