



www.mecsaj.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: 2616-9185

The Effect of Quality of Services on Customer Satisfaction

Youssef Mohamed Osama Radi

Manager IT Security Operation

Email : yuosefalradi@gmail.com

Abstract:

Customer Relationship Management (CRM) is an art of handling customers in a way that their satisfaction is enhanced. Keeping in mind the importance of CRM, a number of companies are focusing on the development of an efficient CRM so that satisfaction of customers can be enhanced. This research, using quantitative methodology, analyzed if the efforts made by Saudi Airlines company are leading to customers satisfaction or not. Data were collected from the people who travelled through Saudi Airlines in last month. Results of the study has showed that the services provided by Saudi Airline such as on-ground services, on-board services, boarding services, entertainment and others are satisfactory for them and they feel the process of booking is easy but the process of making online transactions is somewhat difficult. In addition to this, the crew member of the airline needs to be trained so that timely and accurate information can be given to customers. This is how Saudi Airline can manage its relationship with customers in a better way and can have edge on its other competitors.

Key words: Customer Relationship Management, Quality of Service, Saudi Airlines, on-ground services, on-board services, boarding services.



www.mecsaj.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: 2616-9185

تأثير جودة الخدمات على رضا العملاء

يوسف محمد أسامة راضي

الملخص

إدارة علاقات العملاء (CRM) هو فن التعامل مع العملاء لتعزيز رضاهم. وعدد من الشركات أخذت في الاعتبار أهميته، وركزت على تطوير كفاءته. وفي هذا البحث استخدمنا المنهج الكمي لجمع البيانات وتحليلها، ولمعرفة ما إذا كانت الجهود المبذولة من قبل الخطوط الجوية العربية السعودية تؤدي إلى رضا العملاء أم لا. تم جمع البيانات من الناس الذين سافروا عن طريق الخطوط الجوية العربية السعودية في الشهر الماضي. ونتائج الدراسة قد أظهرت أن الخدمات التي تقدمها الخطوط الجوية السعودية مثل الخدمات الأرضية، والخدمات على متن الطائرة، والخدمات الداخلية، والترفيه وغيرها مرضية بالنسبة لهم، وايضا اظهرت رضا العملاء بخدمة الحجز ويشعرون بانها سهلة، ولكن نتائج دراسة خدمات الانترنت اظهرت انها صعبة إلى حد ما. بالإضافة إلى ذلك، اظهرت الدراسة أن أفراد طاقم الطيران يحتاج إلى تدريب في مجال مواجهة وفن التعامل مع الركاب، وايضا ليتمكن من إعطاء معلومات دقيقة وفي الوقت المناسب للعملاء وبطريقة احترافية. هذه النتائج تساعد الخطوط الجوية العربية السعودية إدارة العلاقة مع الزبائن بطريقة أفضل ويمكن أن يكون لها ميزة على المنافسين الآخرين لها.

الكلمات المفتاحية: إدارة علاقات العملاء، جودة الخدمة، الخطوط السعودية، الخدمات الارضية ، الخدمات على متن الطائرة ، خدمات الصعود إلى الطائرة.



www.mecsaj.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: 2616-9185

1. Introduction:

Customer satisfaction was positively correlated with customer loyalty (Mohsan, Nawaz, Khan, Shaukat & Aslam 2011). and the main conclusion from (Vuuren, Lombard, Roberts & Tonder 2012) research, is that customer satisfaction had the highest correlation with customer loyalty, the implication is that optometric practices need to focus on customer satisfaction, trust and commitment in order to improve customer loyalty.

There are two effects about satisfaction which may be vital to adhere. A fulfilled customer cannot be an automatic loyal customer, but, a shopper fulfilled can become a loyal customer. This means “fulfilled” is not sufficient in a planet of profusion which may be the circumstances for many companies currently. The anticipation of the customer transforms all the time is tremendously valuable if a company needs to preserve the loyalty it continues to get enhanced and better. Loyal customers may be more likely to inform other customers about the company’s loyalty than just fulfilled customers. A thrilled customer informs other people about the experiences they receive from the company, as well as, generate ambassadors for the company. When a company’s trademark becomes an excellent association in the customer’s minds, it could minimize the overheads of promotion, such as costly advertising (Alam & Perry, 2002).

Customer relationship management concerns methodologies, software, and internet abilities that assist a company to control customer relationships in a structured manner. It assists a company in identifying and targeting the loyal customers, and control marketing campaigns while coming up with quality leads for the company’s sales team. It also assists a company in upgrading Telesales, account, as well as, sales management by optimizing information jointly shared by multiple employees. Customer relationship management allows the creation of individualized associations with customers with an objective of upgrading customer satisfaction and increasing profits. This is by identifying the most loyal customers and fulfilling them with the highest level of service (Miller & Ahrens, 1993).

This research will explore the relationship between customers’ satisfaction and quality of services in Saudi Airlines. The importance of loss of customer is equal to the importance of losing success of business.

2. Significance of Study:

This study is significant as it would highlight the behavior of customer’s satisfaction for Saudi Arabian Airlines. It is usually preferred by passengers that those airlines should be used for travel that are committed to provide high quality services. All boarding, reservation and on-ground services should be satisfying for customers. This study will provide insight about how



www.mecsaj.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: 2616-9185

much customers are satisfied with the services provided by Saudi Airlines. Based on this study, it can be estimated how much attention needs to be paid by Saudi Airlines on customer relationship management.

3. Research Hypothesis

3.1 Main hypothesis:

H0: There is a relation between quality of services and customer satisfaction

3.2 Sub hypothesis:

H1: There is a relation between search qualities and customer satisfaction.

H2: There is a relation between experience qualities and customer satisfaction.

H3: There is a relation between credence qualities and customer satisfaction.

4. Research Problem

The problem addressed by this research is, to find out if there is a relation between quality of Saudi Airlines services and customer satisfaction.

5. Research objective

- 1- Explaining how CRM concept adoption could benefit reaching customer satisfaction.
- 2- The objective of this research is to find out if there is a relation between customer satisfaction and the quality of services.

6. Research Questions

The objective of this research is to find out if there is a relation between customer satisfaction and the following quality of services:

- 1- Search qualities services like (Reservation and Sales management services).
- 2- Experience qualities services like (Ground services, Board services and Arrival services).
- 3- Credence qualities services like Sky team performance and customer satisfaction.



www.mecsaj.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: 2616-9185

7. Research sample

Questionnaire will be floated on the google survey sites to gather various perspectives of the consumers. Sample size will be 250.

8. Literature reviews:

Chuck (2010) indicated in their study that aimed to provide an overview for Customer Relationship Management (CRM), the study found the CRM is currently under active consideration by organizations across the globe and within the Middle East and Northern Africa (MENA) region, some nations' CRM software investments are growing at a more rapid clip than others. The GCC maintains the highest IT spend in the Middle East. Organizations in Oman are predicted to spend \$327 million on IT in 2010, according to Business Monitor International. While the collective spending between Dubai and Abu Dhabi may give the UAE the regions highest growth, Saudi Arabia accounts for nearly half of the GCC's total IT spend, with a forecast value of \$3.3 billion in 2010 and an expected \$4.8 billion in 2014.

According to (Yesmail & Gleanster and Pecoraro, 2013) 67 percent of businesses rely on customer relationship management (CRM) data to segment and target customers. Yet, there are several major problems with CRM data that could be preventing marketing campaigns from reaching their full potential.

Moreover, Dyche (2002) prepared a study to clarify the main objective of managing relationships. The study found the goal of client relationship management is to unite and join data innovation and business forms in a mold that empowers the firm to secure new clients, hold existing clients, and expand the lifetime estimation of its clients. Other related measurements that are focused on clients permit firms to isolate those clients that the firm ought to be keeping from those it ought to be willing to lose, empowering smaller scale administration of gainfulness.

Imhoff et al (2001) also conducted a study about the Strategy for CRM, the study conclude about the primary achievement component in CRM undertakings is that the association must have business procedures that advance CRM crosswise over practical limits. To succeed, these procedures must be known and acknowledged all through the association. An organization can have a venture objective to wind up more client centered or to build client fulfillment. In any case, if no basic systems are set up, which uphold a client view crosswise over business works, the association is not prone to move through the conventional item center.



Another study generated by (Tena, et al., 2001) for the TQM measurements are likewise crucial to CRM, whilst both TQM and CRM are administration drove, a definitive accomplishment of each depends altogether on the association of individuals and, consequently, can be distinguished as social issues, Each stresses the part of nonstop change as a system and measure of movement. As indicated by Copulsky and Wolf (1990), relationship advertising (which is the same idea as CRM) is an expansive way to deal with client care.

Another model of information empowered CRM is the one proposed by (Henning et al, 2003) to accomplish a fruitful reconciliation in the middle of Knowledge Management (KM) and CRM they proposed a business procedure model for CRM, containing the six pertinent business forms: battle administration, lead administration offer administration, contract administration, administration and grumbling administration. Extra exercises for the execution of the client interface are communication administration and channel administration.

Another idea that is a worry of analysts is initiative. The client relationship management model was proposed by Galbreath & Rogers (1999) and, as they guarantee, it is another model that pioneers can grasp to reproduce or correct their initiative styles with a specific end goal to encourage an environment in their organizations to embrace and practice the standards of CRM. While CRM situations enhance business execution, activities attempted in this new administration field oblige sound authority also.

9. Research Methodology

The study will be based upon quantitative data collection. To evaluate the relationship between customers' satisfaction and customer relationship management, surveys will be conducted from customers. Questionnaire will be floated on the google survey sites to gather various perspectives of the consumers. Sample size will be initially taken as 250. Pearson correlation will be utilized to find whether or not the assumptions made above could be proven quantitatively.

9.1 Data Collection

Data collection techniques which are used to conduct the research are survey (Questionnaires). To accomplish the main purpose of study sample size selected will be 250.

9.2 Instruments and Measures

Data analysis technique is used to determine the conclusion or solution of problem by transforming data. To calculate and analyze the data, framework of Saudi Airlines services & CRM Conceptual Framework, Zeithaml et al (2006)". A framework will be design to accomplish the objective of this research.



9.3 Descriptive Analysis

Descriptive statistics is normally a set of different descriptive coefficients that represents the summary of the sample size. This analysis helps in determining the central tendency and measures of dispersion.

9.4 Correlation Model

Another analysis named time series regression model will be conducted to determine the significance and relationship. This method gives a number of results showing whether the variables are correlated, results are significant or not. R-square value tells the percentage of impact that independent variable has on dependent variable, and remaining value of percentage shows that dependent variable is affected by other variables.

9.5 Survey Design

The questionnaire for survey has been taken from the current Saudia Airlines survey, and redesigned exclusively so that the research questions can be answered. This is why descriptive research method has been used so that the recorded responses as primary data can be further described for reaching the conclusion. Detailed description of each question in every group has been given so that the conclusion can be drawn.

10. Data Analysis

10.1 Demographics

10.1.1 Gender:

Total sample that was chosen for data collection was of 250 respondents. Among them 80 percent were male respondents and 20 percent were female respondents. They on the basis of their experience responded to the questions asked to them using questionnaires.

10.1.2 Age:

Most of the respondents who travelled using Saudi Airlines were of ages between 31 and 40 years. The percentage of those respondents is 38.8%. The ages of 32 percent respondents were between 41 and 50 years of age. 14 percent people were between ages 51 above and only 1.2 percent people were above 20 years of age. The major portion of the respondents was above 30 years of age

10.1.3 Nationality:

The nationality of 39.6 respondents who answered the questions in questionnaire is Saudi and remaining 60.4 respondents are non-Saudis. The survey will point out what is the trend of satisfaction among Saudis and non-Saudis who travelled through Saudi Airlines.



10.2 Reservation Services

The stations or points (sales office, call centers, official website, and self-service machine) specified for reservation are easy to reach: 39.2 percent respondents are of the view that the stations or points sales office, call centers, official websites, and self-service machine specified for reservation are easily accessible as they satisfied with all such services provided by Saudi Airlines. 19.2 percent respondents are very much satisfied with the reservation services provided by Saudi airlines. And 29.6 percent people were neutral while responding about their satisfaction from Saudi Airlines. And only 12 percent respondents were not satisfied with the reservation services provided by Saudi Airlines. It shows that majority of the people are satisfied with the service points specified for reservation.

My experience with Saudi official website is outstanding: 47.6 percent people are of the view that they are satisfied with their experience with Saudi Airlines. 18.8 percent people are of the view that they are very much satisfied with the experience they had with the official website of Saudi Airlines. 22.8 percent people are of neutral as they are not very much satisfied and not very much dissatisfied with the online website experience of Saudi Airlines. Only 10.8 respondents are of the view that they are not satisfied with their experience of using Saudi Airlines' official website. Online websites provide the facility of check in and reservation using internet.

Time required to complete the booking process was short: 51.2 percent respondents are of the view that they are they are satisfied as time taken for booking services are very short. 20 percent people are very much satisfied with the time taken for online booking. 19.2 percent people are neutral as they are not sure if the time taken for booking by Saudi airlines are short or not. Only 9.6 percent people were not satisfied with the time taken by Saudi Airlines for booking. Overall, it can be interpreted that the people are satisfied with the time taken for booking by Saudi Airlines.

Ease of using credit card payment: Use of credit card while making payment is common these days. Saudi Airlines also offer payment through credit cards for reservation. However, people across the globe are facing problems while making transactions using credit cards. 32.8 percent respondents have found Saudi Airlines providing satisfactory services in terms of payments through credit cards. 32.4 percent respondents have found the credit card payment service of Saudi Airline is extraordinary. 24 percent people were neutral and 10.8 percent people are not satisfied with the payment using credit cards as they did not find it satisfactory in terms of ease.



Ease of accessing schedule and fares: 46.8 percent people are of the view that they are satisfied with the access provided by Saudi Airlines for schedules and fares. 19.2 percent people are very much satisfied with the accessibility of schedules and fares by Saudi Airlines. 28 percent people are neutral about the ease of access to schedule and fares by Saudi Airlines. Only 6 percent people are not satisfied with the schedule and fare services provided by Saudi Airlines.

The flight schedule is convenient to me: 38.8 percent people are satisfied with the convenience of flight schedule of Saudi Airlines. Only 9.2 percent respondents are very much satisfied with the flight schedule. 37.6 percent respondents are neutral about the convenience of flight schedule by Saudi Airlines. And 14.4 percent respondents were not satisfied with the convenience of flight schedule of Saudi Airlines.

How would rate your overall experience with reservation services: The overall experience of 46.4 percent respondents with reservation services of Saudi Airlines was good. For 13.2 percent people, this experience is very good. 33.2 percent people were neutral about their experience with the reservation services provided by Saudi Airlines. Only 7.2 percent respondents were not satisfied with the reservation services provided by Saudi Airlines. It means that the experience of majority of the respondents with Saudi Airlines are satisfied.

10.3 Ticket Services

The price of the ticket was very competitive: 38.4 percent people are satisfied with the price of tickets offered by the Saudi Airlines as they are of the view that the price of tickets offered by them is competitive. 11.6 percent people are of the view that the price of tickets by Saudi Airlines is highly competitive. 28.4 percent respondents however were neutral as the price of tickets of Saudi Airlines for them is neither competitive nor uncompetitive. And 21.6 percent respondents are not satisfied with the prices of tickets offered by Saudi Airlines.

The payment process was easy to complete: The views of respondents on “The payment process was easy to complete” are diverse. 56 percent people are satisfied with the ease of payment process offered by Saudi Airlines. 23.6 percent respondents are very much satisfied with the ease of completeness of payment process of Saudi Airlines. 14.4 percent respondents are neutral about the ease of payment process offered by Saudi Airlines. Only 6 percent respondents are not satisfied with the payment process offered by Saudi Airlines. Majority of the respondents are of the view that they are satisfied with the process of payment offered by Saudi Airlines.



Overall I was satisfied with ticket services: 52.4 percent respondents are satisfied with the overall ticket services of Saudi Airlines. 13.2 percent people are highly satisfied with the ticket services provided by Saudi Airlines. And 28.4 percent respondents are neutral about the ease of ticket services provided by Saudi Airlines. 6 percent respondents are not satisfied with the ticket services of Saudi Airlines.

10.4 Ground Services

The employees of the Saudi Airlines appear neat and tidy: 30 percent people are of the view that the employees of Saudi Airlines appear neat and tidy. 10.8 percent respondents are highly satisfied with the cleanliness and tidiness of the Saudi Airline's employees. 34.4 percent people have issues with their unstylish representation and big percentage of 24.8 are the people who are not satisfied with the cleanliness and tidiness of Saudi Airline's employees.

The service is performed right the first time: 39.2 percent of the respondents are of the view that they are satisfied with the provision of excellent service in first place. They did not have to say it again for correction of faulty services. Only 7.6 percent customers are highly satisfied with the right services provided by Saudi Airlines. 34 percent respondents are neutral about the rightly provided services by Saudi Airlines. And 19.2 percent respondents, however, are not satisfied with the right services provided by Saudi Airlines at first place.

The employees of the airline have knowledge to answer questions: 41.6 percent respondents are of the view that they are satisfied with the knowledge owned by airline staff in order to answer the questions asked by customers. Only 5.2 percent respondents are of the view that they are highly satisfied with the knowledge owned by the airline staff in order to answer the questions asked by customers. 36.8 percent respondents are neutral in this respect as they are less satisfied with the knowledge possessed by the airline staff. Only 16.4 percent respondents are dissatisfied with the knowledge possessed by the airline staff for answering the questions asked by the customers.

Consistent ground services: 28 percent respondents are of the view that they are satisfied with the ground services provided by the Saudi Airlines. Only 4 percent respondents are of the view that they are highly satisfied with the ground services provided by Saudi Airlines. The people who responded with the answer neutral are 44.4 percent. And 23.6 percent respondents are dissatisfied with the ground services provided by the Saudi Airlines.



Airlines has efficient baggage services: less than 30 percent of the respondents satisfied with airline baggage service efficiency, 25.6 percent respondents are of the view that they are satisfied with the baggage services provided by Saudi Airlines. Only 3.6 percent respondents are highly satisfied with the baggage services provided by the airline. And 3 percent respondents are still neutral even in this aspect as they consider baggage services provided by Saudi Airlines as average. 34.8 percent respondents are of the view that they are not satisfied with the baggage services provided by Saudi Airlines. Overall, it can be inferred that the baggage services provided by Saudi Airlines is inefficient and customers are not satisfied with it.

The airline has comfortable waiting lounge: 16.5 percent people are of the view that the waiting lounge of the airline is comfortable. Only 3.2 percent people are highly satisfied with the comfortable lounge provided by Saudi Airlines. And 35.7 percent respondents are neutral in this aspect and the majority 44.6 percent respondents are not satisfied with the comfortability of waiting lounge provided by Saudi Airlines.

10.5 Gate and Boarding Services

Accuracy of boarding information: The boarding information provided to the customers matters a lot because based on this information, decision is taken to reach at airport in time. 42.4 percent people are of the view that they are satisfied with the boarding services provided by Saudi Airlines. Only 10 percent customers are highly satisfied with the accuracy of boarding information provided by Saudi Airlines. 23.6 percent respondents are neutral about the information of boarding services provided by Saudi Airlines. And 24 percent respondents are not satisfied with the information about boarding. However, majority of the people say that it is satisfied.

Gate staff helpfulness and willingness to assist: There are customers who are from different countries where culture and information system is entirely different. In this case, it is mandatory for gate staff to assist and guide them wherever they feel difficulty. 44 percent people are of the view that they are satisfied with the assistance provided to them by gate staff of Saudi Airlines. Only 3.6 percent respondents are of the view that they are highly satisfied with the assistance and information provided by the gate staff of Saudi Airlines. 33.2 percent people are neutral about this aspect of Saudi Airlines. And 19.2 percent respondents are not satisfied with the assistance and information provided by the gate staff at Saudi Airlines.

The flight departs and arrives on time: 41.6 percent people are of the view that they are satisfied with the timeliness of Saudi Airlines. This is because time of departure and arrival of flight is always timely. Only 6 percent respondents are highly satisfied with the timely arrival and departure of the flights of Saudi Airlines. And 27.6 percent respondents are neutral in this respect. And 24.8 percent respondents are of the view that they are not satisfied with the in time arrival and departure of flight of Saudi Airlines.



Consistent inflight services: 36.8 percent respondents are of the view that they are satisfied with the consistency of inflight services provided by Saudi Airlines. Only 7.6 percent respondents are highly satisfied with the consistency of inflight services of Saudi Airlines. And 40.4 percent respondents are neutral about the consistency of inflight services provided by Saudi Airlines. However, and 15.2 percent respondents are not satisfied with the consistency of inflight services provided by Saudi Airlines.

10.6 On-Board Services

Cabin crew's grooming and appearance: Appearance of Cabin crew and their grooming matter a lot as it helps in attracting potential customers. A well-groomed cabin crew treats the customers in polite and efficient manner. 58.8 percent people are of the view that they are satisfied with the appearance and grooming of the cabin crew. 13.6 percent people are of the view that they are highly satisfied. 19.2 percent are neutral and remaining 8.4 percent are not satisfied with the grooming and appearance of cabin crew.

Staff timely response to call button: Spontaneous response is very much important for customers' satisfaction. Only 37.6 percent customers are of the view that they are satisfied with the quick response to their calls by Saudi Airline's staff. 12.4 percent respondents are highly satisfied with it and 33.2 percent are neutral. And 16.8 percent respondents are not satisfied with their timely response as they may have faced some delay in the response.

Cabin crew's helpfulness and willingness to assist passengers: Similar to gate staff, cabin crew is also expected to assist passengers if they feel any difficulty. 48.8 percent people are of the view that they are satisfied as the cabin crew of Saudi Airlines is quite helpful and assist wherever required. Only 8.4 percent respondents are highly satisfied with the helpfulness of cabin crew. In other hand more than 40% of the customer may have difficulty in their overall experience of the flight, 28.4 percent people are neutral in this regard. Only 14.4 percent people are of the view that they are not satisfied with the assistance provided by Cabin crew of Saudi Airlines.

Cabin crew's attitude and behavior: It is very much important for the customers to be treated nicely whenever they travel through any airline. In this regard, the attitude and behavior of cabin crew matters a lot. 46 percent of the respondents are of the view that they are satisfied with the attitude and behavior of cabin crew of Saudi Airlines. 12 percent respondents are very much satisfied with the attitude and behavior of the cabin crew of Saudi Airlines. 22.8 percent respondents are neutral in this regard. However, 19.2 percent respondents are not satisfied with the attitude and behavior of cabin crew of Saudi Airlines.



Quality food and beverages are provided during the flight: In long distant travelling, people are served with food and beverages. It is expected by the customers that the quality of food and beverage served by the airline must not be stale. Their quality should be consistent with the standards of Airline. Less than half of the passenger are very satisfied or satisfied, only 38 percent respondents are satisfied with the quality of food and beverages provided by Saudi Airlines. 6 percent customers are highly satisfied with the quality of food and beverages. And the big percentage of the customer they are not satisfied or they found it normal 27.6 percent people are neutral in this regard. And only 28.4 percent respondents are not satisfied with the quality of food and beverages served by Saudi Airlines while travelling.

Aircraft has comfortable seat: While travelling across the globe, the thing that matters the most is the comfort of the passengers. If they are not comfortable, they may not use the same airline for travelling again. Less than half of the passenger (43.6 percent) are of the view that they are satisfied, and 13.2 are very satisfied with the seats provided by Saudi Airlines in their aircrafts. And almost the other half of the passengers not satisfied with seats, this is very important and Saudi Airlines should correct this service, because the customer will always consider this service in his comparison with other airlines especially in international flight.

Understandable cabin safety procedures: Respondents were asked about the understandability of safety procedure in cabin. They are of the view that the procedure for safety taught by crew member. 20.4 percent of the respondents are very much satisfied with the services provided by crew members. And 41.2 percent respondents are satisfied with the services. And 30 percent respondents were neutral and 8.4 percent respondents were of the opinion that they are not satisfied with the services provided by the cabin crew.

Sufficient newspapers/ magazines: Respondents were asked about the availability of sufficient amount of newspapers and magazines in the flight. 42 percent of the respondents are of the view that they are satisfied with the availability of newspapers in flight. And only 15.6 percent respondents are highly satisfied about the availability of the newspapers and magazines in the flight. 30.4 percent respondents are neutral in this regard. Still 12 percent respondents are of the view that they are not satisfied with the availability of newspapers and magazines in the flight.

Inflight entertainment system is available: Respondents were inquired about the facility of entertainment provided by Saudi Airlines. Only 29.2 percent respondents are of the view that they are satisfied with the entertainment facility provided by Saudi Airlines. And only 12 percent respondents are very much satisfied with the inflight entertainment system provided by Saudi Airlines. Where the majority are even they are not satisfied or they feel is it natural, 25.2 percent respondents are neutral about the entertainment system in Saudi Airlines. And also 33.6 percent respondents were not satisfied with the inflight entertainment system.



Entertainment system functionality is good: very little percentage of passenger 7.6 percent respondents are of the view that functionality of inflight entertainment system in Saudi Airlines is very good as they are very much satisfied with it. And also little percentage 26.8 percent respondents are satisfied with it. Moreover, the big percentage of respondents who are neutral or unsatisfied about it is more than 60 percentage respondents. 30.8 percent respondents are neutral, and 34.8 are not satisfied with the functionality of entertainment system in Saudi Airlines.

11. 7 Arrival Services

The waiting time to receive baggage is suitable: Respondents were asked about the waiting time to receive the baggage. 21.6 percent respondents are highly satisfied with the waiting time to receive baggage. 52 percent respondents are satisfied with the waiting time to receive baggage. 16.8 percent respondents are neutral about it. Only 9.6 percent respondents are not satisfied with it.

Deplaning process of arrival was systematic: Respondents were enquired about the deplaning process of arrival either it is systematic or not. Only 2.8 percent respondents are highly satisfied with the deplaning process of arrival. 28.8 percent respondents are satisfied with the deplaning process of arrival. And the majority are not satisfied with 40 percent respondents are neutral about it. And 28.4 percent respondents are not satisfied with it.

The transit services are made clear for Saudi airlines passengers: Respondents were asked if the transit services provided by Saudi Airlines are made clear by the staff or not, only 3.6 percent respondents are highly satisfied with the transit services are made clear. 30.8 percent respondents are satisfied with the clearance provided for deplaning process. 48.8 percent respondents are neutral about it. And 16.8 percent respondents are not satisfied with it.

10. 8 Customers' Satisfaction

Overall, how satisfied are you with SAUDIA: Last few questions in the questionnaire are about customers' satisfaction and they have been asked directly. Only small number of the respondents, around 4.8 percent respondents are highly satisfied with the services provided by Saudi Airlines. 44.8 percent respondents are satisfied with the services. 31.2 percent respondents are neutral in this regard. And 19.2 percent customers are not satisfied with the services provided by Saudi Airlines.

How likely are you going to recommend SAUDIA to a friend or colleague: Same scale has been used while asking about the chances of recommending Saudi Airlines to others. Only 9.6 percent respondents are too much satisfied and it shows that they would highly recommend SAUDIA to their friends and colleagues. 41.2 percent respondents are satisfied with it and they too would recommend it to their friends and colleagues. 30 percent respondents are neutral about it. And 19.2 percent respondents are not satisfied with it and they are not going to recommend it to others.



How likely are you going to fly on SAUDIA again: The respondents have been asked how likely they are going to travel again on Saudi Airlines. 16.4 percent respondents are highly satisfied with Saudi Airlines and they are most likely to travel again on Saudi Airlines. 41.6 percent customers are too satisfied with the services provided by Saudi Airlines and they would definitely travel using this airline. 32.4 percent respondents are neutral about and only 9.6 percent respondents are not satisfied with it and they are not going to travel again using Saudi Airlines.

To what extent do you agree that SAUDIA has earned your satisfaction: Only 9.6 percent respondents are of the view that Saudi Airlines has earned their loyalty to greater extent, and 34.4 percent respondents are of the view that SAUDIA has provided them with satisfactory services and through these services it has earned their loyalty. 29.6 percent respondents are neutral about it. And 26.4 percent respondents are of the view that it has not earned their loyalty by providing those services that are not satisfactory for them.

To what extent do you agree that SAUDIA is your preferred airline: Based on customers' satisfaction, it has been evaluated how much preference would be given to Saudi Airlines over other Airlines. Only 11.6 percent customers based on their high satisfaction level would highly prefer Saudi Airlines. However, 35.6 percent respondents would also prefer Saudi Airlines over other airlines for traveling. Only 27.6 percent respondents are neutral about it. Moreover 25.2 percent respondents may not prefer Saudi Airlines for traveling based on their dissatisfaction from the services provided by Saudi Airlines

11- Conclusion:

It has been concluded from the research that customers are satisfied with the boarding and on ground services of Saudi Airlines. However, Crew members of Saudi Airlines require training so that they can have more skills to guide and deal with customers in an efficient manner in order to enhance the on-board, Gate and Boarding Services. The researcher finds out from study that there is significant relation between quality of services and customer satisfaction, and it's clear from the survey responders the effect of service quality on the customer satisfaction, the research survey result show that there is:

- 1- There is a significant relationship between the between search qualities and customer satisfaction.
- 2- There is a significant relation between experience qualities and customer satisfaction.
- 3- There is a significant relation between credence qualities and customer satisfaction.



12-Recommendations

- 1- Improve the vision: revisit a CRM vision to meet the future of performance driven CRM in the organization among the organization's levels "senior stakeholders and starts the process of communicating" that vision to those who will be impacted by the CRM, to understand how CRM can help you to change client connections.
- 2- Concentrate on client worth. Understand the gainfulness of every client. Portion al clients, paying little mind to long standing customer status or enrollment, in view of quality. Use client quality to separate administration levels, distinguishing chances to assemble the devotion of your most profitable clients and to select new clients with comparable profiles.
- 3- Empower the worker. Give the client administration access to data on key client collaborations, whether on the Web, at baggage carousel, with a flight specialist or through reservations. Utilization suitable motivations to energize the developing of the client relationship. An aircraft's CRM system will just be as solid as its weakest connection; accordingly, all representatives must add to an administration attitude andbe engaged with client experiences.
- 4- Set targets and achievement measurements. Quantify the payback from CRM. Guarantee that both the business and the clients is getting quality from the CRM program. Carriers need to figure out what kind of return they can sensibly anticipate from their CRM activities and oversee towards express objectives. The organization ought to frequently get and follow up on input from both clients and workers.
- 5- Address client needs all through the lifecycle. Become a crucial accomplice to the clients. Examine data increased through client collaborations to take in more about them persistently, refining business activities to focus on the clients' requirements better and making a significantly more modified and reliable experience with the passage of time.



www.mecsaj.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: 2616-9185

References:

- [1] Alam, Ian& Perry, Chad (2002) "A customer-oriented new service development process", Journal of Services Marketing, Vol. 16 Iss: 6, pp.515 – 534
- [2] Chuck Schaeffer (2010), "Middle East CRM Software Market Growing at Double Digits", CRM search group, available at: <http://www.crmsearch.com/middleeast-africa-crm.php> , accessed at: (December 22, 2015).
- [3] Copulsky, F. R. and Wolf, M. J. (1990), "Relationship marketing: positioning for the future". Journal of Business Strategy. 11, pp. 16-20.
- [4] Dyche, J. (2002) CRM handbook: "a business guide to customer relationship management", New York: Addison-Wesley.
- [5] Helmreich, R.L., Merritt, A.C., & Wilhelm, J.A. (1999). "The evolution of Crew Resource Management training in commercial aviation", International Journal of Aviation Psychology, 9(1), 19-32.
- [6] Henning, G., Malte, G., Lutz, K. & Walter, B. (2003). "Knowledge-enabled customer relationship management: integrating customer relationship management and knowledge management concepts", Journal of Knowledge Management. 7(5):107-105
- [7] Imhoff, C. (2001). "Intelligent Solutions: Making CRM Technologies Work— Hard!", The Interplay of CIF Components. DM Review, 12. 91
- [8] Ireland, R. D., Hitt, M. A., & Sirmon, D. G. (2003). "A model of strategic entrepreneurship: The construct and its dimensions". Journal of management, 29(6), 963-989.
- [9] Karl, T. L. (1997). "The paradox of plenty: Oil booms and petro-states", (Vol. 26). University of California Press.
- [10] Lin, Q., Burdick, J. W., & Rimon, E. (2000). "A stiffness-based quality measure for compliant grasps and fixtures". Robotics and Automation, IEEE Transactions on, 16(6), 675-688.
- [11] Mohsan Faizan; Nawaz Muhammad Musarrat; Khan Sarfraz; Shaukat Zeeshan; and Aslam Numan (2011); "Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan"; Hailey College of Commerce, University of the Punjab, Pakistan; International Journal of Business and Social Science. Vol. 2 No. 16; September 2011.
- [12] Pecoraro Sal (2013), "6 Common Problems With CRM Data", Data, Marketing Strategy, available at: <http://www.targetmarketingmag.com/article/6-commonproblems-with-crm-data/> , accessed date (November 10, 2015) 93
- [13] Tena, A.B., J.C. Llusar, and V.R. Puig. (2001). "Measuring the relationship between total quality management and sustainable competitive advantage: A resource-based view" Total Quality Management, volume 12, pp. 932-938.
- [14] World Internet Users and Population Stats, 2009, "Internet Usage in the Middle East" [Online] March 31, 2009. Available at: <http://www.internetworldstats.com/stats5.htm>, Accessed at: 1 May 2009 95



www.mecsjs.com/

Multi-Knowledge Electronic Comprehensive Journal For Education
And Science Publications (MECSJ)

Issue (40),2021

ISSN: **2616-9185**

- [15] Yesmail and Gleanster Study (2013): “80 Percent of Brands Don’t Know Their Customers”, available at: <http://www.yesmail.com/company/news/yesmail-andgleanster-study-80-percent-brands-dont-know-their-customers> , accessed at: December 27, 2015.
- [16] Zeithaml, V and Gupta, S. (2006). “Customer metrics and their impact on financial performance”. Marketing Sci. 25(6) 718–739.