

## Level of Passenger Satisfaction on the Services of Cebu Pacific Air

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### **Abstract:**

*This study sought to identify the level of satisfaction of the passengers on the services being provided by Cebu Pacific Air. Air travel is an important agent in moving people or products from one place to another either domestically or internationally. However, passenger satisfaction is an essential goal for each airport providing airline services in domestic and international destinations. Passenger satisfaction arises when a company can provide passengers with benefits that exceed passengers' expectation and this is considered value added. If the passengers are satisfied with a product or service, they will buy more and do so more often. Passenger satisfaction depends upon the various factors on the services provided or product delivered. Service provided can be tangible or intangible, if it fails to meet the requirements of the passenger, the service stands rejected. Passenger satisfaction is one of the most vital issue relating to business organization of all types, which is justified by the passenger oriented philosophy and the principles of continuous improvement in modern enterprise. For the reason, passenger satisfaction should be measured and translated into number of measurable parameter. Thus, passenger satisfaction may be considered as a base line standard of performance and a possible standard of excellence for any business organization. Loyalty is another concern when it comes to satisfying passengers. Loyalty in air sector depends on fulfilling completely the needs of customers in order to attract them. For airlines, customer loyalty is the most important goal of implementing relationship marketing*

*activities. The principal antecedents of loyalty that have been identified are satisfaction. Satisfaction has been considered as the principal postulate of loyalty, meaning that if customers are completely satisfied it leads us to conclude that they will be loyal. As a consequence of these experiences, when the level of satisfaction is low, the customer's level of loyalty to the airline will suffer. When the consumer experiences an increase in satisfaction, his loyalty also increases. Therefore, the users' satisfaction with an airline is directly influenced by users' satisfaction in general. The researcher determined the level of passenger satisfaction on the services of Cebu Pacific Air using the descriptive method that employed the survey sampling technique. After thorough review on the evaluation of the respondents, conclusions and recommendations were made.*

**Key words:** passenger satisfaction, Cebu Pacific Air

## **I. Introduction**

Air travel plays an important role in moving people or products from one place to another (Oyewole et al, 2007). Not only that airline industry is the heart of the travel and tourism industry (Chan, 2000), it also is the major contributor to the overall economy of a lot of countries (Pincus, 2001). The positive development of the travel industry has created great competition among large and small airline companies for passengers. Broad marketing with a full range of innovative strategies, capitalizing to the fullest advantage through establishing hub-and-spoke networks, setting up frequent flyer program, computer reservation systems together with in-flight entertainment, cabin facilities and cleanliness of the aircraft are some of the examples applied (Wirtz and Johnson, 2003).

Service quality has become a centerpiece for any airline company in vying with one another and keeping their image in the minds of passengers. Many airlines have pushed service quality through service personalization, which includes both ground and on board especially from the viewpoint of retaining

satisfied passengers and attracting new ones. According to Rhoades and Waguespack (2005), maintaining and continuously improving service quality have long been crucial for airline companies in attracting passengers. Customer satisfaction is the state mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase.

Measuring customer satisfaction is a relatively new concept to many companies that have been focused exclusively on income statements and balance sheets. Companies now recognize that the new global economy has changed things forever. Increased competition, crowded markets with little product differentiation and years of continual sales growth have indicated to today's sharp competitors that their focus must change. Conducting a customer satisfaction surveying program is a burden on the organization and its customers in terms of time and resources. There is no point in engaging in this work unless it has been thoughtfully designed so that only relevant and important information is gathered. This information must allow the organization to take direct action. Nothing is more frustrating than having information that indicates a problem exists but fails to isolate the specific cause.

## **II. Statement of the Problem**

The main objective of this study was to determine the level of passenger satisfaction on the services of Cebu Pacific Air.

Specifically, it attempted to find answers to the following questions:

1. What is the profile of the respondents in terms of the following variables:
  - 1.1. Age;
  - 1.2. Sex;

- 1.3. Civil status;
  - 1.4. Purpose of travel; and
  - 1.5. Number of times as passenger of Cebu Pacific Air?
2. How do the respondents assess their level of satisfaction as passengers of Cebu Pacific Air in terms of the following aspects?
    - 2.1. Service Quality
    - 2.2. Customer Service
    - 2.3. Loyalty to the Airline
  3. Is there a significant difference on the respondents' assessment of their level of satisfaction as passengers of Cebu Pacific Air when they are grouped according to profile?

### **III. Methodology**

This chapter presents the research method used, the population and the determined sample size, the description of the respondents, instrumentation, the data-gathering procedure and the statistics used to treat the data.

#### **Method of Research**

The method of research employed in this study is the descriptive method. According to Salvador, et al. (2008), the descriptive research method is the most popularly used by researchers. This may be confirmed by even a cursory look through the theses and dissertations finished by the undergraduate, masteral and doctoral students. This is particularly true in the field of education. It is also true, to a large extent, in business research.

Descriptive research is concerned with the description of data and characteristics about a population. The goal is the acquisition of factual, accurate and systematic data that can be

used in averages, frequencies and similar statistical calculations. Descriptive studies seldom involve experimentation, as they are more concerned with naturally occurring phenomena than with the observation of controlled situations (retrieved at <http://www.ehow.com>).

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. However, it does not answer questions about e.g.: how/when/why the characteristics occurred, which is done under analytic research.

The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are (“Descriptive Research”, 2014).

### **Population, Sample Size, and Sampling Technique**

The population of this study is comprised of the selected passengers of Cebu Pacific Air and random sampling was used in selecting the respondents. The researcher selected the passengers of the said airline at Ninoy Aquino International Airport (NAIA) Terminal 3. These passengers were the ones traveling domestically outbound Manila. Survey questionnaires were given to them at the airport while they were waiting for their flight.

### **Description of the Respondents**

The respondents were mainly the selected outbound Manila domestic passengers of Cebu Pacific Air. These people were either consumer or business passengers of the said airline. Also, they were male or female and were capable of travelling in an aircraft. Respondents were randomly selected at the Ninoy Aquino International Airport (NAIA) Terminal 3.

## **Research Instrument**

Data for the research undertaking were obtained through the use of questionnaires or survey forms distributed personally by the researcher to the respondents.

A questionnaire is defined as a form for securing response to certain questions. It is distributed through mail or is filled out by the respondents under the supervision of the investigator. The answers to the questions could be factual, intended to obtain information about the considerations or practices of which the respondent is presumed to have knowledge. They could be information or an understanding of the situations, products, materials, systems, or individuals; the questions could be concerned with status, including the personal and professional characteristics of the respondents. Questionnaires have been useful to secure information from varied and scattered sources (Salvador, et al, 2008).

The instructions were indicated at the beginning of the questionnaire. The questionnaire of this study did not require the respondent's name due to confidentiality of information. The contents of the questionnaire were grouped into two (2) parts. The first part dealt on the respondent's profile such as age, sex, civil, status, purpose of flight, and number of times as passenger of Cebu Pacific within the year. The second part aimed to know the respondent's level of satisfaction on the airline's service quality, customer service, and loyalty to the airline.

After the questionnaires were retrieved, the data were collated, tallied, tabulated, and interpreted.

Likert Scale was used to shed light on the respondents' level of satisfaction on the airline's service quality, customer service, and loyalty to the airline. The respondents were guided by rating scales of 5 – Fully Satisfied, 4 – Satisfied, 3 – Somewhat Satisfied, 2 – Less Satisfied, and 1 – Not Satisfied.

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<b>Likert Scale</b>	<b>Verbal Interpretation</b>	<b>Arbitrary Scale</b>
5	Fully Satisfied	4.50 – 5.00
4	Satisfied	3.50 – 4.49
3	Somewhat Satisfied	2.50 – 3.49
2	Less Satisfied	1.50 – 2.49
1	Not Satisfied	1.00 – 1.49

### **Data-Gathering Procedure**

The researcher conducted a survey relating to the level of passenger satisfaction on Cebu Pacific Air in terms of service quality, customer service, and loyalty to the airline.

Survey questionnaires, together with a letter of request, were distributed to the selected passengers of Cebu Pacific Air at Ninoy Aquino International Airport (NAIA) Terminal 3. The selected passengers were the ones waiting for their flight and only those who were traveling domestically.

The survey was conducted on Mondays, Wednesdays, and Saturdays from seven in the morning (7AM) to twelve noon (12NN).

### **Statistical Treatment of Data**

The data gathered by the researcher were classified, tallied, tabulated, and statistically treated for accurate findings using the following statistical method:

1. **Frequency and Percentage.** It is used as statistical tool in computing the responses which correspond to the total number of respondents. The formula used in the application of this technique is:

$$\% = (f/n) \times 100$$

where:

% = percentage

f = frequency

n= number of cases or total sample

2. **Weighted Mean.** It is used to determine the average responses of the different options provided in the various parts of the survey questionnaire used. It was solved by the formula:

$$x = \sum fx / n$$

where:

- X = weighted mean  
 $\sum fx$  = the sum of all the products of  $f$  and  $x$ ,  $f$  being the frequency of each weight and  $x$  as the weight of each operation.  
N = total number of respondents

3. **Frequency Distribution.** A frequency distribution is an arrangement of the values that one or more variables take in a sample. Each entry in the table contains the frequency or count of the occurrences of values within a particular group or interval, and, in this way, the table summarizes the distribution of the value in the sample.

#### IV. Results and Discussion

This chapter presents the data gathered through the research instrument used. The following analysis and interpretations were presented according to the order of questions laid down in the questionnaire.

##### 1. Profile of Respondents

###### 1.1. Age

**Table 1: Frequency and Percent Distribution of the Respondents by Age**

	Frequency	Percentage
18 – 25 years old	48	32.0
26 – 30 years old	33	22.0
31 – 35 years old	33	22.0
36 – 40 years old	22	14.7
41 years old and above	14	9.3
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>

Table 1 shows that out of one hundred and fifty (150) respondents, forty-eight (48) or 32.0% belonged to age bracket 18 - 25 years old, thirty-three (33) or 22.0% belonged to age bracket 26 - 30 years old, thirty-three (33) or 22.0% were within the range of 31 - 35 years old, twenty-two (22) or 14.7% belonged to age bracket 36 – 40 years old, and fourteen (14) or 9.3% belonged to age bracket forty one (41) years old and above. The data indicated that age bracket 18 - 25 years old had the highest percentage, which means that most of the passengers travelling domestically outbound Manila belong within this range.

### 1.2. Sex

**Table 2: Frequency and Percent Distribution of the Respondents by Sex**

	<b>Frequency</b>	<b>Percentage</b>
Male	80	53.3
Female	70	46.7
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>

Table 2 shows that out of one hundred and fifty (150) respondents, eighty (80) or 53.3% were males and seventy (70) or 46.7% were females.

### 1.3. Civil Status

**Table 3: Frequency and Percent Distribution of the Respondents by Civil Status**

	<b>Frequency</b>	<b>Percentage</b>
Single	71	47.3
Married	79	52.7
<b>TOTAL</b>	<b>170</b>	<b>100.0</b>

Table 3 presents the profile of the respondents in terms of civil status. The table shows that out of one hundred and fifty (150) respondents, seventy-one (71) or 47.3% were single, seventy-

nine (79) or 52.7% were married. None of the respondents were widow/er or legally separated.

Based on the total, married passengers have the highest percentage, which means that they are the ones with the most extra time to fly domestically for whatever purpose of the flight may be.

#### **1.4. Purpose of Travel**

**Table 4: Frequency and Percent Distribution of the Respondents by Purpose of Travel**

	<b>Frequency</b>	<b>Percentage</b>
Attend seminar/conference	17	11.3
Visit relatives/friends	36	24.0
Holiday/Vacation/Leisure	86	57.3
Emergency	11	7.3
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>

Table 4 presents the profile of the passengers in terms of the purpose of their travel. The table reveals that there were seventeen (17) or 11.3% respondents who were travelling to attend seminar or conference. Thirty-six (36) or 24.0% respondents were visiting the relatives or friends. Eighty six (86) or 57.3% respondents were on a holiday or vacation and were travelling for leisure. Eleven (11) or 7.3% were travelling due to emergency purposes.

Based on the table presented, majority of the respondents were travelling for holiday, vacation or leisure, while only a little percentage of them were travelling cause of emergency. These results are supported by the article that appeared in whydopeople.net (2011) which stated that one of the most common reasons why people choose to travel is to get away from their current situations and locations either for a quick vacation or as a means of finding one's self. Also, visiting families and friends in different states or countries are probably the most important reasons for taking time off to travel.

## 1.5. Number of Times as Passenger

**Table 5: Frequency and Percent Distribution of the Respondents by Number of Times as Passenger**

	Frequency	Percentage
1 – 2	81	54.0
3 – 4	46	30.7
5 – 6	12	8.0
7 and above	11	7.3
<b>TOTAL</b>	<b>150</b>	<b>100.0</b>

Table 5 shows that out of one hundred and fifty (150) respondents, eighty-one (81) or 54.0% were first and second time flyers of Cebu Pacific, forty-six (46) or 30.7% said that it was their third or fourth time of flying with Cebu Pacific, twelve (12) or 8.0% said it was their fifth or sixth time, and eleven (11) or 7.3% indicated that they have been flying with Cebu Pacific for seventh time or more.

The table reveals that majority of the passengers have just flown with Cebu Pacific for the first or second time, and the lowest percentage of the passengers stated that they have flown with Cebu Pacific for the seventh time or more.

## 2. Levels of Satisfaction as Passengers of Cebu Pacific Air

### 2.1. Service Quality

#### 2.1.1. Quality of Pre-flight Services

**Table 6: Respondent's Level of Satisfaction on Service Quality in Terms of Quality of Pre-flight Services**

Statements	Weighted Mean	Verbal Interpretation
1. Ticket reservation system.	4.22	Satisfied
2. Ticket price: Cost of air fare as considered being a low-cost carrier or budget-friendly airline.	4.29	Satisfied
3. Baggage fees: Cost of baggage depending on different weight range.	3.81	Satisfied

4. Baggage handling: Checked-in baggage are being addressed with proper handling.	4.01	Satisfied
5. Seat sales: Frequency of airline's seat promo, booking period and travel period.	4.41	Satisfied
<b>GRAND MEAN</b>	<b>4.15</b>	<b>Satisfied</b>

Table 6 shows the respondents' level of satisfaction on the airline's quality of pre-flight services.

Based on the table presented, the passengers were "Satisfied" with the quality of all the items under Cebu Pacific Air's Pre-flight Services with an average weighted mean of 4.15. It may be considered that the passengers have found convenience in making reservations for their flight. They found an assurance that their items were well taken care of, and they enjoyed the seat sales being offered by the airline company.

### 2.1.2. Quality of In-flight Service

**Table 7: Respondent's Level of Satisfaction on Service Quality in Terms of Quality of In-flight Services**

Statements	Weighted Mean	Verbal Interpretation
1. Available foods.	3.77	Satisfied
2. Available beverages.	3.75	Satisfied
3. Available souvenirs.	3.87	Satisfied
4. Inflight magazine.	4.03	Satisfied
<b>GRAND MEAN</b>	<b>3.14</b>	<b>Satisfied</b>

Table 7 shows the respondents' level of satisfaction on the airline's quality of in-flight services.

Based on the table presented, the passengers were "Satisfied" with the quality of all four items under Cebu Pacific Air's In-flight Services resulting to an average weighted mean of 3.14. This indicates that the passengers have found the on-

board sales satisfactory enough to cater their needs for the whole duration of their flight.

### 2.1.3. Quality of Aircraft Environment

**Table 8: Respondent's Level of Satisfaction on Service Quality in Terms of Quality of Aircraft Environment**

Statements	Weighted Mean	Verbal Interpretation
1. Baggage storage/compartments.	4.31	Satisfied
2. Manner of embarkation and disembarkation.	4.15	Satisfied
3. Air-conditioning.	4.45	Satisfied
4. Cleanliness of aircraft.	4.75	Fully Satisfied
5. Lighting system.	4.63	Fully Satisfied
6. Lavatories/Toilets.	4.65	Fully Satisfied
7. Space between seats.	4.83	Fully Satisfied
<b>GRAND MEAN</b>	<b>4.39</b>	<b>Satisfied</b>

Table 8 shows the respondents' level of satisfaction on the airline's quality of aircraft environment. It can be seen that the respondents were "Fully Satisfied" with 4 out of 7 items under quality of aircraft environment. These were: "Space between seats" with a weighted mean of 4.83, "Cleanliness of aircraft" with weighted mean of 4.75, "Lavatories/Toilets" with a weighted mean of 4.65, and "Lighting system" with a weighted mean of 4.63. The results indicate the passenger respondents put premium on the distance between rows of seats in choosing airlines.

According to Christensen (2015), perhaps more crucial difference in airplane seats comes from the measurement between seats aligned vertically, called the pitch. While people are a bit wider, they are also considerably taller than they once were, on average. Much discomfort in long flights comes from the inability to move one's legs properly due to small pitches.

The following obtained the lowest weighted means: "Air-conditioning" with a weighted mean of 4.45, "Baggage

storage/compartments” with a weighted mean of 4.31, and “Manner of embarkation and disembarkation” with a weighted mean of 4.15. All these weighted means were verbally interpreted as “Satisfied”.

## **2.2. Customer Service**

### **2.2.1. Assurance**

**Table 9: Respondent’s Level of Satisfaction on Customer Service in Terms of Assurance**

<b>Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
1. Sincerity and patience of staffs in resolving passengers’ problem.	3.93	Satisfied
2. Knowledge and skills of staffs in terms of provision of services.	3.91	Satisfied
3. Instillation of safety and confidence to passengers.	3.89	Satisfied
<b>GRAND MEAN</b>	<b>3.91</b>	<b>Satisfied</b>

Table 9 shows the respondents’ level of satisfaction on the airline’s customer service in terms of assurance.

Based on the table presented, the passengers were “Satisfied” with all three items under Cebu Pacific Air’s Customer Service in terms of Assurance with an average weighted mean of 3.91. This indicates that the passengers were confident that the airline company’s staff were equipped with proper trainings and knowledgeable enough to meet their expectations in resolving problems that may arise, and in answering queries on safety-related matters.

## 2.2.2. Empathy

**Table 10: Respondent's Level of Satisfaction on Customer Service in Terms of Empathy**

Statements	Weighted Mean	Verbal Interpretation
1. Convenience of flight schedules and easy ticketing channels.	4.05	Satisfied
2. Pleasant demeanor of staffs in providing individual attention.	3.94	Satisfied
3. Availability of other travel-related partners such as car rentals, hotel accommodations, travel insurance.	3.80	Satisfied
<b>GRAND MEAN</b>	<b>3.93</b>	<b>Satisfied</b>

Table 10 shows the respondents' level of satisfaction on the airline's customer service in terms of empathy.

Based on the table presented, the passengers were "Satisfied" with all three items under Cebu Pacific Air's Customer Service in terms of Empathy resulting to an average weighted mean of 3.93. This indicates that the passengers have found the airline company to be aware of their feelings and personal needs. The company has a good communication style of the service organization through its service personnel and people management in which the passengers found easy access for all their needs.

## 2.2.3. Responsiveness

**Table 11: Respondent's Level of Satisfaction on Customer Service in Terms of Responsiveness**

Statements	Weighted Mean	Verbal Interpretation
1. Promptness of staffs in responding to passengers' requests or complaints.	3.97	Satisfied
2. Willingness of staffs to help.	4.21	Satisfied
3. Dissemination of information about some changes and services to	3.91	Satisfied

be performed.		
<b>GRAND MEAN</b>	<b>4.03</b>	<b>Satisfied</b>

Table 11 shows the respondents' level of satisfaction on the airline's customer service in terms of responsiveness.

Based on the table presented, the passengers were "Satisfied" with all three items under Cebu Pacific Air's Customer Service in terms of Responsiveness with an average weighted mean of 4.03. This indicates that the passengers have found the airline company's people to be proactive and willing enough to cater their needs and answer their queries.

#### **2.2.4. Reliability**

**Table 12: Respondent's Level of Satisfaction on Customer Service in Terms of Reliability**

<b>Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
1. Accuracy of services being performed.	3.97	Satisfied
2. On-time flight performance.	3.60	Satisfied
3. Remedial procedures for delayed or missing baggage.	3.80	Satisfied
<b>GRAND MEAN</b>	<b>3.79</b>	<b>Satisfied</b>

Table 12 shows the respondents' level of satisfaction on the airline's customer service in terms of reliability.

Based on the table presented, the passengers were "Satisfied" with all three items under Cebu Pacific Air's Customer Service in terms of Reliability with an average weighted mean of 3.79. This indicates that the passengers have found the airline company's ability to perform its services dependably and accurately.

## 2.2.5. Tangibles

**Table 13: Respondent's Level of Satisfaction on Customer Service in Terms of Tangibles**

Statements	Weighted Mean	Verbal Interpretation
1. Neat and properly dressed staffs.	4.50	Fully Satisfied
2. Visually attractive, modern and clean physical on board facilities.	4.14	Satisfied
3. Variety and up-to-date videos/ magazines/ newspapers on board.	3.69	Satisfied
<b>GRAND MEAN</b>	<b>4.11</b>	<b>Satisfied</b>

Table 13 shows the respondents' level of satisfaction on the airline's customer service in terms of tangibles.

It can be deduced from the table that the passengers were "Fully Satisfied" on one out of three items under Cebu Pacific Air's Customer Service in terms of Tangibles. This was "Neat and properly dressed staffs" with a weighted mean of 4.50.

The following obtained the lowest weighted means: "Visually attractive, modern and clean physical on board facilities" and "Variety and up-to-date videos/ magazines/ newspapers on board" with a weighted mean of 4.14 and 3.69, respectively. All these weighted means are verbally interpreted as "Satisfied". This indicated that the passengers were pleased on the appearance of physical facilities, equipment, and personnel of the airline company.

## 2.3. Loyalty to the Airline

### 2.3.1. Attitudinal

**Table 14: Respondent's Level of Satisfaction on the Loyalty to the Airline in Terms of Attitude**

Statements	Weighted Mean	Verbal Interpretation
1. Making a decision in choosing this airline company.	4.09	Satisfied
2. Flying experience with this	4.11	Satisfied

airline company.		
<b>GRAND MEAN</b>	<b>4.10</b>	<b>Satisfied</b>

Table 14 shows the respondents’ level of satisfaction on their loyalty to the airline in terms of attitude.

Based on the table presented, the passengers were “Satisfied” with both items under Loyalty to the Airline in terms of Attitude with an average weighted mean of 4.10. This indicates that the passengers have made the right decision in making Cebu Pacific as their airline of choice when it comes to traveling. Also, the passengers would love to fly with the airline company again in their future flights.

### 2.3.2. Behavioral

**Table 15: Respondent’s Level of Satisfaction on the Loyalty to the Airline in Terms of Behavior**

Statements	Weighted Mean	Verbal Interpretation
1. Considering this airline company as first choice for air transportation.	4.09	Satisfied
2. Having an impression to recommend this airline company to other people.	4.11	Satisfied
<b>GRAND MEAN</b>	<b>4.10</b>	<b>Satisfied</b>

Table 15 shows the respondents’ level of satisfaction on their loyalty to the airline in terms of behavior.

Based on the table presented, the passengers were “Satisfied” with both items under Loyalty to the Airline in terms of Behavior with an average weighted mean of 4.10. This indicates that the passengers have a high chance of putting Cebu Pacific on top of their list when planning for their future flights, and they have the willingness to recommend the airline to other people.

**Table 16: Summary of the Grand Mean of the Aspects on the Levels of Satisfaction as Passenger of Cebu Pacific Air**

Aspects of Satisfaction	Grand Mean	Verbal Interpretation
<b>Service Quality</b>		
Quality of Pre-flight Services	4.15	Satisfied
Quality of In-flight Services	3.14	Satisfied
Quality of Aircraft Environment	4.39	Satisfied
<b>Customer Service</b>		
Assurance	3.91	Satisfied
Empathy	3.93	Satisfied
Responsiveness	4.03	Satisfied
Reliability	3.79	Satisfied
Tangibles	4.11	Satisfied
<b>Loyalty to the Airline</b>		
Attitudinal	4.10	Satisfied
Behavioral	4.10	Satisfied

Table 16 reflects the summary of the grand mean of the aspects on the level of satisfaction as passengers of Cebu Pacific Air.

On the aspect of Service Quality, aircraft environment got the highest grand mean of 4.39, while in-flight service got the lowest grand mean of 3.14. On the aspect of Customer Service, tangibles got the highest grand mean of 4.11, while reliability got the lowest grand mean of 3.79. Lastly, on the aspect of Loyalty to the Airline, both attitudinal and behavioral got the grand mean of 4.10.

All these grand means on the aspects of Level of Passenger Satisfaction on the Services of Cebu Pacific Air have a verbal interpretation of “Satisfied”.

### **3. Significant Difference in the Respondents’ Assessment on the Level of Satisfaction as Passengers on the Services of Cebu Pacific Air**

#### **3.1. By Age**

**Table 17: Significant Difference in the Level of Satisfaction of the Respondents by Age**

Aspects of Satisfaction	F-value	p-value	Decision	Remarks
<b>Service Quality</b>				
Quality of Pre-flight Services	.845	.499	Accept Ho	Not significant
Quality of In-flight Services	.272	.896	Accept Ho	Not significant
Quality of Aircraft Environment	1.554	.190	Accept Ho	Not significant

Chellian O. Lamputi- **Level of Passenger Satisfaction on the Services of Cebu Pacific Air**

<b>Customer Service</b>				
Assurance	1.057	.380	Accept Ho	Not significant
Empathy	.938	.444	Accept Ho	Not significant
Responsiveness	.423	.792	Accept Ho	Not significant
Reliability	.983	.419	Accept Ho	Not significant
Tangibles	1.474	.213	Accept Ho	Not significant
<b>Loyalty to the Airline</b>				
Attitudinal	.216	.929	Accept Ho	Not significant
Behavioral	.325	.861	Accept Ho	Not significant

As presented in Table 17, under the aspect of Service Quality, the quality of pre-flight services has a computed F-value of .845 and a p-value of .499; quality of in-flight services has an F-value of .272 and a p-value of .896; and quality of aircraft environment has an F-value of 1.554 and a p-value of .190. On Customer Service aspect, assurance has a computed F-value of 1.057 and a p-value of .380; empathy has an F-value of .938 and a p-value of .444; responsiveness has an F-value of .423 and a p-value of .792; reliability has a computed F-value of .983 and a p-value of .419; and tangibles has a computed F-value of 1.474 and a p-value of .213. On the aspect of Loyalty to the Airlines, attitudinal has a computed F-value of .216 and a p-value of .929; and behavioral has a computed F-value of .325 and a p-value of .861.

Since all the p-values of these aspects of passengers' level of satisfaction were greater than 0.05, which is the assumed level of significance, the null hypotheses were not rejected. There was no enough evidence to reject the null hypotheses. The evaluations of the respondents on the three aspects were not significantly different when grouped according to age.

### 3.2. By Sex

As presented in Table 18, under the aspect of Service Quality, the quality of pre-flight services has a computed t-value of -1.262 and a p-value of .209; quality of in-flight services has an t-value of -1.678 and a p-value of .095; and quality of aircraft environment has an t-value of -.708 and a p-value of .480. On

Customer Service aspect, assurance has a computed t-value of -1.135 and a p-value of .258; empathy has an t-value of -.825 and a p-value of .411; responsiveness has an t-value of -.820 and a p-value of .413; reliability has a computed t-value of -1.139 and a p-value of .257; and tangibles has a computed t-value of -.503 and a p-value of .616. On the aspect of Loyalty to the Airlines, attitudinal has a computed t-value of -1.716 and a p-value of .088; and behavioral has a computed t-value of -1.848 and a p-value of .067.

**Table 18: Significant Difference in the Level of Satisfaction of the Respondents by Sex**

Aspects of Satisfaction	t-value	p-value	Decision	Remarks
<b>Service Quality</b>				
Quality of Pre-flight Services	-1.262	.209	Accept Ho	Not significant
Quality of In-flight Services	-1.678	.095	Accept Ho	Not significant
Quality of Aircraft Environment	-.708	.480	Accept Ho	Not significant
<b>Customer Service</b>				
Assurance	-1.135	.258	Accept Ho	Not significant
Empathy	-.825	.411	Accept Ho	Not significant
Responsiveness	-.820	.413	Accept Ho	Not significant
Reliability	-1.139	.257	Accept Ho	Not significant
Tangibles	-.503	.616	Accept Ho	Not significant
<b>Loyalty to the Airline</b>				
Attitudinal	-1.716	.088	Accept Ho	Not significant
Behavioral	-1.848	.067	Accept Ho	Not significant

Since all the p-values of these aspects of passengers' level of satisfaction were greater than 0.05, which is the assumed level of significance, the null hypotheses were not rejected. There was no enough evidence to reject the null hypotheses. This means that when the respondents are grouped according to sex, their levels of satisfaction on the airlines' service quality are statistically the same.

### 3.3. By Civil Status

**Table 19: Significant Difference in the Level of Satisfaction of the Respondents by Civil Status**

Aspects of Satisfaction	t-value	p-value	Decision	Remarks
<b>Service Quality</b>				
Quality of Pre-flight Services	1.129	.261	Accept Ho	Not significant
Quality of In-flight Services	-.177	.860	Accept Ho	Not significant
Quality of Aircraft Environment	1.061	.291	Accept Ho	Not significant
<b>Customer Service</b>				
Assurance	-1.179	.240	Accept Ho	Not significant
Empathy	-.807	.421	Accept Ho	Not significant
Responsiveness	-.384	.702	Accept Ho	Not significant
Reliability	-1.485	.140	Accept Ho	Not significant
Tangibles	-1.198	.233	Accept Ho	Not significant
<b>Loyalty to the Airline</b>				
Attitudinal	-.099	.921	Accept Ho	Not significant
Behavioral	.037	.970	Accept Ho	Not significant

As presented in Table 19, under the aspect of Service Quality, the quality of pre-flight services has a computed t-value of 1.129 and a p-value of .261; quality of in-flight services has an t-value of -.177 and a p-value of .860; and quality of aircraft environment has an t-value of 1.061 and a p-value of .291. On Customer Service aspect, assurance has a computed t-value of -1.179 and a p-value of .240; empathy has an t-value of -.807 and a p-value of .421; responsiveness has an t-value of -.384 and a p-value of .702; reliability has a computed t-value of -1.485 and a p-value of .140; and tangibles has a computed t-value of -1.198 and a p-value of .233. On the aspect of Loyalty to the Airlines, attitudinal has a computed t-value of -.099 and a p-value of .921; and behavioral has a computed t-value of .037 and a p-value of .970.

Since all the p-values of these aspects of passengers' level of satisfaction were greater than 0.05, which is the assumed level of significance, the null hypotheses were not

rejected. There were no enough evidence to reject the null hypotheses. The evaluations of the respondents on the three aspects were not significantly different when grouped according to civil status.

### 3.4. By Purpose of Travel

**Table 20: Significant Difference in the Level of Satisfaction of the Respondents by Purpose of Travel**

Aspects of Satisfaction	F-value	p-value	Decision	Remarks
<b>Service Quality</b>				
Quality of Pre-flight Services	1.383	.250	Accept Ho	Not significant
Quality of In-flight Services	.296	.828	Accept Ho	Not significant
Quality of Aircraft Environment	.719	.542	Accept Ho	Not significant
<b>Customer Service</b>				
Assurance	1.061	.367	Accept Ho	Not significant
Empathy	.193	.901	Accept Ho	Not significant
Responsiveness	.408	.748	Accept Ho	Not significant
Reliability	.017	.997	Accept Ho	Not significant
Tangibles	.835	.476	Accept Ho	Not significant
<b>Loyalty to the Airline</b>				
Attitudinal	.830	.479	Accept Ho	Not significant
Behavioral	.828	.481	Accept Ho	Not significant

As presented in Table 20, under the aspect of Service Quality, the quality of pre-flight services has a computed F-value of 1.383 and a p-value of .250; quality of in-flight services has an F-value of .296 and a p-value of .828; and quality of aircraft environment has an F-value of .719 and a p-value of .542. On Customer Service aspect, assurance has a computed F-value of 1.061 and a p-value of .367; empathy has an F-value of .193 and a p-value of .901; responsiveness has an F-value of .408 and a p-value of .748; reliability has a computed F-value of .017 and a p-value of .997; and tangibles has a computed F-value of .835 and a p-value of .476. On the aspect of Loyalty to the Airlines, attitudinal has a computed F-value of .830 and a p-value of

.479; and behavioral has a computed F-value of .828 and a p-value of .481.

Since all the p-values of these aspects of passengers' level of satisfaction were greater than 0.05, which is the assumed level of significance, the null hypotheses were not rejected. There were not enough evidences to reject the null hypotheses. The evaluations of the respondents on the three aspects were not significantly different when grouped according to purpose of flight.

### 3.5. By Number of Times as Passenger

As presented in Table 21, under the aspect of Service Quality, the quality of pre-flight services has a computed F-value of 22.932 and a p-value of .000; quality of in-flight services has an F-value of 4.532 and a p-value of .005; and quality of aircraft environment has an F-value of 7.527 and a p-value of .000. On Customer Service aspect, assurance has a computed F-value of 12.197 and a p-value of .000; empathy has an F-value of 11.990 and a p-value of .000; responsiveness has an F-value of 11.098 and a p-value of .000; reliability has a computed F-value of 10.413 and a p-value of .000; and tangibles has a computed F-value of 14.341 and a p-value of .000. On the aspect of Loyalty to the Airlines, attitudinal has a computed F-value of 22.544 and a p-value of .000; and behavioral has a computed F-value of 21.369 and a p-value of .000.

**Table 21: Significant Difference in the Level of Satisfaction of the Respondents by Number of Times as Passenger**

Aspects of Satisfaction	F-value	p-value	Decision	Remarks
Service Quality				
Quality of Pre-flight Services	22.932	.000	Reject Ho	Significant
Quality of In-flight Services	4.532	.005	Reject Ho	Significant
Quality of Aircraft Environment	7.527	.000	Reject Ho	Significant

Chellian O. Lamputi- **Level of Passenger Satisfaction on the Services of Cebu Pacific Air**

<b>Customer Service</b>				
Assurance	12.197	.000	Reject Ho	Significant
Empathy	11.990	.000	Reject Ho	Significant
Responsiveness	11.098	.000	Reject Ho	Significant
Reliability	10.413	.000	Reject Ho	Significant
Tangibles	14.341	.000	Reject Ho	Significant
<b>Loyalty to the Airline</b>				
Attitudinal	22.544	.000	Reject Ho	Significant
Behavioral	21.369	.000	Reject Ho	Significant

Since all the p-values of these aspects of passengers' level of satisfaction were not greater than 0.05, which is the assumed level of significance, the null hypotheses were rejected. There were enough evidence to reject the null hypothesis. This implies that the assessment of the respondents when they are grouped according to the number of times of being passengers of the airline varies. The respondents' perception on the airline's service quality, customer service, and their loyalty to the airline is significant, thus null hypothesis was rejected. It means that the assessment of the respondents as to the number of times of being passenger of the airline is significantly different.

**Table 22: Summary of the Significant Difference on the Respondents' Assessment of their Level of Satisfaction as Passengers of Cebu Pacific Air**

<b>Profile</b>	<b>Decision</b>	<b>Remarks</b>
Age	Accept Ho	Not Significant
Sex	Accept Ho	Not Significant
Civil Status	Accept Ho	Not Significant
Purpose of Travel	Accept Ho	Not Significant
Number of Times as Passenger	Reject Ho	Significant

Table 22 reflects the summary of the significant difference on the respondents' assessment of their level of satisfaction as passengers of Cebu Pacific Air.

When grouped by age, sex, civil status, and purpose of travel, there were no significant differences on the respondents' assessment on their level of satisfaction as passengers of Cebu Pacific Air in terms of all the variables under service quality,

customer service, and loyalty to the airline. However, when they were grouped according to the number of times of being passenger of the said airline, there was a significant difference on their assessment on the level of satisfaction on Cebu Pacific Air in terms of all the variables under service quality, customer service, and loyalty to the airline.

## **V. Conclusions**

Based on the findings, the following generalizations are made:

1. Majority of the respondents are within the age group 18 to 25 years old. The respondents are predominantly males, married, and on a holiday or vacation or traveling for leisure purposes. Most of them have flown with Cebu Pacific for the first or second time.
2. Most of the respondents are satisfied with the Cebu Pacific Air's service quality despite the fact of it being a low-cost airline company.
3. Among the respondents, mostly are satisfied with how the airline personnel cater their needs and address their queries and problems.
4. Many of the respondents are going to consider Cebu Pacific Air as their first airline of choice when traveling.
5. Cebu Pacific Air is worth recommending to other people for their future flights.
6. There was a significant difference in the respondents' assessment of the number of times of being passengers of Cebu Pacific Air in terms of all the variables under service quality, customer service, and their loyalty to the airline.

## VI. Recommendations

Based on the foregoing findings of the study and conclusions, the following are recommended:

1. Cebu Pacific Air should add varieties of on-board meals and souvenirs to satisfy more their passengers.
2. The airline company should focus more on their on-time performance and practice consistency in meeting service promises, which could include keeping schedules or appointment times.
3. The airline company personnel should continue their pleasant demeanor and willingness in attending passengers' needs and queries.
4. Further research on the same topic in other places should be conducted in order to verify, amplify, or negate the findings of the study.

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