

Passengers' Perspective of Philippine Airlines Within Nueva Ecija

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Abstract— *Philippine Airlines, which was established in 1941, is historically famous as the flag carrier of the Philippines and is the oldest airline in Asia. Great customer experience is associated with great significance in this industry. Which is why customer is the most important factor in the industry given by the fact that the success of an airline depends on the perception of the customers. The purpose of this study is to investigate the passengers' perception of Philippine Airlines from their personal experience towards the service quality they are providing. Descriptive research method is used in gathering the needed information for this stud and a total of 100 respondents particularly passengers of Philippine airlines. The results reveal that females, aged under 20 years old, single and earned 50 thousand and above per month are travel more than males do, although by nature, men have always been more adventurous than women. They have the power to do anything and that includes travelling, if they wish. In fact, that majority of them get to fly every once in a while, they still receive the air services they deserve. This result discloses that most of the respondents purchase their tickets below 20 thousand not only because most of our respondents fly in economy class but also because they have confidence that the airline will provide them good service quality despite their seat class. Majority of the respondents are satisfied and greatly assisted by the personnel in terms of their custom service in both departure and arrival area under the ground services. They were very satisfied with the responsiveness of the cabin crews and overall performance in terms of their inflight services.*

Keywords— *Passengers, Perspective, Philippines Airlines, Quality, Services*

I. INTRODUCTION

One cannot deny that the aviation industry is currently a booming business and it continues to expand not only to our country but all over the world.

Great customer experience is associated with great significance in this industry. Which is why customer is the most important factor in the industry given by the fact that the success of an airline depends on the perception of the customers. Therefore, companies have to understand that people have different needs and wants in order to deliver unique experience. In this competitive industry, airlines must be committed in providing a total quality travel experience to all of their customers. Giving special importance to customer's perception of the airline and understanding them would help determine the factors of services that needs to be enhanced and improved in order to

possess healthy growth and better development of the airline company.

Philippine Airlines, which was established in 1941, is historically famous as the flag carrier of the Philippines and is the oldest airline in Asia. Philippine Airlines charts its course in aviation history towards becoming the country's largest airline company and a five-star full-service legacy carrier by 2020. They endeavor to create a product that would make them truly proud and their customers satisfied. Philippine Airlines' aim is to accord their customers an experience which they would remember them by, through a consistent effort to enhance their service delivery and regular trainings of their employees. They constantly try to improve their current systems and policies with customers in mind.

Maintaining a distinctive competitive advantage is becoming more difficult as similar strategies are being followed by all leading airlines, which is why customer experience is the perfect tool against competitors. Driven by competition, airlines focus at improving their service quality and securing customer loyalty. It is also essential to build trust and create personal relationships with your customers.

Perceived quality therefore forms the customer's judgment regarding an entity's overall success. It gives the entity a competitive edge in the ordinary course of its operations. Perceived quality results from comparing the customer's expectations with how they perceive the service that was delivered. If the product or service meets the needs of the customer, then the customer is deemed to be satisfied but if the minimum expectation is not met, then the customer is said to be dissatisfied (Zeithalm and Bitner, 2003).

There are dozens of factors that could benefit in the success of an airline and customer satisfaction is one of them. It is a reflection of how a customer feels about your services. If you do not care about their perception and satisfaction about your services, then do not expect them to show interest or care with your services, either.

Quality of service significantly drives the airline image and what passengers believe about the service and how they perceive it has the strongest impact on the image of the airline (park et al., 2005). Customer satisfaction of a firm will be increased by improving the customer service factor and as a result, the company's performance would be better. In other words, providing poor service will lead to negative influence on the image and survival of a service company (Boshoff and Staude, 2003).

The purpose of this study is to investigate the passengers' perception of Philippine Airlines from their personal experience towards the service quality they are providing. It seeks to understand and manage the importance of customer perception and identify ways on how to improve the attributes the airline is lacking.

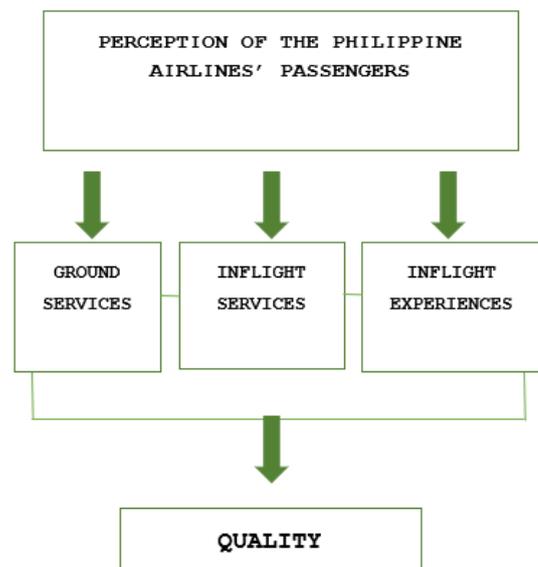
II. CONCEPTUAL FRAMEWORK

STATEMENT OF THE PROBLEM

The purpose of this study is to investigate the passengers' perception of Philippine Airlines from their personal experience towards the service quality they are providing. It seeks to understand and manage the importance of customer perception and identify ways on how to improve the attributes the airline is lacking.

Specifically, it sought to answer the following:

1. **What are the socio-demographics of the respondents in terms of:**
 - 1.1 gender;
 - 1.2 age group;
 - 1.3 civil status;
 - 1.4 occupational status; and
 - 1.5 household income?
2. **What are the respondents' travel information with Philippine Airlines in terms of:**
 - 2.1 frequency of flying;
 - 2.2 purpose of passengers' travel;
 - 2.3 air travel classification;
 - 2.4 seat class that they usually take;
 - 2.5 when do they book their plane tickets;
 - 2.6 how do they book their plane tickets;
 - 2.7 ticket allowance; and
 - 2.8 refunds?
3. **What are the respondents' perspective with regards to the service quality of Philippine Airlines in terms of:**
 - 3.1 ground services;
 - 3.2 inflight services; and
 - 3.3 inflight experiences?



III. SIGNIFICANCE OF THE STUDY

The findings of this study were significant to the following:

Future Researchers. This study will act as a great reference and starting point if they are to conduct the same topic. It will also give the future researcher additional ideas and knowledge.

Future Customers. This study will act as an instrument in bringing light to the issues the airline is facing and avert

future customers from encountering such inconvenience in the airline.

Airline industry. The end result of this study will allow the ones responsible for the management of the airline to have better comprehension in possible ways of obstructing the problems from occurring again. This will give them the opportunity to ameliorate their quality of service and obtain better satisfaction from the customers.

Tourism Students. This study will serve as a great resource to bring forth clear and wide understanding to the tourism students and also awareness on how airports and airlines work when it comes to providing and improving the quality of their passenger services that will be significant and useful for those students who are interested in the same industry when they graduate.

SCOPE AND DELIMITATION

This study was aimed to evaluate the perception of passengers in Philippine Airlines in terms of their ground and inflight services. This is to identify the issues they have encountered and making the customers' experiences as a tool in improving their passenger services.

The questionnaire was made completely by the researcher to gather the data, conducted only among one hundred (100) passengers that flew with Philippine Airlines before.

DEFINITION OF TERMS

The following terms are defined to have clearer understanding of the study:

Airline Industry – providing of air transport for passengers and cargo by using of aircraft.

Aviation Industry – activities surrounding mechanical flight and the aircraft industry.

Comfort – condition of mind of passengers which expresses satisfaction with the thermal environment.

Competitiveness – situations or activities in which people or firms compete with each other, and a strong desire to be more successful than others.

Customer Loyalty – extent to which customers consistently have positive emotional experience, physical attribute-based satisfaction and perceived value of an experience.

Customer Perception - marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings.

Customer Satisfaction - a measure of how well services or products, provided by an organization, meet or exceed the expectations of customers.

Frequency – the role of something that occurs or repeated over a particular period of time.

Ground Service – the wide range of services provide to facilitate an aircraft flight, which also includes both customer service and ramp service functions.

Inflight Experience – the overall entertainment or services the passengers encountered that also determines their overall perception or satisfaction.

Inflight Service – this is done and served, or shown during an air voyage, both free and paid that adds to the passenger's experience and their convenience.

Perspective - a particular way of viewing things that depends on one's experience and personality.

Philippine Airlines – the flag carrier of the Philippines; largest airline company in the country

Service Quality – measures how well a service is delivered and how it conforms to the customer's expectations.

IV. REVIEW OF RELATED LITERATURE AND STUDIES

Presented in this chapter are the related foreign and local literatures and studies that would be of great help in the pursuit of this undertaking. Those that were included in this chapter helped the researcher in familiarizing information and to have a better understanding in terms of wider perspective on the study being conducted.

Local Literature

Every industry requires better quality service, which is crucial in the airline industry. It is a known fact that airline industry plays an important role for the development of the economy. This industry offers vast amount of services for the satisfaction of the people, it has a great significance in terms of moving people or goods in places that are not accessible by vehicles, more especially when long distances are involve. Nowadays, almost anyone can experience the services offered by the airline industry with not much difficulty.

According to the WCC Aviation Company, the airline industry in the Philippines continues to be a booming business. They also stated that this year, 2018, "it is projected that the growth of the industry is going to be robust through various joint-agreements with our neighboring countries, as well as the expansions underway."

One of these expansion projects is the re-fleeting plan of the top airlines in the country— Philippine Airlines and Cebu Pacific. Philippine Airlines, in particular has been considering of acquiring an aircraft that is appropriate for

long-haul, “which would increase the number of passenger traffic”

Another is the launching of a new airbus by the Philippine Airlines. “The Airbus A350’s all-new design includes the latest innovations in aviation that improve operational performance. The aircraft offers true long-range capability, more fuel efficiency, lower carbon emissions, and less noise versus previous-generation aircraft. It is also equipped with the most efficient aero-engine flying today.” The airbus can accommodate up to 295 passenger and flies at 500 knots.

Airline industry face challenges like any other existing industries. Recently, AirAsia underwent through criticisms on social medias as the “worst” and “lousiest” airline after a Facebook user named Claudette Cladera shared her unpleasant experience by posting it on her social media account. According to Cladera, (2017), She had the worst experience with the AirAsia management situated at the Puerto Princesa airport. The security guard from the said company, allegedly, disrespectfully took Cladera’s carry-on suitcase without saying a word, then weighted it and said the luggage already exceeded the limit for hand-carry luggage. However, Cladera was shocked when she saw that her suitcase went over 7 kilograms (kg). She claimed that when she and her parents checked her suitcase again, it only weighted approximately 4 kilograms (kg). Tons of netizens assumed that the management made an atrocious act to swindle from their customers, which made the people lose their trust and certainty on the company. Another Facebook post floated around the internet, (in December 2017), The Cavite Governor, Mr. Remulla slammed AirAsia for being the “lousiest airline in the world”. Remulla said that his 88-year-old mother-in-law, Vilma Diaz, was charged HK\$60 (Php. 384) and an additional HK\$450 (Php. 2,882) just so somebody would assist her. Remulla expresses his resentment by stating, “Do airline passengers have rights? When you are old and weak, airlines like AirAsia will not provide you a wheelchair. They will not lend you any” The governor added, “They will not care unless we boycott. Senior citizens are given rights in the Philippines by all the other airline except AirAsia *na mukang pera* (greedy). Many netizens concurred with Remulla’s post and suggested that AirAsia to review their company’s policy. Another incident that affected the airline industry was the issue regarding the technical glitches in Cebu Pacific that caused the check-in system to go off-course. The incident results long lines and overcrowding on the check-in procedures which caused displeasure among the passengers due to jam-packed space, some of the passengers had to be checked-in manually. Nonetheless, the low-cost carrier explained that, “they have experienced a problem with its own fiber optic lines, resulting in downtime in its check-in

system.” They explained briefly what caused the mishap and express their apology to the passengers involved, moreover, the management execute actions to resolve the situation immediately.

These circumstances are few of the issues that the airline industry is currently facing, and it shows that service quality is one of the main factors that greatly affects the progression of the industry. The role of service quality is crucial in terms of customer satisfaction, it is the key factor for sustainable development and continuous growth of the economy. Customer satisfaction has a great impact on influencing the perception of the stakeholders as well as the audience, through transferring of information with the use of Social medias and other materials.

According to Kapdesk, (2016) customer satisfaction begins with customer service. In order to meet customer satisfaction, one should provide high-quality service in every assistance that will be offered.

Foreign Literature

Service quality is broadly perceived as a multidimensional concept because every customer analyzes diverse set of dimensions on company’s product or services. An author defined service quality as “An assessment of how well a delivered service conforms to the client’s expectations.” It is said to be considered as a critical dimension of competitiveness as stated by Lewis (1989).

Customer satisfaction, on the other hand, is defined as an emotional feeling by the consumers after experiencing a certain service which in turn leads to an individual overall attitude towards purchasing of service (Oliver, 1981). Presence of quality service and remarkable customer satisfaction are significant aspects of every industry. Zahari et al., (2008) suggested that service quality is an important subject in both the public and private sectors, in business and service industries.

Airline industry is one of the leading service-based industry in the market and it is a known fact that the airline market has becoming competitive due to free competition and several airline choices. Thus, providing high quality service and building pleasant perception are crucial factors of company’s survival and competitiveness. Since Park et al (2009) mentioned, delivering good service quality is essential in airline industry due to it can impact customer satisfaction, customer loyalty and the choice of company. Customer satisfaction in airline industry has become fundamentally important and the free competition made it more peering. Customers are the sole judges of service quality, so it is crucial that companies meet customers’ expectations to provide them satisfaction. Airline companies cannot rely fully on their service standards because it may not meet the customers’ expectations.

Hence, we can say that when the expectations of the customers are more than the quality of service offered, it is when dissatisfaction occurs.

Passenger satisfaction is one of the substantial assets for air business in today's competitive environment. When passengers are satisfied with products or services received, they will buy more and frequently (Archana & Subha 2012; Namukasa, 2013)

These days, airline industry is becoming more safer and more efficient, it is evidently prospering caused by rapidly growing tourists. Naturally, every industry faces different challenges and issues. Over the past couple of years, airlines have experienced major disruptions caused by everything from electrical fires to catastrophic disease outbreaks. Furthermore, there are challenges caused by the shifting of economic and political climates. According to Zhang, (2018) these are some of the issues that the airline industry is facing at this moment:

Congestion: The increase in the number of flyers along with the airlines' strategic shift towards increase of frequency of flights, which means more planes and more passengers. This results in crowded airport terminals and an increase in the number of delays.

Terrorism: Even though the frequency of terrorist acts targeted at airliners has gone down, incidents like the shoe bombers and the tragic events of 9/11 serve as a reminder they remain a substantial and persistent threat. As a result, airlines and security services around the world have to remain vigilant. Over the past 15 years, security screening procedures have become increasingly stringent. This has resulted in longer checkpoint wait times and complaints from the traveling public.

Passenger comfort: In many respects, the industry's search for greater profitability has been to the detriment of passenger comfort. For investors, the lower the unit costs the better. For airlines, an effective way to reach that target is to stuff more seats into each plane. In addition, airlines have become much more disciplined when it comes to flooding the market with additional flights. The capacity discipline along with a greater number of seats per plane has resulted in full planes with less room for individual passengers.

Politics: Since airlines serve as a bridge between nations or even as a flying ambassador for its homeland, it is all but inevitable that they wind up in the middle of political scuffles. Strife between nations usually results in a hit to the operations and profitability of airlines.”

Technology: Technology has been great for airlines. Biometrics is going to be a changer for airport experience. While hybridization is expected to usher in a new age of

flight. Technology has already helped revolutionize everything from in-flight entertainment to freeing flights crews from their cumbersome flight manuals. However, as the airline industry and the infrastructure that serves it becomes increasingly dependent on technology, it's also going to be even more vulnerable. Insufficient investment in technology infrastructure over the past decade has resulted in a spate of computer outages that can cripple an airline's operations for days on end. With the growing threat of cybercrime, the airline industry will have to work much harder to stay ahead of the curve.

Labor relations: An airline's employees are its lifeblood. Which is why poor labor relations can cripple an airline both financially and operationally.

Pilot shortage: As airlines around the world expand their fleets, everyone is looking for people to do the flying. But there doesn't seem to be enough people around to fill those jobs. After all, it takes a tremendous amount of time and money to train a pilot. One airline executive clarified the situation by saying there isn't a shortage of pilots, there's a shortage of good, qualified pilots.

Fume events: This occurs when toxic smoke or odors from the plane's engines find their way into the cabin. "A toxic fume event can result in immediate incapacitation and have a long-term adverse impact, and it can affect everyone on board," Allied Pilots Association President Captain Dan Carey said in a statement.

Pets: Over the past couple of years, the sharp increase in the number of animal-related incidents on board planes has increased dramatically. Delta Air Lines reported an 84% spike since 2016. Recent incidents include the mauling of a passenger by an emotional support dog on a Delta flight and the death of a puppy on board after it was placed in the overhead compartment.

Fuel prices: Fuel is an airline's greatest cost. The industry's new-found profitability has certainly been helped by a sharp decline in oil prices in 2014. However, crude prices are rebounding. Even though it may not reach its previous heights, airlines will have to learn how to survive in a higher cost environment.

Climate change: In 2017, Hurricane Harvey devastated Texas. Stuck in the middle of the storm was United Airline's mega hub in Houston and roughly 10,000 of its employees. Fortunately, the airline and its employees were able to get back on their feet. But as our climate changes, the number of extreme weather events has increased dramatically.

It is a well-known fact that every industry has their own challenges and issues. Consequently, they undertake effective sets of actions to deal and resolve the matter successfully for the continuous development and

satisfaction of the stakeholders. In order to strive for better service, airlines created strategic alliances to achieve global connectivity. Now to provide better service the carriers have started to disassociate services that were included in the price in the past. This has created a possibility for the customer to avail better services and flexibility of planning, thereby improving services (Hadjetian, 2015)

Local Studies

Great number of people observed that “traveling is one of the exquisite experiences that a person might have in their extent of living” but how can a tourist appreciate traveling if their expectations have not met and resulting to dissatisfaction.

According to a study entitled, “Guide to Sleeping in Airports”, Ninoy Aquino International Airport, now named as Manila International Airport— Terminal 1 in the Philippines was considered as one of the worst airports in the world in 2013. Travelers and airline passengers cast aspersions for its tumbledown facilities and atrocious services. A few even dubbed Manila International Airport as the “Worst airport in Asia” Francisco (2018) stated that, it was determined by its lack of comfort facilities, crowded terminals, lack of food services and unpleasant surroundings.

Rhoades (2012) suggests that one of the most critical issues facing the airline system today is the ground access. Almost every airline passengers’ satisfaction begins and ends on the ground area of an airline. Hence, in order to meet their expectations, the role of service quality should be particularly supervised with highest quality possible. Clean or a pleasant surrounding has a great impact on the perception of the passengers along with their satisfaction. Francisco (2018), claimed that cleanliness can be the “strength and weakness” of an airline. Every passenger anticipates a clean and systematized surrounding therefore, it is necessary for every airline to observe the cleanliness services they execute.

Ingram (2012) stated that, “increasing staff training and refining the airline ambiance is the best way to improve service quality.” Each airline is different and faces its own set of unique challenges. Hence, solutions must be tailored based on the airline’s strength and weaknesses along with deep understanding of the passengers.

Foreign Studies

Enrichment of passenger comfort in an airline industry is certainly challenging. One cannot repudiate the fact that a passenger’s satisfaction holds diverse outcome. Satisfaction begins with one’s expectations being met, which can be achieved by utilizing high quality service. Providing a quality service to airline customers starts with

setting standards into customer satisfaction. These standards include the following airline services: accessibility, amenities, cleanliness, customer service, comfort and safety.

Darcy (2016) divides the term access into three dimensions: Physical access, sensory access and communication access. Enclosed by all three categories, the supplying of access should not be regarded as a problem area. Instead, access provision needs to be viewed as an inclusive marketing process, which allows tourism players to realize the potential of ‘accessibility’ for the marketing of tourism products and services to the widest possible client base (Darcy, 2016).

Accessibility in tourism industry is defined by Darcy and Dickson (2009) as an ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. Eichhorn (2010) stated that, ensuring access to travel and tourism opportunities for people living with a disability as well as for the entire population requires knowledge and design structures that are inclusive for all citizens.

According to Ma et. Al. (2015), Customer Service is one of the most important notion of service marketing. Furthermore, Clotey and Collier (2008) stated that, service quality has consequently been identified as one of the most important issues in the service industry.

A study from the University of Botswana, entitled “Customer satisfaction in the airline industry” noted that, “Customer satisfaction is considered one of the most important factors by organizations to improve performance. The airline industry is not an exception to these organizations. In fact, customer satisfaction comes as part of the important factors to counteract the challenges associated with the airline industry.” Oliver (2017) stated that satisfaction is the consumer’s fulfillment response. It is a discernment that a product or service produced a high level of fulfillment that had successfully met the customers’ expectations. When customers are satisfied from the service offered, the probability of the loyalty of the customers will most likely rise. Delivering high level of service quality is a must to achieve high level of customer satisfaction and receive a positive perception by the customers.

V. RESEARCH METHODS AND PROCEDURES

This chapter presents and discusses the research methods used for this study, the respondents, the research locale, data gathering procedure and statistical treatment of the data.

RESEARCH DESIGN

Descriptive research method is used in gathering the needed information for this study. Specifically, the researcher utilized a questionnaire type of descriptive research method which enabled the researcher to gather information from the respondents without the respondents having any difficulties in answering the questions regarding their perception in the service quality of Philippine Airlines.

RESEARCH LOCALE

This study was conducted in the province of Nueva Ecija.

Map of Nueva Ecija



THE RESPONDENTS

The respondents of this study were previous passengers of Philippine Airlines within Nueva Ecija, consisting of one hundred (100) respondents.

RESEARCH INSTRUMENT

This study utilized a questionnaire for confirmation to gather the data needed.

The questionnaire is comprised of three parts.

The first part involves the respondents' information about their socio-demographic profile which includes the gender, age, occupational status and household income.

The second part of the questionnaire asked about the respondents' travel information in terms of their frequency of flying, purpose of their travel, their air travel classification, seat class they usually take, the day they usually book their tickets, cost of tickets and if they experienced any refunds or not.

The last part of the questionnaire incorporates and determines the quality of service performance the airline executed in terms of their ground services, inflight services, and also asked about the overall inflight experience of the respondents.

It was evaluated and measured by using the numeric scales with the following interpretation:

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5 – Very Satisfied (VS), which means that the respondent is pleased with the condition all the time

4 – Satisfied (S), which means that the respondent is pleased with the condition most of the time.

3 – Neutral (N), which means that the respondent is neither pleased or dissatisfied.

2 – Dissatisfied (D), which means that the respondent is unhappy with the condition most of the time.

1 – Very Dissatisfied (VD), which means that the respondent is unhappy with the condition all the time.

DATA GATHERING PROCEDURE

The researcher constructed a questionnaire that was distributed to the total of one hundred (100) respondents within Nueva Ecija who were the previous passengers of Philippine Airlines. The questionnaire was then retrieved and computed to identify the respondents for the study, with their provided answers going through the process of using statistical treatment, where the results were tallied, tabulated, and interpreted by the researcher.

STATISTICAL TREATMENT OF THE DATA

The following statistical treatment was used for the socio-demographic profile and travel information of the respondents:

a. **Percentage** – this is used to determine the percentage of the existing data

$$\text{Percentage (\%)} = \frac{\text{frequency}}{\text{number of respondents}} \times 100$$

b. **Frequency of Distribution** – this was utilized to count the occurrences of the variables using categorized information in a systematic way.

Under this is the statistical treatment used for the respondents' perspective of the service quality of Philippine Airlines:

c. **Weighted mean** – this is obtained by dividing the total weighted score by the total frequency.

The formula is:

$$\text{WM} = \frac{\text{TWF}}{\text{N}}$$

In which WM = weighted mean

TWF = total weighted frequency

N = total number of respondents

In order to determine the satisfaction level of the respondents, a rating scale has been devised, as follows:

<u>SCALE</u>	<u>WEIGHTED MEAN</u>	<u>VERBAL INTERPRETATION</u>
5	4.51-5.00	Very Satisfied
4	3.51-4.50	Satisfied
3	2.51-3.50	Neutral
2	1.51-2.50	Dissatisfied
1	1.00-1.50	Very Dissatisfied

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter shows the result of the study encompassing the socio-demographic profile of the respondents; the travel information of the respondents; and the perspective of the respondents in the service quality of Philippine Airlines.

Table 1: Socio-Demographic Profile of the Respondents

Table 1.1 – Gender of the Respondents

Gender	Frequency (f)	Percentage (%)
Male	47	47.00
Female	53	53.00
Total	100	100.00

Table 1.1 shows that 47 percent (47%) of the respondents are looked over as male, while the remaining 53 percent (57%) are female.

The results reveal that females travel more than males do, although by nature, men have always been more adventurous than women. They have the power to do anything and that includes travelling, if they wish. Some women travel to develop humility and compassion as they discover new ways of life to travel the world. A few reasons of their travel are to improve and enhance their personal growth and independency, reflect, seek for adventure and also experience and learn about the destination’s culture and lifestyle.

If they are not traveling alone, they are traveling in small groups like families or with other women for bonding experiences. (Linda Landers, 2018). According to Forbes, 80% of all travel decisions are made my women. Regardless of who they travel with, who pays for the trip, or where they go. 75% of those who take cultural, adventure or nature trips are women. Women also travel differently than men do. 87% of women say they go for the beautiful scenery, compared with 72% of men. (Yesawich, Pepperdine, Brown

% Russell, 2017). Women travel more because they have more money to spend, and it is because they have less vacation days and want to make the most of the time off.

Table 1.2 – Age of the Respondents

Age	Frequency (f)	Percentage (%)
Under 20	67	67.00
21-35	13	13.00
36-50	15	15.00
50 & above	5	5.00
TOTAL	100	100.00

Table 1.2 shows that 67 percent (67%) of the respondents are under 20 years old, 13 percent (13%) are 21-35 years old, 15 percent (15%) are 36-50 and the remaining 5 percent (5%) are 51 & above.

This result shows that greater part of the respondents who travel are under 20 years old because they have the higher desire and curiosity to experience building up their independence, enhance their social capability, try new things and learn different cultures and things they wouldn’t at home because teenage years are not only the peak to adulthood but are also the perfect time for traveling.

According to Sarah Hinder (2015), a family travel expert, few reasons why teenagers take interest in family trips is because it allows them to experience the diverse cultures and ways of life. Sometimes, the culture shock and first-hand experience of how others live life is a humbling and important lesson for teenagers to realize that not everything is about them. It teaches perspective and respect. It can also be an empowering experience particularly for young people. Adapting to a foreign environment for the first time can sometimes be a frightening experience, especially for those who have never been outside the comforts of home. However, navigating foreign streets, engaging with locals and diverse cultures are skills that are both confidence-building and empowering- teens will find that they are more capable, mature and confident that they once thought. Studies have shown that spending quality time and creating closer bonds with affectionate, understanding parents result in several lasting benefits for teens. These include lowered chances for engaging in harmful risk-taking behaviors and lower rates of anxiety and depression.

Table 1.3 – Civil Status of the Respondents

Civil Status	Frequency (f)	Percentage (%)
Single	73	73.00
Married	20	20.00
Widowed	7	7.00
TOTAL	100	100.00

The table indicates that seventy-three or 73 percent (73%) of the respondents are single, twenty or 20 percent (20%) of them are married while, seven or 7 percent (7%) of them are widowed.

This result implies that people without commitments has more confidence and freedom in terms of traveling and gaining more experience.

According to Abta's latest annual Holiday Habits survey (2018), one in nine holidaymakers reported that they took a holiday on their own in the previous 12 months, the author also stated that it is a much more convenient experience if one travels alone, without any responsibilities. Brech (2018) suggests that “No dating, no drama” with regards to traveling.

Table 1.4 – Occupational Status of the Respondents

Occupational Status	Frequency (f)	Percentage (%)
Student	68	68.00
Employed	30	30.00
Unemployed	2	2.00
TOTAL	100	100.00

Table 1.4 indicates that sixty-eight or 68 percent (68%) of the respondents are students, thirty or 30 percent (30%) are employed while two or 2 percent (2%) are unemployed.

This result shows that majority of the respondents are students implying that in current time, most people who purchase the services offered by the Philippine Airline are undergraduate owing to the fact that traveling is most beneficial to students because it helps them to be independent, confident and gain vast amount of experiences.

According to Rodriguez (2013), It's difficult to travel once you are out of school. The hardships of finding a job, securing a home, paying bills, and settling down with a family are realities that impede peoples' abilities to travel.

Table 1.5 – Household Income of the Respondents

Household income	Frequency (f)	Percentage (%)
Below 10,000	11	11.00
11,000-25,000	16	16.00
26,000-35,000	29	29.00
36,000-50,000	14	14.00
50,000 & above	30	30.00
TOTAL	100	100.00

Table 1.5 shows that eleven or 11 percent (11%) of the respondents' household earns within the range of ten thousand pesos (P10,000) and below, sixteen or 16 percent (16%) earns eleven thousand pesos (P11,000) to twenty thousand pesos (P20,000), twenty-nine or 29 percent (29%) earns twenty-six thousand pesos (P26,000) to thirty five thousand pesos (P35,000), fourteen or 14 percent earns thirty-six thousand pesos (P36,000) to fifty thousand pesos (P50,000) and lastly, thirty or 30 percent (30%) of the respondent' household earns fifty thousand pesos (P50,000) and above.

This result shows that the household income that has the highest range of earnings has more ability of purchasing services in terms of air travel. People nowadays, seek to travel by air especially when they possess good amount of money. It means the higher the income, the higher the possibility to travel.

“High-income households comprise almost half of the market, which makes consumer under 40, indulge the opportunities of traveling” Harteveltdt (2015) Moreover, Montali (2017) suggests that “Travel demand is booming and with the global economy on an upswing, travel brands are looking to build relationships with consumers that can afford a bit more when it comes to transport, accommodations, in-destination activities and other travel products and services.”

2. Travel Information of the Respondents

Table 2.1 – Frequency of Flying of the Respondents

How frequent do the respondents fly	Frequency (f)	Percentage (%)
Occasionally	84	84.00
Frequently	16	16.00
TOTAL	100	100.00

Table 2.1 indicates that eighty-four or 84 percent (84%) of the respondents occasionally travels by air while the remaining sixteen or 16 percent (16%) travels frequently.

This result implies that despite the fact that the majority of the respondents get to fly every once in a while, they still receive the air services they deserve. Moreover,

frequent flyers possess more opportunities in terms of experiencing services the airline offers.

According to Seah (2014), people nowadays, especially those who work fulltime and the undergraduates do not possess a lot of free time to spare in terms of travelling resulting to occasional travel.

Table 2.2 – Respondents' Purpose of Travel

Purpose of travel	Frequency (f)	Percentage (%)
Business Purposes	12	12.00
Educational Purposes	0	0.00
Vacation	43	43.00
Special Occasions	21	21.00
Holiday	5	5.00
To visit Friends/ Families	18	18.00
TOTAL	100	100.00

Table 2.2 shows that the respondents that has the percentage of 12 percent (12%) travel for business purposes, 43 percent (43%) travel for vacation, 21 percent (21%) travel because of special occasions, 5 percent (5%) travel for holidays, 18 percent (18%) travel for the sole purpose of visiting their families and friends and none for educational purposes.

This result reveals that majority of the respondents travel for vacation which implies that most respondents desire for relaxation and recreation.

According to Imafidon (2018), nowadays, most people utilize the benefits of vacation to reduce stress, improve productivity and creativity and widen their perspective.

Table 2.3 – Respondents' Air travel Classification

Air Travel Classification	Frequency (f)	Percentage (%)
Domestic Flight	71	71.00
International Flight	29	29.00
TOTAL	100	100.00

Table 2.3 sums that seventy-one or 71 percent (71%) of the respondents travel domestically while twenty-nine or 29 percent (29%) travel internationally.

This result shows that majority of the respondents availed domestic flight. This implies that most respondents find it more convenient to travel locally rather than traveling to foreign countries. Furthermore, they appreciate the natural resources, sceneries and attractions that our country offers.

Wilson (2017) stated that, “domestic travel offers certain advantages, especially in large countries.” The writer also suggests that traveling internationally can be difficult in most of the world due to the fact that there is a need to arrange such things as Visas and it is sometimes necessary to plan longer months in advance.

Table 2.4 – Seat Class of the Respondents

Seat class	Frequency (f)	Percentage (%)
Economy	95	95.00
Business Class	5	5.00
First Class	0	0.00
Total	100	100.00

Table 2.4 shows that ninety-five or 95 percent (95%) of the respondents take economy as their seat class, while the remaining five or 5 percent (5%) take business class. Moreover, there were no respondents who experienced the distinctive quality of first class.

This result implies that majority of the respondents choose the standard option hence, most affordable alternative that the airline company is offering. Despite of being the lowest cost available, the service quality offered is nevertheless, at the highest quality.

Juddery (2017), cited that “the cost of economy class has become so cheap it could be considered a quicker alternative to driving or taking a train but with a better service quality” The author added, “in the event of a plane crash for an instance, economy class is considerably safer. A study by *Popular Mechanics* magazine surveyed all crashes from 1971 to 2013 and found that survival rates in the rear seats were 69 percent, as opposed to 49 per cent at the front.”

Table 2.5 – When do the Respondents book their ticket

Booking of Tickets	Frequency (f)	Percentage (%)
Same week of departure	32	32.00
1-3 months before	53	53.00
4-8 months before	15	15.00
More than a year before	0	0.00
TOTAL	100	100.00

Table 5 shows that 32 percent (32%) of the respondents book their tickets the same week of their departure. The 53 percent (53%) 1-3 months before, the 15 percent (15%) 4-8 months before, and none for more than a year before.

This result discloses that most of the respondents book their tickets 1-3 months before, mostly from domestic flight, to get the best deals possible since the prices can increase.

Since most of our respondents travel in domestic flights, booking tickets very much in advance is not required.

According to Ashwin Jayasankar (2016), domestic flights are 27% cheaper when booked more than one month in advance, as compared to last minute.

Table 2.6 – How do the Respondents book their ticket

Way of booking tickets	Frequency (f)	Percentage (%)
Airline counter	6	6.00
Online travel discount	66	66.00
Travel agency	28	28.00
TOTAL	100	100.00

Table 2.6 shows that 6 percent (6%) of the respondents book their tickets through the airline counter. The 66 percent (66%) of the respondents book their tickets through online travel discount, and the 28 percent (28%) are through the travel agency.

The result shows that most of the respondents' way of booking their tickets is through online travel discount mainly because of the discounts and deals they offer. Their prices can be often cheaper than booking direct and their tickets typically get issued almost immediately. Sites such as TravelGo, Traveloka, Expedia, Agoda, Skyscanner offers tickets and reservation for Philippine Airlines flights.

There are few reasons why customers prefer to book airline tickets online according to Taylor Odgers, (2017) a Marketing Specialist. First is, customers can find detailed information on any product. Consumers like to see reviews and learn of the specific details about their purchases and clerks aren't always available or in the know. Second is the ability to find products and booking online is available. Consumers and travelers are living busy lives and aren't always able to go into a shop or make time to call and ask questions to make reservations during business hours. Third is that online bookings are accessible to customers from anywhere. Tourism consumers also need more accessibility as many traveling customers can come from different time zones and speak different languages. Fourth is, it is convenient for sharing and storing important information. Booking tours and hotel rooms often require several important documents meaning they can receive all of these important documents and notifications on their phone or computer and have instant access when they need it. Lastly, customers want control over their buying experience.

Table 2.7 – Ticket Allowance of the Respondents

Ticket Allowance	Frequency (f)	Percentage (%)
Below 20k	78	78.00
21k-30k	13	13.00
31k-50k	4	4.00
51k & above	5	5.00
TOTAL	100	100.00

Table 2.7 shows that 78 percent (78%) of the respondents purchase ticket fare that costs 20,000 below, the 13 percent (13%) 21k-30k, the 4 percent (4%) 31k-50k and the 5 percent (5%) 51k & above.

This result discloses that most of the respondents purchase their tickets below 20 thousand not only because most of our respondents fly in economy class but also because they have confidence that the airline will provide them good service quality despite their seat class. Not only do they prefer an affordable price but also thinks that spending more money on the destination itself is much important than the ticket allowance.

According to Philippine Airlines, they regularly run promotional sales on many of their popular routes and applies these discounts to give promo fares and cheap flight tickets to their passengers. These sales usually happen on significant weekends with public holidays like Independence Day. Even when they are not running a promo sale, you can find great deals and low-cost airfares by using Skyscanner Philippines to search and compare their prices and the other airlines.

Table 2.8 – Do the respondents asked for a refund

Ticket Refund	Frequency (f)	Percentage (%)
Yes	0	0
No	100	100.00
TOTAL	100	100.00

Table 2.8 shows 100 percent (100%) of the respondents answered 'No' in experiencing any ticket refund with the airline and none for the respondents experiencing any ticket refund.

The result shows that the reason our respondents did not experience any ticket refund is because they hold such a great reliance with the airline, and also, none of them decided to cancel their flights due to any personal issues and were sure to take the flight during that time.

According to Philippine Airlines, they exert their utmost efforts to ensure that their customers’ flight departs and arrives on time.

3. Quality of Airline Services

Table 3.1 – Respondents’ level of satisfaction with regards to the Quality of Ground Services of Philippine Airlines

Quality of Ground Services	WM	VI
DEPARTURE		
Check-in process	4.34	S
Security Screening	4.54	VS
Emigration	4.42	S
Customs	4.54	VS
Boarding	4.50	S
ARRIVAL		
Baggage Carousel	4.47	S
Immigration	4.59	VS
Customs	4.61	VS
OWM	4.50	S

Table 3.1 illustrates the Quality of the Ground Services of Philippine Airlines based on the perceptions of the past passengers of the airline.

This table that contained the different ground services in the Philippine Airline received an overall weighted mean of 4.50 with the verbal interpretation of Satisfied. The result reveals that the respondents are satisfied in terms of the service quality of the ground services in Philippine Airlines. The table also indicates that the customs in the arrival procedures has the highest weighted mean of 4.61 with the verbal interpretation of Very Satisfied while, the check-in process has the lowest weighted mean of 4.34 with the verbal interpretation of Satisfied.

Furthermore, majority of the respondents felt that the custom services in the arrival procedures had fulfilled their expectations. They were very satisfied with regards to the assistance offered by the personnel and the comfort in terms of the process that occurred.

On the other hand, majority were satisfied with the check-in services offered by the airline yet, it received the lowest weighted mean in terms of the quality of ground services.

According to Cruz (2018), some past passengers of Philippine Airlines claimed that the check-in process of the airline had some issues in terms of proper queuing and

handling long stagnant lines. But nevertheless, the ground employees provided high quality and friendly service.

Table 3.2 - Respondents’ level of satisfaction with regards to the Quality of Inflight Services of Philippine Airlines

Inflight Services	WM	VI
Courtesy of Cabin Crews	4.59	VS
Grooming and Appearance of Crews	4.65	VS
Responsiveness of the Crews	4.67	VS
Pilot’s communication w/ the passengers	4.52	VS
Quality of Flight Meals	4.16	S
Entertainment programs offered	3.84	S
OWM	4.41	S

The service quality of the airline’s overall weighted mean with regards to their Inflight Services were 4.41, where the Responsiveness of the Cabin Crews (4.67) with a verbal interpretation of Very Satisfied exhibits the highest attribute in inflight services while Entertainment Programs offered (3.84) with a verbal interpretation of Satisfied as being the lowest. Larger part of the respondents answered that they are very satisfied with the responsiveness of the cabin crews for they respond positively to their complaints, they also listen and cater to their needs. They also said that the cabin crews manage disruptive passengers very well while the minority are not really satisfied with the entertainment programs offered by the airline because it does not completely serve as a great alternative to entertain and divert themselves with their favorite shows and movies on the screen whenever they do not feel like using their mobile devices.

Table 3.3 – Respondents' level of satisfaction with regards to their Inflight Experiences with Philippine Airlines.

Inflight Experience	WM	VI
Atmosphere of the craft	3.75	S
Luggage Space	4.36	S
Comfort of seating	4.38	S
Cleanliness of the aircraft	4.35	S
Noise level of the aircraft	4.06	S
OWM	4.18	S

The overall weighted means in terms of the service quality of the airline with regards to the respondents' inflight experience were 4.18, where the Comfort of Seating (4.38) with a verbal interpretation of Satisfied as the highest in their inflight experience.

It shows that the respondents are satisfied with the comfort of their seating during their flight, although most of them fly in economy class, because they manage to find ways to get themselves comfortable even without a generous leg room. They either wear comfortable clothes, bring a travel pillow with them, they also keep their luggage in the overhead locker to keep the space by their feet free, and some of them also have their own strategies in getting the best seat.

VI. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter contains the summary of the research work undertaken, the conclusion drawn and the recommendations presented by the researcher.

This research work was undertaken to ascertain the perception of the passengers with regards to the role of service quality provided by the Philippine Airlines.

The data were gathered using standard questionnaires. The checklist on socio-demographic covered the following variables: gender, age group, civil status, occupational status, and range of household income. The questionnaire also covered the travel information of the respondents along with their perspective of the service quality of the airline.

The data were subjected to statistical treatment. The frequency and percentage were used specifically in dealing with the nominal data generated by personal characteristics checklist. Weighted Arithmetic Mean was used particularly in dealing with the ordinal data produced by the perspective of the respondents' checklist.

Summary of Findings

After the data have been treated and interpreted, the significant findings of the study are as follows:

1. Socio-demographic profile of the respondents

1.1 Gender

Out of 100 respondents, fifty-three or 53 percent (53%) of the respondents are looked over as female while, the remaining forty-seven or 47 percent (47%) are male.

1.2 Age group

The data reveals that majority of the respondents falls under the 'below 20' age group category, which garnered sixty-seven or 67 percent (67%) of the respondents. On the other hand, the age group category '50 and above' received the lowest percentage which garnered only five or 5 percent (5%) of the respondents.

1.3 Civil Status

Majority of the respondents were revealed as single, which received the percentage of seventy-three (73%) while, seven or 7 percent (7%), which was the lowest, belongs to the widowers.

1.4 Occupational Status

Most of the respondents falls into the student category which received the percentage of sixty-eight (68%) while, minority of the respondents were looked over as unemployed.

1.5 Household Income

The data reveals that sixty-eight or 68 percent (68%) of the respondents' household income ranges from Php. 50,000 and above while, eleven or 11 percent (11%) of the respondents' household income ranges from Php. 10,000 and below.

2. Travel Information of the Respondents

2.1 Frequency of flying

The data shows that the eighty-four or 84 percent (84%) of the respondents occasionally travels by air, while respondents with the percentage of sixteen (16%), travels by air frequently.

2.2 Purpose of travel

Majority of the respondents' motivation for air travel were revealed to be for vacation purposes, which garnered the percentage of forty-three (43%). While, minority of the respondents' motivation for air travel is revealed to be for holiday purposes which had the percentage of five (5%)

2.3 Air travel Classification

The data reveals that most of the respondents with the percentage of seventy-one (71%) travels with Philippine Airlines domestically while, the remaining twenty-nine or 29 percent (29%) of the respondents travel internationally.

2.4 Seat Class

Majority of the respondents, which garnered the percentage of ninety-five (95%) was revealed to be seated on the economy class while, the remaining five or 5 percent (5%) of the respondents were seated on the business class.

2.5 When do they book their plane tickets

The data shows that fifty-three or 53 percent (53%) of the respondents book their flight one (1) to three (3) months before their actual flight while, the lowest percentage of respondents which received fifteen (15%) book their flight four (4) to eight (8) months before.

2.6 Way of booking tickets

Most of the respondents book their fare tickets through online travel discounts garnering the percentage of sixty-six (66%). On the other hand, six or 6 percent (6%) of the respondents book their fare tickets directly through the airline counter.

2.7 Ticket Allowance

The data reveals that seventy-eight or 78 percent (78%) of the respondents have ticket allowance that ranges from twenty thousand (Php 20, 000) and below. While, four or 4 percent (4%) of the respondents' ticket allowance ranges from thirty-one thousand pesos (Php. 31, 000) to fifty thousand pesos (Php. 50, 000)

2.8 Ticket Refunds

The data shows that a hundred or 100 percent (100%) of the respondents did not have any issues regarding the actual fare ticket resulting to zero (0) percent ticket refunds.

3. Quality of Airline Services

3.1 Ground Services

The data reveals that with regards to the quality of the ground services of the Philippine Airlines, respondents were satisfied with the overall service quality that the airline performed, which exhibits an overall weighted mean of 4.50 with the verbal interpretation of Satisfied. The customs service on the arrival area received the highest weighted mean among all the other ground services garnering a weighted mean of 4.61 with the verbal interpretation of Very Satisfied. On the other hand, the service that received the lowest weighted mean is the Check-in process on the departure area with the verbal interpretation of Satisfied.

3.2 Inflight Services

Majority of the respondents felt that they were satisfied with the quality of inflight services executed by the crews and staffs of the airline which received an overall weighted mean of 4.41 where the Responsiveness of the Cabin Crews (4.67) with a

verbal interpretation of Very Satisfied indicates the highest weighted mean in inflight services while Entertainment Programs offered (3.84) with a verbal interpretation of Satisfied as being the lowest.

3.3 Inflight Experience

Most of the respondents viewed the quality of service in terms of inflight entertainment offered by the airline, as satisfying which acquired an overall weighted amount of 4.18 with verbal interpretation of Satisfied. Comfort of Seating obtain the highest weighted mean which garnered the total of 4.38 with verbal interpretation of Satisfied. Moreover, Noise Level of the Aircraft received a weighted mean of 4.06 with verbal interpretation of Satisfied as the lowest.

VII. CONCLUSION

The following conclusion is drawn based on the findings of the study mentioned above:

1. Most of the respondents of this study are female and falls under the age of 20 years old. Regarding in educational attainment, majority of the respondents are students, and mostly earning a household income of Php 50,000 & above.
2. Larger part of the respondent travels occasionally in domestic flight and fly in economy class with a vacation purpose. Most of them book their ticket 1-3 months before, and they prefer booking their tickets through online travel discount with Php. 20,000 and below mostly as their ticket allowance. All of the respondents also didn't experience any ticket refund.
3. Majority of the respondents of this study are satisfied and greatly assisted by the personnel in terms of their custom service in both departure and arrival area under the ground services.
4. Majority of the respondents are very satisfied with the responsiveness of the cabin crews and overall performance in terms of their inflight services.
5. Majority of the respondents' inflight experience are satisfied with the comfort of seating during their flight.

VIII. RECOMMENDATION

The following recommendations for this study are offered by the researcher regarding the quality of services that needs improvement based on the findings and conclusions.

1. The airline should take proper responsibility and take actions in terms of their check-in process with the constant occurrence of unorganized queuing and long stagnant lines. When it comes to processing passengers' transactions, they should be more attentive and fast-moving. The lines should be arranged by

passengers with priority lane, with large group of families, with online check-ins and others who only have concerns to prevent from receiving complaints and making the passengers annoyed.

2. The airline must provide different trainings for incompetent employees and crews to enhance their capabilities and ensure the satisfaction of the passengers.
3. In inflight services, entertainment programs are very important since it serves as their alternative when they don't use their mobile devices. The airline must have a variety of movies or shows offered. It would also be great if they are updated, so they would be more engrossed with watching.
4. The respondent's main problem during their inflight experience is the noise level of the aircraft since especially during the take-off and landing. It is more likely a pain to them, since being disrupted from their sleep or personal space could be really unpleasant. The airline, specifically the aircraft manufacturers should identify solutions to reduce the impact and maintain the safety and health of the passengers.

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