

(The impact of service quality on customer satisfaction: Applied to Egypt Air company)

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الشكر والتقدير

الحمد لله عز وجل نحمده ونستعين به ونستغفره ونتوب إليه، له الحمد والفضل إذ وفقنا في إتمام وإنجاز هذا البحث المتواضع الذي ألهمنا الصحة والعافية والعزيمة

قال رسول الله (صلى الله عليه وسلم): "مَنْ صَنَعَ إِلَيْكُمْ مَعْرُوفًا فَكَافِئُوهُ، فَإِنْ لَمْ تَجِدُوا مَا تُكَافِئُونَهُ فَادْعُوا لَهُ حَتَّى تَرَوْا أَنَّكُمْ قَدْ كَافَأْتُمُوهُ".

أخيرًا، أتقدم بجزيل شكري إلى كل من مدوا لي يد العون والمساعدة في إخراج هذه الدراسة على أكمل وجه

أرفع كلمة شكر الى الأستاذة الدكتورة منى العشري

التي ساعدتني في إنجاز هذا البحث من نصح وإرشاد متمنيا من المولى أن يغمرها بالمزيد من العلم والنجاح

وأشكر كل من كانت له يد العون من قريب أو بعيد في إنجاز هذا البحث.

إله داء

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Introduction

The most direct airline service to customers is in-flight service by flight attendants, as passengers tend to evaluate airlines based on their degree of satisfaction with the in-flight service (Park et al. 2004)

The aviation sector has become the most important segment in the economic

development of a nation. It plays a vital role in moving people or products from one

place to another, be it domestic or international, especially when the distances

involved are far. Stiff competition and favorable initiatives of the Government of

India added fuel to enlarge both flights and fleets. Air Deccan was the premier

airline, which offered low tariff to the domestic as well as international destinations and created a new landmark in aviation sector in India. Now ordinary

citizens easily access the aviation service from their respective air terminals(Yonghwi,2009)

Nowadays the airline industry is characterized by heavy regulations which limit

airlines' room for maneuvering and accessing global markets compared to other

industries which have paved ways for companies to transform into global players.

This has prevented airlines from becoming truly global businesses by impeding

cross- border merger and acquisition activities(Lacic,2016) Passenger

satisfaction is

fundamental to the practice of consumer sovereignty. Recently many researchers

stresses that, customer satisfaction have become an important issue for marketing

practitioners because of the rapid business environment.

statement of the problem:

Receiving the public and satisfying their needs and the process of choosing the nature of continuity in the aviation issue that the airline wants to provide its services and interfaces and interfaces and interfaces for a large and huge number of airlines and the difficulty of adjusting quality standards to storm, attract and maintain them. Airlines and good results

Importance of The Study:

assess how the airline service quality provided by Egypt air has affected the level of passenger satisfaction(Abdel whab,2018)

Although people primarily use airplanes to satisfy their needs to go from one placeto another, procedures from ticketing, checking, boarding and traveling to baggagehandling can also deeply influence travelers' attitudes to the services provided by airlines and their satisfaction with those services hence quality has become a significant concern for those in the service industry specifically the airline industry hence the findings would assist aviation industry management to better diagnose the needs and expectations of their customers and to improve their customer relations management as well as their brand loyalty (Namukasa,2011) Attempt to identify the services provided by the airline, its characteristics and features, and extend its conformity with international quality standards and dimensions that affect the level of customer satisfaction. Air transport is considered one of the most important materials in the transport sector and is characterized by achieving speed in performing the transport service within a short period and at reasonable costs.

Questions of the study

- Is there a correlation between service quality and customer satisfaction?
- Is there an effect between the quality of EgyptAir airlines on customer satisfaction?

research aims:

The main objective of this study is to examine the extent of passengers' satisfaction with the quality of service for different airlines and this can be achieved through some objectives:

- 1- Exploring the level of passenger satisfaction with the quality of service on EgyptAir in terms of the three dimensions of the QoS tool, i.e. services during combat, digital services on board, and back office operations.
- 2- Clarifying the relationship between the service characteristics provided to travelers and their satisfaction with the different classes of travel.
- 3- Measuring customer satisfaction with air transport services.
- 4 - The extent of airport customers' satisfaction with the services provided to them.
- 5- Determining the extent to which the quality of air transport services affects customer satisfaction.
- 6 - Clarify the importance of the quality of services in air transport and its impact on customer satisfaction

Methodology of the study

This research is based on the following:

- a) The theoretical study: It will be conducted by collecting data from books, journals, magazines, articles and scientific studies related to subject of study.
- b) The field study: To achieve the research objectives, more than one method of data collections will be used in this study:

Questionnaire:

Questionnaire forms will be created and a sample distributed to Passengers in the Egyptian airlines, And to know the satisfaction of To service quality of egypr airline.

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