

PASSENGERS' PERCEPTION OF QUALITY OF EMIRATES AIRLINE

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ABSTRACT

The objectives of the study were to examine the relationship between six flight attributes which are Airport Service, Air Ticket, Flight Schedule, Cabin Staff, On-board Products, Frequent Flyer Program and Passenger's perception of quality of Emirates Airline. The study also examined the differences in Demographic characteristics and Passengers' perception of quality of Emirates Airline.

The population for the study was 3.5 million people who were passengers as well as members of Emirates frequent flyer program Skywards. The sample size was 384 selected using convenience sampling method and self-administered questionnaires were used as the data collection instrument. The data were analyzed by SPSS program.

The study found that all flight attributes (airport service, air ticket, flight schedule, cabin staff service, on-board products and frequent flyer program) were related to passenger's perception of quality of Emirates Airline, moreover, respondents with different demographic profiles do have different perception of quality of Emirates Airline. The top three attributes that passengers weigh highest in their perception of quality of Emirates Airline, were "on-board products", "flight schedule" and "cabin staff". The study concluded by offering recommendations and suggestions for future research.