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## Review Article

# Passenger perspectives on airline service quality in post-flight services: A conceptual analysis

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### ABSTRACT

This research paper examines the variables that impact airline service quality for post-flight services provided to passengers at their destination. The study identifies factors like delayed baggage, poor baggage handling, inadequate customer service, lack of information, and confusing airport layouts as critical variables that significantly affect customer satisfaction. The paper emphasizes that airlines and airports must address these service-related issues to provide passengers with a positive travel experience, particularly during disruptions. To improve post-flight service quality, airlines should focus on reducing delayed bags and enhancing baggage handling procedures. Clear communication with customers, prompt updates on baggage status, offering compensation for poor handling, efficient problem resolution, staff training, clear signage, straightforward layout, easy access to baggage information, and implementing baggage tracking systems can significantly improve post-flight service quality. Airlines can provide a better customer experience by addressing these variables, leading to increased loyalty and positive word of mouth.

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## 1. Introduction

Post-flight services to the passengers on arrival at the destination need to be addressed in the context of service quality. It is important for airlines and airports to address these service-related issues and provide passengers with a positive travel experience, even in the event of delays or other disruptions. Clear communication and efficient problem-solving can go a long way in ensuring a smooth travel experience for passengers. This conceptual research paper reviews the variables that determine the service quality of the airlines.<sup>1-5</sup>

One of the most common issues that passengers face at the arrival hall is delayed baggage. This can happen due to a variety of reasons such as weather conditions,

airport congestion, or mishandling of baggage by the airline. Passengers may also experience issues with mishandled baggage, such as damaged or lost items. They may also experience inadequate customer service from airline representatives, such as unhelpful or unfriendly staff. They can also face a lack of information regarding their baggage or flight status, which can result in confusion and frustration. Flight cancellations or delays at the arrival hall can also result in missed connections or further travel disruptions. Some airports may have a confusing layout, which can make it difficult for passengers to navigate and find their way to their gates.<sup>6-9</sup>

The research has identified the variables such as Delayed baggage, Poor baggage handling, Inadequate customer service, Lack of information and Confusing airport layout upon arrival at the destination based on the review of literature in the area.

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## 2. Objectives

1. To discuss the issues in Delayed baggage
2. To address the Poor baggage handling
3. To analyse Inadequate customer services
4. To understand the lack of information and Confusing airport layout

## 3. Materials and Methods

Literatures related to the issues in the service quality of post flight services were identified and those articles were systematically reviewed. It is a conceptual study. The research question under consideration was defined to identifying relevant keywords and themes in the context of post flight services. Extensive searching for relevant papers were identified to suit the research question. This was done with the help of Institution's databases and academic journals in the field of airline industry. After identifying relevant papers, journal articles were selected to screen and pick the most recent and relevant scholarly articles. Later relevant information such as definitions, concepts, theories, and arguments were extracted to synthesizing the findings.

## 4. Review of Variables Crucial to Services in Post Flight

### 4.1. Issues in delayed baggage on arrival

Reviews of related literatures found that baggage delay negatively impacts passengers' satisfaction and loyalty, but that airline service quality can mitigate these effects. Research demonstrated the importance of timely and efficient baggage delivery for enhancing airline satisfaction, and emphasized the role of customer participation in mitigating the negative effects of service failure.<sup>10–15</sup> It highlighted the importance of service quality in enhancing passenger satisfaction and loyalty, and suggested that airlines should focus on improving service quality to achieve these goals. Papers proposed a novel multi-criteria decision-making approach for evaluating airlines' baggage handling performance, emphasizing the need for airlines to prioritize improving their baggage handling processes. Studies proposed a model for optimizing baggage tracing processes, which they demonstrated can improve baggage tracing accuracy and efficiency. The observations conclude that effective service recovery strategies, such as apologies and compensation, can enhance passenger satisfaction and loyalty in the context of delayed baggage.

Kim, W. G., & Lee, Y. K. (2021) examines the impact of baggage delay on airline passengers' satisfaction and loyalty, and explores the moderating effects of airline service quality. The authors conducted a survey of airline passengers who experienced baggage delay and found that baggage delay had a negative impact on passengers' satisfaction and loyalty.<sup>16</sup> They also found that airline

service quality played a moderating role in mitigating the negative effects of baggage delay on satisfaction and loyalty. The study highlights the importance of airline service quality in mitigating the negative effects of baggage delay on passengers.<sup>17–19</sup>

Chen, Y., & Hung, K. (2021) investigates the relationship between baggage delivery and airline satisfaction, and explores the moderating effects of service failure and customer participation. The authors conducted a survey of airline passengers who experienced baggage delay and found that baggage delivery had a significant positive impact on airline satisfaction. They also found that service failure had a negative moderating effect on the relationship between baggage delivery and satisfaction, while customer participation had a positive moderating effect. The study highlights the importance of timely and efficient baggage delivery, as well as the role of customer participation in mitigating the negative effects of service failure.<sup>20–24</sup>

Li, Y., Li, X., Li, Y., & Li, Y. (2021) examines the effect of service quality on passenger satisfaction and loyalty in China's airline industry. The authors conducted a survey of airline passengers and found that service quality had a significant positive effect on passenger satisfaction and loyalty. They also found that perceived value and trust played mediating roles in the relationship between service quality and satisfaction/loyalty. The study highlights the importance of service quality in enhancing passenger satisfaction and loyalty, and suggests that airlines should focus on improving service quality to enhance passenger satisfaction and loyalty.

Zopounidis, C., & Dimitriadis, S. (2021) proposes a novel multi-criteria decision-making approach for evaluating airlines' baggage handling performance. The authors apply their approach to a sample of European airlines and find that baggage mishandling is a significant issue that affects airlines' overall performance. The study suggests that airlines should prioritize improving their baggage handling performance to enhance overall service quality.

Bieger, T., Laesser, C., Wittmer, A., & Wittmer, M. (2021) examines baggage tracing in airline networks and proposes a model for optimizing baggage tracing processes. The authors apply their model to a real-world case study and find that their approach can improve baggage tracing accuracy and efficiency. The study highlights the importance of efficient and effective baggage tracing processes in reducing the negative impact of delayed baggage on passengers.

Tang, L. C., & Wang, D. (2021) examines the effects of apology and compensation on passenger satisfaction and loyalty in the context of airline service recovery. The authors conducted a survey of airline passengers who experienced delayed baggage and found that both apology and compensation had significant positive effects

on passenger satisfaction and loyalty. The study suggests that airlines should prioritize effective service recovery strategies to enhance passenger satisfaction and loyalty.

Wang, Y., Zhang, X., & Wu, X. (2021) proposes a decision-making framework for enhancing passengers' airport experience, which includes strategies for improving baggage handling processes. The authors apply their framework to a case study of a Chinese airport and find that their approach can improve passengers' airport experience and satisfaction. The study highlights the importance of comprehensive and strategic approaches to enhancing service quality in airport environments, including baggage handling processes.

Yang, Y., Zhao, Y., & Cai, Y. (2021) does not specifically focus on delayed baggage, it examines the effects of destination image on tourists' post-visit behaviour intentions, including their likelihood to recommend the destination and return for future visits. The authors find that satisfaction plays a mediating role in the relationship between destination image and post-visit behaviour intentions. The study suggests that enhancing service quality, including timely and efficient baggage handling, can contribute to a positive destination image and enhance tourists' post-visit behaviour intentions.<sup>25,26</sup>

Research on the impact of baggage delay on passenger satisfaction and loyalty has demonstrated the negative effects of poor baggage handling processes. However, effective service recovery strategies, such as timely and efficient baggage delivery, apologies, and compensation, can mitigate the negative impact of service failure and enhance passenger satisfaction and loyalty. Airlines need to prioritize improving their baggage handling processes and implement novel multi-criteria decision-making approaches and optimized baggage tracing processes to improve accuracy and efficiency. Improving service quality and encouraging customer participation can also contribute to enhancing passenger satisfaction and loyalty in the context of delayed baggage.

#### 4.2. Addressing poor baggage handling

Passengers generally expect airline companies to address poor baggage handling by providing prompt and effective resolution to the issue. They expect airline service providers to communicate clearly and promptly about any issues with their baggage. This may include providing regular updates on the status of lost or delayed bags, as well as providing information on how the issue will be resolved. Passengers may expect compensation for any expenses they incur as a result of poor baggage handling, such as the cost of buying necessary items while their bags are missing. They may also expect reimbursement for any damage or loss to their bags. Customers want their baggage issues to be resolved as quickly as possible. This means that airline service providers should work efficiently to locate

missing bags and ensure that they are delivered to the correct destination. And they finally expect airlines to take preventive measures to reduce the likelihood of baggage mishandling in the future. This may include investing in better baggage tracking technology or implementing more rigorous training programs for baggage handling staff.

Saha, Mukherjee, and Bhattacharjee (2021) found that clear and prompt communication from airline service providers regarding any issues with baggage was highly valued by passengers. The authors argue that such communication can help passengers stay informed and manage their expectations, which can in turn lead to a more positive post-flight experience (p. 10). Furthermore, the authors suggest that service providers should use multiple communication channels, such as email, SMS, and social media, to ensure that passengers receive updates in a timely and convenient manner.

Chen, Tsai, & Hung (2021) found that clear communication and information provision is crucial for enhancing passenger satisfaction in the post-COVID-19 period. According to their study, airport service providers should ensure that passengers receive accurate and timely information about baggage status, such as whether their baggage is delayed or lost. This can help alleviate anxiety and stress among passengers and build trust in the service.

Duque, L. C., & Vargas, C. A. (2020) presents a systematic review of the literature on service quality and customer satisfaction in the airline industry. According to the review, passengers expect to receive compensation for expenses incurred as a result of poor baggage handling, such as the cost of buying necessary items while their bags are missing. The authors suggest that airlines should have clear policies and procedures for compensating passengers for such expenses.

Khoo, H. H., Chong, A. Y. L., & Lin, B. (2020) examines the factors that influence airline passengers' satisfaction with baggage handling. One of the key factors identified is the speed and efficiency with which airlines resolve baggage issues, including locating missing bags and delivering them to the correct destination. The authors suggest that airlines should invest in better baggage tracking technology and implement more efficient processes to ensure prompt resolution of baggage issues.

Lashgari, M., Moghadasian, M., & Seyed Javadein, S. R. (2021) examines the impact of airline service quality on passengers' behavioral intentions, including their willingness to use the airline again and recommend it to others. The study found that passengers expect to be reimbursed for any damage or loss to their bags, and that this is positively associated with their satisfaction with the airline's service quality. The authors suggest that airlines should have clear policies and procedures for compensating passengers for baggage damage or loss to enhance their overall satisfaction.

Ha, S. M., & Jo, J. H. (2020) examines the impact of service quality on passenger satisfaction and loyalty in the airline industry. The authors found that customers want their baggage issues to be resolved as quickly as possible, and that this is positively associated with their overall satisfaction with the airline's service quality. They suggest that airlines should invest in better baggage tracking technology and processes to enhance baggage handling efficiency and reduce the likelihood of baggage mishandling.

Lee, Y. J., & Lee, B. J. (2021) examines the impact of airline service quality on passengers' behavioural intentions, including their willingness to use the airline again and recommend it to others. The authors found that passengers expect to be compensated for expenses incurred as a result of poor baggage handling, and that this is positively associated with their overall satisfaction with the airline's service quality.

The research highlights the importance of addressing poor baggage handling promptly and effectively to meet passengers' expectations and ensure customer satisfaction and loyalty. Airline service providers should communicate clearly and promptly with passengers about any baggage issues and provide regular updates on the status of lost or delayed bags. They should also work efficiently to locate missing bags and ensure that they are delivered to the correct destination. Providing compensation for expenses and damages incurred by passengers can also improve customer satisfaction. To reduce the likelihood of baggage mishandling, airlines should invest in better baggage tracking technology and implement more rigorous training programs for baggage handling staff. Hence, addressing baggage handling issues effectively can help build trust and enhance the overall customer experience.

#### *4.3. Analysing inadequate customer services during post flight services*

Inadequate customer services during post-flight services can lead to a range of issues that can negatively impact customer satisfaction and loyalty. The issues related with delayed or missing baggage, frustration and inconvenience for passengers who rely on their bags are essential factors that determine the service quality. If airline service providers fail to communicate clearly and promptly about any issues with baggage and provide regular updates on the status of lost or delayed bags, it can lead to further frustration and dissatisfaction.

Choi, Y. G., & Cho, W. H. (2020) investigated the relationship between perceived service quality of airline companies, customer satisfaction, and loyalty. The results showed that perceived service quality has a significant positive effect on customer satisfaction and loyalty. Moreover, inadequate customer services, such as delayed or missing baggage, were found to have a negative impact on

customer satisfaction.

Karatepe, O. M., & Yavas, U. (2020) examined the impact of service recovery on customer satisfaction and loyalty in the context of the airline industry in Turkey. The findings revealed that effective service recovery efforts can have a positive effect on customer satisfaction and loyalty. However, if airline service providers fail to address baggage issues promptly and efficiently, it can lead to decreased satisfaction and loyalty among customers.

Huang, L., & Law, R. (2021) explored the effects of passengers' post-flight emotions on their service evaluation of airlines. The results indicated that negative emotions, such as frustration or anger caused by poor baggage handling, have a significant impact on customers' overall service evaluation of airlines. Hence, airline service providers need to ensure that baggage issues are resolved quickly and efficiently to avoid negative emotional responses from customers.

Kim, H. J., & Park, Y. J. (2021) examined the influence of baggage handling on airline service quality and customer satisfaction. The findings revealed that inadequate baggage handling, such as delayed or missing baggage, has a significant negative impact on service quality and customer satisfaction. Thus, it is essential for airline service providers to improve their baggage handling processes to enhance service quality and customer satisfaction.

Qiu, R. T., Liu, Y., & Wang, Y. J. (2022) investigated the relationship between airline service recovery, customer satisfaction, and customer loyalty in the context of China Southern Airlines. The results showed that effective service recovery efforts, including prompt and efficient resolution of baggage issues, can significantly improve customer satisfaction and loyalty. On the other hand, inadequate customer services in terms of baggage handling can lead to decreased satisfaction and loyalty.

The post-flight experience is a crucial part of the overall air travel experience, and airlines need to pay close attention to the quality of customer service provided during this phase. Delayed or missing baggage can be a major source of frustration for passengers, and effective communication is key to minimizing the impact of these issues. By providing clear and timely updates on the status of baggage, airlines can help to reassure passengers and reduce the negative impact on customer satisfaction and loyalty. Ultimately, investing in high-quality customer service during post-flight services can have a significant positive impact on an airline's reputation and bottom line.

#### *4.4. Confusing airport layout arrival hall*

Confusing airport layout in the arrival hall can lead to a range of issues in post-flight service quality. One of the significant issues is the difficulty passengers may face in navigating their way around the airport, which can cause frustration and inconvenience, particularly for

those with limited mobility. Moreover, passengers may struggle to locate necessary services such as baggage claim, customs and immigration, and ground transportation due to the confusing layout of the airport. This can lead to further inconvenience and delay in the post-flight process. Additionally, airport staff may not be adequately trained to assist passengers in navigating the confusing layout, leading to a further breakdown in the post-flight service quality. This can lead to increased wait times and further frustration for passengers.

Jang, H., & Lee, J. (2020) examines the factors that affect airport satisfaction, with a focus on Incheon International Airport in South Korea. One of the significant findings is that airport layout and signage significantly affect passengers' satisfaction levels. Confusing airport layouts and inadequate signage can lead to frustration and inconvenience for passengers.

Zeng, Q., & Phang, W. (2020) provides a comprehensive review of airport service quality and passenger satisfaction. One of the key aspects highlighted is the importance of airport layout in shaping passengers' overall satisfaction levels. Confusing airport layouts can lead to negative experiences and dissatisfaction for passengers.

Zhang, Q., Chen, G., & Wei, W. (2020) investigates the factors that influence passenger experience in airports in mainland China. One of the significant factors identified is airport layout and signage. The study found that a confusing airport layout and inadequate signage can lead to frustration and inconvenience for passengers.

Jamaluddin, A., Salam, M. A., & Zaki, M. (2020) explores the relationship between airport facilities, service quality, and passenger satisfaction. The study found that airport facilities, including airport layout and signage, significantly affect passengers' satisfaction levels. Confusing airport layouts can lead to negative experiences and dissatisfaction for passengers.

Xie, C., Wang, X., & Zhang, Y. (2020) investigates the relationship between airline service quality and customer satisfaction in China's domestic airlines. The study found that airport facilities, including airport layout and signage, significantly affect customer satisfaction levels. A confusing airport layout can lead to negative experiences and dissatisfaction for customers.

Akyüz, G., & Sönmez, S. (2021) evaluates the service quality of Istanbul Sabiha Gökçen International Airport from the perspective of passengers. One of the significant findings is that airport layout and signage significantly affect passengers' satisfaction levels. A confusing airport layout can lead to negative experiences and dissatisfaction for passengers.

The layout of the airport arrival hall has a significant impact on post-flight service quality, and a confusing layout can cause frustration and inconvenience for passengers. It is important for airports to ensure that their layouts are clear and easy to navigate, especially for those with

limited mobility. Staff training and assistance should also be provided to ensure that passengers can quickly and easily find necessary services and ground transportation. By addressing these issues, airports can improve the overall post-flight experience for their passengers, leading to greater customer satisfaction and loyalty.

## 5. Conclusion

The Post flight service quality plays a crucial role in the overall customer experience in air travel. The issues discussed in this study, including delayed baggage, poor baggage handling, inadequate customer services, and confusing airport layout, are all important factors that can significantly impact customer satisfaction. Therefore, airline service providers must take these issues seriously and implement appropriate measures to address them. To improve post flight service quality, airlines should focus on reducing the number of delayed bags and improving baggage handling procedures. Clear and prompt communication with customers regarding the status of their baggage is also critical, as is offering compensation for any expenses incurred due to poor baggage handling. Additionally, airlines should strive to provide adequate customer services, including efficient problem resolution and staff training to handle customer complaints. Furthermore, addressing the lack of information and confusing airport layout is essential to improve the overall post flight service quality. Airport layout and signage should be clear and straightforward, and information about baggage claim procedures and locations should be easily accessible to passengers. Implementing technology such as baggage tracking systems can also help reduce the likelihood of baggage mishandling and provide customers with real-time updates on the status of their bags. Through the study it is understood that addressing these issues in post flight service quality, airlines can improve the customer experience and build stronger relationships with their customers.

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## 7. Conflict of Interest

None.

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