

Impact of Flight Delays and Cancellations on Passenger Satisfaction: A Case Study of IndiGo Crisis

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Abstract

Flight delays and cancellations are common problems in the airline business that have a big effect on how happy passengers are. Changes to flight schedules can be annoying, cost money, and make people think less of the quality of airline service. This research investigates the effect of flight delays and cancellations on passenger satisfaction, utilizing a case study of IndiGo, India's largest airline. The study concentrates on the operational disruptions resulting from regulatory modifications and operational limitations. The study looks at the reasons for delays and cancellations and how they affect customer satisfaction by looking at secondary data sources like aviation reports, research journals, and passenger feedback. The results show that good communication, good customer service, and good planning of operations are all important for keeping passengers' trust during flight delays.

Keywords: Artificial Intelligence, Employee Stress, Aviation Industry.

Introduction

The aviation industry is a crucial part of global transportation because it helps the economy grow and connects people around the world. Airlines work in a competitive market where passengers care a lot about how reliable and on time their service is.

Airlines often have to deal with flight delays and cancellations as part of their normal operations. Weather, technical problems, too much air traffic, and not enough crew members are just a few of the things that can cause these problems. No matter what the reason, delays and cancellations usually make passengers unhappy.

Because happy passengers are more likely to stick with the airline and refer others to it, passenger satisfaction is a crucial factor in determining an airline's success. Passengers' perception of service quality, however, deteriorates when they encounter delays or cancellations without adequate communication or assistance.

IndiGo's operational crisis brought to light how susceptible airline operations are to both operational inefficiencies and regulatory changes. The disruptions had a broad impact on travelers at several airports because it is the biggest airline in India.

Using this case as an example, this study attempts to examine the connection between flight delays, cancellations, and passenger satisfaction.

Literature Review

Numerous academics have examined passenger satisfaction and airline service quality. Parasuraman, A., Valarie A. Zeithaml and Leonard L. Berry (1988) The SERVQUAL model, which gauges service quality based on dependability, assurance, responsiveness, empathy, and tangibles, was created by these academics. In the airline business, passenger satisfaction is significantly impacted by dependability, especially on-time performance.

John T. Bowen and Shiang-Lih Chen McCain (2015)

According to their research, customer loyalty and brand perception are greatly impacted by airline service issues like delays and cancellations. They underlined how crucial it is to have efficient service recovery plans.

Steven Shaw (2016). Shaw underlined that two of the key elements affecting airline customer satisfaction are operational effectiveness and punctuality. Regular delays harm an airline's reputation and undermine consumer confidence.

Research Methodology

1. Research Design

This study uses a qualitative case study research design to analyze the impact of flight delays and cancellations on passenger satisfaction.

2. Nature of Data

This study will use only secondary data that has already been published.

3. Sources of Data

- Aviation industry reports
- Research journals
- Passenger feedback from online platforms

4. Method of Analysis

The data was examined to find patterns in flight disruptions, passenger responses, and airline management strategies.

Findings

Flight delays make passengers very unhappy

Passengers think being on time is very important for an airline to be good. When flights are delayed a lot passengers get annoyed and unhappy.

Bad communication makes passengers more unhappy

Passengers get upset when airlines do not tell them what is happening when there are delays.

Flight delays cause emotional problems for passengers

When flights are disrupted passengers often lose money because they have to rebook pay for a place to stay and miss work.

How well an airline helps its customers matters

Passengers are more likely to be happy if the airline helps them quickly gives them money. Finds them another way to travel.

Airlines that are not run well are more likely to have problems

Airlines that do not have room to deal with problems, like tight schedules or not enough staff are more likely to have big disruptions reduced the number of delays in crew scheduling and ground

operations. Optimal true for the cabin and ground crew. In general, excessive employee monitoring may result in improved productivity, however employee success would be diminished as a result

Suggestions

Improve communication systems

Airlines should give us updates away through their mobile apps text messages and announcements, at the airport.

Enhance operational planning

Having pilots on standby and flexible schedules can help avoid cancellations.

Implement service recovery strategies

If there are long delays airlines can give us food vouchers, hotel rooms or other compensation to make up for it.

Strengthen customer support services

Airlines should have special help desks and trained staff to assist us when things go wrong.

Invest in technology

Airlines can use scheduling software and data analysis to predict and manage problems before they happen.

Conclusion

Flight delays and cancellations really affect how happy passengers are with the flight and what people think of the airline. What happened with IndiGo is an example of how problems with flights can affect a lot of passengers and get the attention of regulators.

The research shows that even though some delays cannot be helped airlines can make things better for passengers by talking to them helping them quickly and planning flights more carefully.

Making sure passengers are happy even when flights are delayed is very important for airlines to stay competitive and keep their customers coming to them for flights. Flight delays and cancellations can be a problem for airlines, like IndiGo so they have to do something about it

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