

Customer Satisfaction of Air Travelers at Murtala Mohammed International Airport, Ikeja Lagos

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Abstract

The study focuses on customer satisfaction of air travelers at Murtala Mohammed Airport, Ikeja. It aimed at ascertaining the level of quality service rendered to air passengers and to design ways to improve the level of customer satisfaction by meeting up to customer expectation. This study adopted a survey research design using questionnaire as the only instrument to gather information from the respondents. The population of passengers was not known and so the sample size (n) was 384 which was determined using infinite population formula: $n = \frac{(z/e)^2 (p)(1-p)}{1.96}$ with 1.96 confidence level (z), where p is 0.5. A total of 384 copies of questionnaire were administered personally by the researcher with help of a research assistant using convenience sampling technique. The study was carried out twice within two months interval and multiple samples were taken in each of these studies. The study revealed that passengers had adequate knowledge on the current state of the airport and prefer Air Peace, Arik and Azman Airlines to others due to adequate safety and security, effective communication of flight information, accurate time keeping for flight departures/arrivals and good quality of service. There were no cases of missing luggage, fluctuating penalty charges for extra luggage and delay in retrieving of luggage upon arrival. Among the challenges confronting Murtala Mohammed International Airport were high total cost of aviation fuel, safety and security, lack of adequate funding, inadequate airport infrastructure, lack of enabling regulatory framework, inadequate manpower development, and domination by foreign airlines. Problems encountered by passengers with service providers are hoarding and overcharging of tickets and overbooking of flights. The ways to satisfy air travelers and meeting their expectations are stable operating environment, skills acquisition and capacity building of service providers, preventive maintenance of airport infrastructure, provision of adequate safety and security standards, quick response to air traveler's complaints.

Keywords: customer satisfaction, aviation, air travelers, airline, airports.

1. Introduction

The aviation plays a vital role in facilitating economic growth and offers numerous economic and social benefits. It provides the only rapid worldwide transportation network, effectively supporting global business and tourism. The sector offers countries, especially developing ones the opportunity to facilitate trade and enable linkages. So, in order to achieve high patronage and profitability that will make positive impact in Nigeria economically and socially through tourism industry via aviation sector, customer expectations need to be met. Consumer satisfaction is a measure of how products and services supplied by a company meet or exceed customer's expectation. It is the number of customers or percentage of total customers who reported that their experience with a firm, its products and services (ratings) exceed specified satisfaction goals (Farris, Beidle, Pfeiffer and Reibstein, 2010). Customer satisfaction is a key performance indicator within the business which is part of the business score card (John, 2003, Kotler et al., 2006). In a competitive market place where business competes for customers, customer satisfaction is seen as a key element of business strategy. Successful companies add benefit to their offering that not only satisfy the customers but also surprise and delight them. Quality is considered an important attribute achieving competitive advantage through the strategy of differentiation (Tierman, Rhoades, and Waguespack, 2008). However, Airline service quality is different from services in other industries. An airline service comprises tangible and intangible services from airlines such as on time performance, in-flight services, service frequency and so on. Airline industry is highly competitive and customers are most important factor of the traveling process.

Satisfaction is an overall customer attitude towards a service provider (Levesque, & McDongall, 1996). While customer satisfaction has become a key intermediary objective in service operations due to the benefits it brings to the organizations. The importance of customer satisfaction is derived from the generally accepted philosophy that for a business to be successful and profitable, it must satisfy customers (Shin and Elliott, 2001). Customer satisfaction is the most important strategies of the airlines (Gardner, 2004). Customer is satisfied when a product has met the needs of that customer. On the other hand, Zeithaml & Bitner (2003) stated that if product fails to meet the minimum expectation then it will be turned into dissatisfaction. Therefore, customer satisfaction in airline operations has become critically important (Dennett, Ineson, Stone & Colgate, 2000).

Delighting customers is a matter of exceeding their expectation (David 2010). Although the definitions of service quality vary, the definitions are all formulated from the customer perspective. Airline service quality is

different from services in other industries. An airline service comprises tangible and intangible services from airlines such as on time performance, in-flight services, service frequency and so on.

Customer perception is a central phenomenon in marketing. It is a key differentia within a competitive market place and a key element of business strategy (Kucukosmanoghu, 2010). The state of satisfaction depends on a number of both psychological and physical variables (Gitman and Lawrence, 2005). Customer satisfaction is associated with customers' patronage, customer loyalty and retention, improved firms image, positive word of mouth and increased profitability for the organization (Gummenson, 1999). Zeithaml and Bitner (2003) assert that customers are loyal as long as they continue to use a good or service". Also, they describe customer retention as keeping the customers that a firm already has. Increased patronage which results into high profitability is a function of customer satisfaction and customer loyalty.

Although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction (Zeithaml, Parasuramann & Kotler, 2006). To achieve a high level of customer satisfaction most researchers suggest that a high level of service quality should be delivered by service provider as service quality is normally considered an antecedent of customer satisfaction. It is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction Zeithaml et al (2006).

However, the aviation industry is still budding in developing countries like Nigeria with minimal passenger and freight patronages. Without suitable measures put in place to address this, much will be lost in both revenue on the part of the government and in cash on those patronizing the aviation industry. Three basic facilities are needed for air transportation and they are: the network, terminal facilities and the carrier. Airports are more than places where trips for air passengers and goods start or stop. They also provide a location for the concentration, the dispersion, the shipment and vehicular services. Airports also act as the interchange or interface between road and transport modes (Emmanuel, 2015).

Passengers going on a trip normally want to spend a little time as possible in the terminal. They want to have baggage carts readily available, a fast check – in and little time waiting before and quick boarding prior to a timely departure. Passengers do not appreciate long line-ups, repetitive, security checks, crowded departure areas, line-ups for boarding such as a delayed departure. The rise in terrorist activity requires more stringent security measure. Passengers identity must be verified, luggage must be x-rayed. Metal detectors and other security techniques must be used. As a result passengers must arrive early at the terminal hours before departure, line – up at the security checkpoint, and show their boarding passes and passports numerous times and wait while luggage is matched with boarded passengers (Emmanuel, 2015).

In contrast, at Murtala Mohammed International Airport (MMIA), many customers complain of extortion by Nigerian immigration service. The facilities are old and dilapidated and therefore require outright replacement and total over hauling where and when necessary. Inadequate car park facilities have been a great concern to the management and needs expansion. The lifts at times trap passengers when being serviced thereby inconveniencing passengers with luggage to carrying it through the staircase. Most toilets in Murtala Mohammed Airport (MMA) though neat most times have faulty hand dryers, broken wash-hand basins, taps, serviceable hand showers and leakages in the toilet. The CCTV cameras often become intermittently static and disabled.

It is in view of meeting the passengers or air traveler's expectations to get them satisfied to boost patronage and increase revenue that aroused the interest of the researcher on the study.

2. Objectives of the Study

The main objective of this study is to ascertain from customers on the state of domestic air travel and how to improve overall service delivery to meet customer expectations in the industry. The specific objectives were to;

1. ascertain the level of travel preferences of passengers at Murtala Mohammed Airport (MMA).
2. examine the passenger's experiences with airlines that operates in Nigeria.
3. determine the passengers experience with Murtala Mohammed International Airport.
4. ascertain the challenges to quality service confronting service providers at Murtala Mohammed Airport.
5. determine how air traveler's expectations can be met?

3. Hypothesis

H₀: There is no significant relationship between the role of customer satisfaction and the sustainability of the aviation sector in tourism industry.

4. Study Area

The study was conducted in Murtala Muhammed Airport, Ikeja Lagos and was limited to the passengers and airline operators. Lagos is one of the 36 States in Nigeria and the largest city in Africa. The study focused on the best way to meet up to customer expectation or exceed customer satisfaction in three basic facilities needed for air transportation namely, the networks, terminal facilities and the carrier. The Airport occupies a noticeable

position in the Nigeria's aviation industry by accommodating the highest patronage and service delivery because of how commercialized, industrialized and densely populated the city of Lagos is.

5. Methodology

This study adopted a survey research design, thus using questionnaire to gather information from the respondents from the selected airport. The population of passengers was not known and so the sample size (n) was 384 which was determined using infinite population formula: $n = (z/e)^2 (p)(1-p)$ with 1.96 confidence level (z), where p is 0.5. The respondents used were passengers and airline operators. The instrument used in the study was questionnaire which was validated and modified by three experts in the field in order to actualize the research objectives.

A total of 384 copies of questionnaire were administered personally by the researcher with help of a research assistant using convenience sampling technique. The study was carried out twice within two months interval and multiple samples were taken in each of this studies and the study was found to be reliable because there was no significant difference in the results of the two studies. Data collected were analyzed using simple descriptive statistics such as percentages, frequency distribution and tables to analyze the objectives.

6. Results and Discussion

Table 1 reveals that 100% of respondents have travelled before. This shows that all respondents are air travelers, 53.3% travels by Business class, and 46.7% travels by Economic class. While 56.0% travelled few months ago, 42.7% travelled last year only 1.3% travelled two years ago. The study has shown that 53.3% have made domestic air trip in the last 12 months, 46.7% have not made any domestic travel in the last twelve months, and 20% of respondents have made 2-3 trips in the last 12 months, 26.7% have made 4-5 trips in the last 12 months while 53.3% made 6 trips and above in the last 12 month. 56% of respondents preferred on-line method of booking/making reservation, 16% preferred ticket officer's method, 13.3% preferred travel agent method while 14.7% preferred airport counter method of reservation. 53.3% of respondents prefer least of ticket officers, 26.7% prefer least of travel agents, while 20% prefer least of airport counters.

Table 1: Travel preference of passengers at Murtala Mohammed International Airport

	Frequency	Percentages
1. Have you ever travelled by air before?		
(i) Yes	384	100
(ii) No	0	0
2. What is your normal class of travel?		
(i) Business class	205	53.3
(ii) Economy class	179	46.7
3. When did you travel last by air?		
(i) Last few months	215	56
(ii) Last year	163	42.7
(iii) Last two years	5	1.3
(iv) Three years ago	0	0
(v) Four to five years ago	0	0
4. Have you made any domestic air trip since last 12 months?		
(i) Yes	205	53.3
(ii) No	179	46.7
5. How many domestic trips have you made at least in the last 12 months?		
(i) Only one trip	0	0
(ii) 2-3 trips	77	20
(iii) 4-5 trips	103	26.7
(iv) 6 trips and above	205	53.3
6. What is your preferred method of booking/making reservation?		
(i) On-line	215	56
(ii) ticket officers	61	16
(iii) travel agents	51	13.3
(iv) Airport counters	56	14.7
7. Which of the methods above do you prefer least?		
(i) On-line	0	0
(ii) ticket officers	205	53.3
(iii) travel agents	102	26.7
(iv) Airport counters	76	20

Source: Field Survey, 2016

This implies that those passengers who responded to the questionnaire have had previous experience about air travel with adequate knowledge on the current state of the airport considering that all the passengers had made trips within two years and have made at least four trips.

Table 2 revealed that the major preferred airlines as responded by passengers were Air peace (28%), Arik(26.7%) and Azman (24.0%). Other preferred airlines as revealed by the study were First Nation (18.7%) and Discovery Air (2.7%). This shows that majority of respondents' preferred Air peace, followed by Arik Air, Azman, and first nation.

Table 2: Passengers Experience with Airlines that Operate in Nigeria

Variables	Frequency	Percentages
1. Which of the following is your preferred airline?		
(i) Arik	102	26.7
(ii) Dana Airline	0	0
(iii) First nation	71	18.7
(iv) Azman Air	92	24
(v) Discovery Air	10	2.7
(vi) Air peace	108	28
2. What is your reason for your preference?		
(i) Good quality of service	205	53.3
(ii) Accurate time keeping for flight departures/arrivals	215	56
(iii) Effective communicating of flight information	225	58.7
(iv) Low pricing	103	26.7
(v) High safety and security standards/practices	256	66.7
3. From question No. 1, indicate below your least preferred airline		
(i) Dana Airline	384	100
4. What is your reason for your choice of least preferred airline		
(i) Poor quality of service	215	56
(ii) Inaccurate time – keeping for flight departures/arrivals	0	0
(iii) Poor communication of flight information	225	58.7
(iv) High pricing	256	66.7
(v) Low safety and security standards/practice	205	53.3

Source: Field Survey, 2016

Table 2 revealed that the major preferred airlines as responded by passengers were Air peace (28%), Arik(26.7%) and Azman(24.0%). Other preferred airlines as revealed by the study were First Nation (18.7%) and Discovery Air (2.7%). This shows that majority of respondents' preferred Air peace, followed by Arik Air, Azman, and first nation.

The respondents' major reasons for their preferences of airlines were high safety and security standards/practices (66.7%), effective communicating of flight information (58.7%), accurate time keeping for flight departures/arrivals (56%), good quality of service (53.3%) and low pricing (26.7%). However, all the respondents were of the opinion that the least preferred airline was Dana Airline (100%) and 66.6%of the respondents stated high pricing as their reason for choice of least preferred airline. This was followed by poor communication of flight information (58.7%),poor quality of service (56%),low safety and security standards/practice (53.3%) and inaccurate time – keeping for flight departures/arrivals(0%). Hence, most the passengers prefer Air Peace, Arik and Azman Airlines to others due to adequate safety and security, effective communicating of flight information, accurate time keeping for flight departures/arrivals and good quality of service. As price is the major factor for making Dana Airline their least preferred. The reason for the passengers' preferences of Air Peace and ArikAirlines was because they have better relationship with their clients and provide better services to them. This was so by virtue of their ability to match or exceed their product performance with traveler's expectation. This agrees with the views of Parasuraman, Berry and Zeithaml (1991) that said that Airlines can only provide better service if airlines understand customer expectations. Oliver (1999) stated that airlines have started customer relationship programme for better customer satisfaction so as to have better relationship. Traveler's preference has been a function of past experience and recommendation from friends and family's members.Dana Airline being the least preferred was no doubt as a result of the airline not meeting expectations of the travelers who responded to the questionnaire which paces high demand on the airline to identify those traveler's expectations for improvement.

Table 3: How often do you experience the following?

Variables	AT	MT	ST	N	N/A	Frequency	Percentages
Hoarding and overcharging of tickets	0	0	307	77	0	307,77	80,20
Lost/misplaced luggage	0	0	77	307	0	77,307	20,80
Overbooking of flights	0	0	318	66	0	318,66	82.7,17.3
Fluctuating penalty charges for extra luggage	0	0	72	312	0	72,312	18.7,81.3
Delay in retrieving of luggage upon arrival	0	0	77	307	0	77, 307	20,80
Delays/cancellation of flights	0	0	312	72	0	305,70	81.3,18.7

Source: Field Survey, 2016

Table 3 shows that 80% of respondents experienced hoarding and overcharging of tickets sometimes while 20% never experienced such. 20% of respondents sometimes experiences lost/misplaced luggage, while 80% had never experienced such. While 82.7% of respondents experienced overbooking of flights, 17.3% never experienced overbooking of flights. Also, 18.7% of respondents sometimes experienced fluctuating penalty charges for extra luggage, while 81.3% never experienced it. 20% of respondents stated that they experience delay in retrieving of luggage upon arrival sometimes, while 80% stated that they have never experienced delay in retrieving of luggage upon arrival. 81.3% stated that they have experienced delays/cancellation of flights sometimes, while 18.7% stated that they have never experienced delays/cancellation of flights. This implies that it is only in hoarding and overcharging of tickets and overbooking of flights that majority of the respondents have sometimes had experiences. There were no cases of lost/misplaced luggage, fluctuating penalty charges for extra luggage and delay in retrieving of luggage upon arrival.

Table 4 shows that 80% of respondents stated that appearance of their preferred airline staff is excellent, while 20% stated that the appearance of their preferred airline staff is good. 80% of respondents stated that the attitudes/conducts of their preferred airline staff is excellent, while 20% stated that the attitudes/conducts of their preferred airline staff is good. 80.3% of respondents stated that the quality of service of their preferred airline staff are excellent, while 19.7% stated that the quality of service of their preferred airline staff are good. 80.5% of respondents stated that the speed of service delivery of their preferred airline staff is excellent, while 19.5% stated that the Speed of service delivery of their preferred airline staff is good.

The study also revealed that 93.3% of respondents stated that the quality of the rest room of their preferred airline is excellent while 6.7% stated that the quality of the rest room of their preferred is good. 80% of the respondents stated that the quality of meals of their preferred airlines is excellent while 20% stated that the quality of meals of their preferred airlines is good.

Table 4: Rating of staff attribute and the quality of in-flight services of your preferred airline

Attributes	E	G	S	BE	P	U	Frequency	Percentages
Rating of staff attribute of your preferred airline								
Appearance	307	77	0	0	0	0	307,77	80,20
Attitude/conduct	307	77	0	0	0	0	307,77	80,20
Quality of service	308	76	0	0	0	0	308,76	80.3,19.7,
Speed of service delivery	309	75	0	0	0	0	309,75	80.5,19.5
Rating of the quality of in-flight services of your preferred airline								
Rest room	358	26	0	0	0	0	358,26	93.3,6.7
Meals	307	77	0	0	0	0	307,77	80,20
Comfort of the seat	328	56	0	0	0	0	328,56	85.3,14.7
Cabin temperature	318	66	0	0	0	0	318,66	82.7,17.3
Cabin cleanliness	338	46	0	0	0	0	338,46	88,12

Source: Field Survey, 2016

85.3% of respondents stated that the comfort of the seats of their preferred airlines is excellent while 14.7% of their respondents stated that the comfort of the seats of their preferred airline is good. 82.7% stated that the cabin temperature of their preferred airline is excellent while 17.3% stated that the cabin temperature of their preferred airline is good. 88% of respondents stated that the cabin cleanliness of their preferred airline is excellent while 12% of respondent stated that the cabin cleanliness of their preferred airline is good. This means that the staff of airlines operating in Nigeria and the quality of in- flight services being rendered is quite good and acceptable by the respondent passengers.

Table 5: Rating of the airport safety and security services based on the following

	SA	A	U	D	SD	Frequency	Percentages
Security inspection is thorough	307	77	0	0	0	307,77	80,20
Airport security is effective	338	46	0	0	0	338,46	88,12
Response to emergencies is prompt	312	72	0	0	0	312,72	81.3,18.7
Security staff are courteous and helpful	328	56	0	0	0	328,56	85.3,14.7
Time is not wasted during inspection	316	68	0	0	0	316,68	82.2,17.8

Source: Field Survey, 2016

Table 5 reveals that 80% of respondents strongly agree that the airport security inspection is thorough, while 20% agreed it. 88% of respondents strongly agreed that the airport security is effective while 12% of respondents agreed. 81.3% of respondents strongly agreed that the airport response to emergencies is prompt, while 18.7% agreed to it. 85.3% of respondents strongly agreed that the airport security staff is courteous and helpful while 14.7% agreed to it. 82.2% of respondents strongly agreed that the airport's time is not wasted during inspection while 17.8% agreed.

Table 6 shows that 80% of respondents stated that the parking facility of their preferred airline is excellent while 20% stated that the parking facilities of their preferred airline are good. 80% of respondents stated that the baggage carts and trolleys of their preferred airline is excellent while 20% stated that the baggage carts and trolleys of their preferred airline are good. 80.3% of respondents stated that ground transportation to/from the airport of their airline is excellent while 19.7% stated that the ground transportation to/from the airport of their preferred airline is good. 80.5% of respondents stated that the shuttle services of their preferred airline is excellent while 19.5% stated that the shuttle services of their preferred airline is good.

Table 6: Rating the Airport accessibility of facility and Airport check – in services

Facilities	E	G	S	B	E	P	U	Frequency	Percentages
Airport accessibility of facility									
Parking facilities	307	77	0	0	0	0	0	307,77	80,20
Baggage carts and Trolleys	307	77	0	0	0	0	0	307,77	80,20
Ground transportation to/from the airport	308	76	0	0	0	0	0	308,76	80.3,19.7,
Shuttle services	309	75	0	0	0	0	0	309,75	80.5,19.5
Airport check – in services									
Courteousness of check in staff	358	26	0	0	0	0	0	358,26	93.3,6.7
Promptness in check – in	307	77	0	0	0	0	0	307,77	80,20
Efficiency of check – in staff	328	56	0	0	0	0	0	327,56	85.3,14.7
Extra luggage costs	318	66	0	0	0	0	0	310,65	82.7,17.3

Source: Field Survey, 2016.

The study also reveals from the table that 93.3% of respondents stated the courteousness of check in staff of the airport is excellent while 6.7% stated that the courteousness of check in staff of the airport is good. 80% of respondents stated that the promptness in check – in of the airport is excellent while 20% stated that the promptness in check – in of the airport is good. 85.3% of respondents stated that the efficiency of check – in staff of the airport is excellent while 14.7% stated that the efficiency of check – in staff of the airport good. 82.7% of respondents stated that an airport extra luggage costs is excellent while 17.3% stated that the extra luggage costs of the airport is good.

Table 7 shows that 80% of the respondents strongly agreed that the market price of aviation fuel is a challenge to attain service quality, while 20% agreed too. 80.3% of respondents strongly agreed that tariff cost of imported airline is a challenge to service quality, while 19.7% agreed. 80% of respondents strongly agreed that human error is a challenge to service quality, while 20% agreed to human error as a challenge to quality service. 80.5% of respondents strongly agree that inadequate infrastructure is a challenge to quality service, while 19.5% also agreed. 80.3% of respondents strongly agreed that poor emergency response to avert air crash is a challenge, while

Table 7: Challenges confronting service providers to quality service to quality service at Murtala Mohammed airport

Challenges	SA	A	U	D	SD	Frequency	Percentages
a) High total cost of aviation fuel:							
Market price of aviation fuel	307	77	0	0	0	307,77	80,20
Tariff cost of imported airline	308	76	0	0	0	308,76	80.3,19.7
b) Safety and security:							
Human error	307	77	0	0	0	307,77	80,20
Inadequate infrastructure	309	75	0	0	0	309,75	80.5,19.5
Poor emergency response to avert air crashes	308	76	0	0	0	308,76	80.3,19.7
c) Lack of adequate funding:							
High insurance premium	307	77	0	0	0	307,77	80,20
High interest rate for loans	309	75	0	0	0	309,75	80.5,19.5
d) Inadequate airport infrastructure							
Airport in the state disrepair	338	46	0	0	0	338,46	88,12
Inadequate terminal facilities	312	72	0	0	0	305,70	81.3,18.7
e) Lack of an enabling regulatory framework:							
Multiple taxation	316	0	0	0	0	316,68	82.2,17.8
Poor consumer protection laws	307	77	0	0	0	300,75	80,20
f) inadequate manpower development:							
Preference of foreign pilots against the local qualified pilots by Nigerians	328	56	0	0	0	328,56	85.3,14.7
Lack of effective training	338	56	0	0	0	338,46	88,12
g) Domination by foreign airlines							
Foreign airlines dominating local airlines	309	75	0	0	0	309,75	80.5,19.5

Source: Field Survey, 2016

19.7 agreed. 80% of respondents strongly agreed that high insurance premium is a challenge to quality service, while 20% agreed. 80.5% of respondents strongly agreed that high interest rate for loan is a challenge to service quality. 88% of respondents strongly agreed that Airport in the state disrepair is a challenge to service quality. 81.3% of respondents strongly agreed that inadequate terminal facilities are a challenge to service quality. 82.2% of respondents strongly agreed that multiple taxation is a challenge to service. 80% of respondents strongly agreed that poor consumer protection law is a challenge to quality service. 85.3% of respondents strongly agreed that Preference of foreign pilots against the local qualified pilots by Nigerians is a challenge to service quality. 88% of respondents strongly agreed that lack of effective training is a challenge to service quality. 80.5% of respondents strongly agreed that one the challenges quality service is that foreign airlines are dominating local airlines. So, challenges to quality service confronting service providers at Murtala Mohammed airport were high total cost of aviation fuel, Safety and security, lack of adequate funding, inadequate airport infrastructure, lack of an enabling regulatory framework, inadequate manpower development, and domination by foreign airlines.

Table 8 shows that 86.1% of the respondents stated stable/supportive operating environment as one of the ways to satisfy air travelers and meeting their needs, 81.0% stated skills acquisition/capacity building of service providers, 52.0% stated investment/maintenance/repair of airport infrastructures, 76.0% stated establishment of national carrier, 80.8% stated rendering quality service, 73.3% stated provision of adequate safety/security standards, 95.0% stated quick response to air traveler's complaints/problems, 61.9% stated maintaining good customer relation,

Table 8: Ways to satisfy Air Travelers and meeting their expectations

S/N	ways to satisfy Air Travelers	Frequency	Percentage
1	Stable/supportive operating environment	331	86.1
2	Skills acquisition/capacity building of service providers	311	81.0
3	Investment/maintenance/repair of Airport infrastructures	200	52.0
4	Establishment of National carrier	292	76.0
5	Rendering quality service	310	80.8
6	Provision of adequate safety/security standards	281	73.3
7	Quick response to Air traveler's complaints/problems	365	95.0
8	Maintaining good customer relation	238	61.9
9	Easy modes of operation in booking flights/check status	294	76.5
10	Adequate support services (medical care, banks/food)	263	68.5

Source: Field Survey, 2016

76.5% stated easy modes of operation in booking flights/check status, 68.5% while stated adequate support services (medical care, banks/food). This implies that the ways to satisfy air travelers and meeting their expectations are stable/supportive operating environment, skills acquisition/capacity building of service providers, investment/maintenance/repair of Airport infrastructures, establishment of National carrier, rendering quality service, provision of adequate safety/security standards, quick response to air traveler's complaints/problems, maintaining good customer relation, easy modes of operation in booking flights/check status, and adequate support services like medical care, banks and food. This agrees with the view of David (2010) that delighting customers is a matter of exceeding their expectation. This view was also supported by John (2003) and Kotler et al., (2006) that customer satisfaction is a key performance indicator within the business which is part of the business score card and a key element of business strategy in a competitive market place.

7. Conclusion

Passengers had adequate knowledge on the current state of the airport and prefer Air Peace, Arik and Azman Airlines to others due to adequate safety and security, effective communication of flight information, accurate time keeping for flight departures/arrivals and good quality of service. There were no cases of lost/misplaced luggage, fluctuating penalty charges for extra luggage and delay in retrieving of luggage upon arrival. Challenges to quality service confronting Murtala Mohammed International Airport were high total cost of aviation fuel, safety and security, lack of adequate funding, inadequate airport infrastructure, lack of an enabling regulatory framework, inadequate manpower development, and domination by foreign airlines. Problems encountered by passengers with service providers are hoarding and overcharging of tickets and overbooking of flights. The ways to satisfy air travelers and meeting their expectations are stable operating environment, skills acquisition and capacity building of service providers, preventive maintenance of airport infrastructure, provision of adequate safety and security standards, quick response to air traveler's complaints. Maintaining good customer relation, easy modes of operation in booking, flights and check status, and adequate support services (medical care, banks/food) are the various ways to meet travelers' expectations.

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