

Level of passenger satisfaction in Naia towards quality service

Criselda Regencia (Philippine Cristian University, Philippine)
Julius Baladhay (Philippine Cristian University, Philippine)
Jhanea Peleo (Philippine Cristian University, Philippine)
Sheena Relato (Philippine Cristian University, Philippine)

INTRODUCTION

In the ever-changing realm of international travel, airports significantly influence how passengers perceive their journeys. This overview explores the complex dynamics of passenger satisfaction at well-known international airports like Singapore Changi Airport, Narita International Airport in Japan, and Dubai International Airport. These airports are widely recognized for their exceptional performance in the aviation industry, establishing service quality, efficiency, and innovation standards. Exploring their methods for ensuring passenger satisfaction reveals various strategies, technologies, and cultural nuances that work together to create smooth and unforgettable travel experiences. The above-mentioned airport are globally recognized as top airport, showcasing a comprehensive commitment to ensuring passenger contentment. Singapore Changi Airport prioritizes the comfort and satisfaction of its passengers by offering various amenities that allow passengers to unwind and enjoy themselves during their layovers. Narita International airport in Japan showcases the perfect blend of traditional Japanese hospitality and state-of-the-art technology. Its exceptional cleanliness, staff fluent in multiple languages and extensive signage cater to the diverse needs of international travelers, creating an atmosphere of comfort and convenience. While Dubai International airport is a remarkable symbol of elegance, luxury and cutting-edge innovation. It prioritizes digital innovation to meet the changing demands of technologically inclined travelers. This includes the implementation of intelligent gates for passport control, the integration of flight information into mobile apps and the provision of virtual concierge services.

Several common themes can be observed across these diverse international airports, significantly contributing to the high passenger satisfaction levels. Delivering exceptional travel experiences requires a focus on individualized services, streamlined processes, cutting-edge technologies, and a keen awareness of cultural subtleties. These elements work together to ensure that every trip is smooth and unforgettable. As airports evolve and adapt to changing passenger expectations, pursuing excellence in passenger satisfaction remains a fundamental aspect of the aviation industry's success.

METHOD

The study used a quantitative descriptive approach that will employ the level of passenger satisfaction in NAIA towards quality service. Descriptive research design is a scientific method that involves observing and describing the behavior of a subject without influencing it in any way. It aims to provide a detailed account of a situation, event, or individual, focusing on what is happening (Sirisilla, 2023).

Data will be collected through a self-administered survey questionnaire distributed to passengers in designated arrival areas, allowing for their feedback on various aspects of their travel experience. The survey instrument will include Likert scale items to measure passenger satisfaction. For the first part of the questionnaire - the demographic profile of the respondents in terms of age, gender, nationality, and travel purpose, the researchers will use simple percentages to determine the level of satisfaction of passengers. A Likert Scale in research is a measurement method used to evaluate attitudes, opinions, and perceptions by presenting respondents with a series of statements or questions followed by a range of answer options (McLeod, 2023). The second part of the instrument comprises a series of questions and gathered data on various aspects related to the satisfactory and quality service. The weighted mean of each item in the user evaluation of the proposed system was computed.

This research design ensures a systematic and comprehensive investigation into the level of passenger satisfaction in NAIA toward quality service by providing valuable insights for both airlines and airport authorities to enhance passenger experience.

FINDINGS

Demographic Profile of the Respondents

Table 1.1 showed the frequency and distribution of participants according to their age range of 200 respondents. Based on the table, there were 8 respondents (4%) in the range of 15 to 19 years old, 28 respondents (14%) were in the range of 20 to 24 years old, followed by 42 respondents who were in 25 to 29 years old, consisting of 21%. The age group with the highest representation among respondents was 30-34 years old, accounting for 34% of the total sample size with 68 responses. The age group of 40 to 44 years old had 32 respondents, making up 16% of the total sample. Both the 45 to 49 and 50 to 54 age groups each had 10 respondents, which constituted 5% of the sample for each group. Lastly, the respondents who were 55-59 years old were the minority, with 2 responses, accounting for 1% of the total population.

Table 1.1 Distribution of Respondents According to Age

Age	Frequency	Percentage
15-19	8	4%
20-24	28	14%
25-29	42	21%
30-34	68	34%
35-39	32	16%
40-44	10	5%
45-49	10	5%
50-54	2	1%
TOTAL	200	100%

According to the study of Samantha Brown (2023) she stated that individuals aged 30 to 34 years old share a common enthusiasm for airports, finding them exciting and enjoyable because they appreciate the experience of traveling, people-watching, and the overall atmosphere of airports.

Table 1.2 presented the frequency and percent distribution of the participants according to their gender. It showed that most of the respondents were male with 116 responses (58%), while 84 responses were from the female category with a percentage of 42%. According to a study of Park and Ryu (2019) traveling offers men a chance to break away from routine, develop valuable skills, and perspectives that contribute to their overall personal development.

Table 1.2 Distribution of Respondents According to Gender

Gender	Frequency	Percentage
Male	116	58%
Female	84	42%
TOTAL	200	100%

Table 1.3 presented participants' frequency and percentage distribution according to their nationality. Most of the respondents were Filipinos, with 76 respondents making up 38% of the total, which meant a large part of the sample was from the Filipino community. Next, there were 46 South Korean respondents, making up 23% of the total. Americans were also well-represented, with 30 respondents, which was 15% of the sample. There were fewer Chinese and Japanese respondents, with 16 Chinese (8%) and 14 Japanese (7%). There were 18 Canadians, accounting for 9% of the respondents. Suaco A. (2022) stated that most Filipinos use NAIA as their air transportation because this is the main airport serving Metro Manila, NAIA is conveniently located and easily accessible for a large portion of the Philippine population.

Table 1.3 Distribution of Respondents According to Nationality

Nationality	Frequency	Percentage
Filipino	76	38%
South Korean	46	23%
American	30	15%
Chinese	16	8%
Japanese	14	7%
Canadian	18	9%
TOTAL	200	100%

Table 1.4 shows the frequency and percent distribution of participants according to their purpose of travel. Among the respondents, 10 individuals (5%) travel for business purposes, the largest cohort of travel, comprising 78 respondents (39%), embark on journeys for general purposes, and leisure emerges as a significant purpose, with 30 respondents (15%), on the other hand, Adventure travel attracts 24 respondents (12%), and visiting emerges as a popular purpose, with 28 respondents (14%) undertaking travel for this reason, nature-related travel appeals to 18 respondents (9%). Additionally, 12 respondents (6%) fall into the "others" category, indicating varied or unspecified purposes.

Table 1.4 Distribution of Respondents According to Purpose of Travel

Purpose of Travel	Frequency	Percentage
Business	10	5%
Travel	78	39%
Leisure	30	15%
Adventure	24	12%
Visiting	28	14%
Nature	18	9%
Others	12	6%
TOTAL	200	100%

According to Ghanshala (2023) the main purpose of travel in the Philippines is to seek to travel because the combination of natural beauty, cultural richness, and affordability makes the Philippines an attractive and popular travel destination for foreigners seeking a unique and memorable experience.

Passenger Satisfaction

Table 2.1 presented data on passenger satisfaction with various airport facilities. In terms of cleanliness, passengers reported being satisfied, with a weighted mean score of 3.03. However, seating areas, restroom facilities, and charging stations received lower ratings, with weighted means of 1.87, 1.96, and 1.61 respectively, indicating moderate dissatisfaction. Passengers were more satisfied with the parking lot and ticketing process, which had a weighted mean of 3.22.

Table 2.1 Passenger Satisfaction in terms of Airport Facilities

Indicator	Weighted Mean	Interpretation
Cleanliness of the airport facilities	3.03	Satisfied
Seating areas	1.87	Moderately not satisfied
Restroom facilities	1.96	Moderately not satisfied
Charging stations	1.61	Moderately not satisfied
Parking lot and ticketing process	3.22	Satisfied
Average Weighted Mean	2.34	Moderately not satisfied

Legend: 4.51 – 5.00 = Highly Satisfied; 3.51 – 4.50 = Moderately Satisfied; 2.51 – 3.50 = Satisfied; 1.51 – 2.50 = Moderately Not Satisfied; 1.00 – 1.50 = Highly Not Satisfied

When looking at the overall average weighted mean of 2.34, it appeared that passengers were moderately not satisfied with the airport facilities as a whole. These findings suggested that the airport

management should focus on improving seating areas, restrooms, and charging stations to enhance the overall passenger experience and satisfaction levels.

According to the study by Francisco (2022) he stated that parking lot and ticketing process in NAIA offers a variety of parking options, including short-term, long-term, and valet parking, catering to different passenger needs and preferences aside from the airport has implemented robust security measures, such as CCTV cameras and security personnel to ensure the safety and security of parked vehicles and passengers.

Table 2.2 presented the check-in process received a weighted mean of 3.51, indicating that passengers were moderately satisfied with this service. The security screening process was rated as satisfactory, with a weighted mean of 2.95. Baggage claim services received a lower rating, with a weighted mean of 2.22, suggesting moderately dissatisfaction among passengers. Airport Wi-Fi connectivity was another area where passengers expressed satisfaction, with a weighted mean of 3.36. The immigration and customs procedures received the highest moderately satisfied rating, with a weighted mean of 3.73. When looking at the overall average weighted mean of 3.15, it appeared that passengers were generally satisfied with the airport services as a whole.

Table 2.2 Passenger Satisfaction in terms of Airport Services

Indicator	Weighted Mean	Interpretation
Check-in process	3.51	Moderately satisfied
Security screening process	2.95	Moderately not satisfied
Baggage claim services	2.22	Moderately not satisfied
Airport WI-FI connectivity	3.36	Satisfied
Immigration and customs procedures	3.73	Moderately satisfied
Average Weighted Mean	3.15	Satisfied

Legend: 4.51 – 5.00 = Highly Satisfied; 3.51 – 4.50 = Moderately Satisfied; 2.51 – 3.50 = Satisfied; 1.51 – 2.50 = Moderately Not Satisfied; 1.00 – 1.50 = Highly Not Satisfied

From the journal of Cruz (2022) the immigration and customs procedures at NAIA are designed to process passengers quickly and efficiently, minimizing wait times and ensuring that passengers can proceed to their destinations without delays. Additionally, the immigration and customs officials are well-trained and professional, providing accurate and helpful information to passengers, which enhances their overall satisfaction.

Table 2.3 presented the cleanliness of dining areas receiving a weighted mean of 3.28, indicating that passengers were satisfied with this aspect of the airport's food and beverage offerings. Passengers expressed moderately dissatisfaction with the variety and quality of food options, with a weighted mean of 2.40. The pricing of food and beverages received an even lower rating, with a weighted mean of 1.66, suggesting that passengers found the prices to be moderately unsatisfactory. The speed of service at food outlets also received a moderately not satisfied rating, with a weighted mean of 2.08. The variety of beverage choices, such as coffee, tea, and juices, received the highest moderately satisfied rating, with a weighted mean of 4.04. When looking at the overall average weighted mean of 2.69, it appeared that passengers were generally satisfied with the airport's food and beverage offerings.

Table 2.3 Passenger Satisfaction in terms of Food and Beverages

Indicator	Weighted Mean	Interpretation
Cleanliness of dining areas	3.28	Satisfied
Variety and quality of food options	2.40	Moderately not satisfied
Pricing of food and beverages	1.66	Moderately not satisfied
Speed of service at food outlets	2.08	Moderately not satisfied
Variety of beverage choices (e.g coffee, tea, juices)	4.04	Moderately satisfied
Total Weighted Mean	2.69	Satisfied

Legend: 4.51 – 5.00 = Highly Satisfied; 3.51 – 4.50 = Moderately Satisfied; 2.51 – 3.50 = Satisfied; 1.51 – 2.50 = Moderately Not Satisfied; 1.00 – 1.50 = Highly Not Satisfied

According to Villareal (2023) passengers are satisfied with the variety of beverage choices at NAIA because the airport offers a wide range of drinks that cater to different tastes and preferences. The

airport's willingness to incorporate customer feedback into its decision-making process ensures that the beverage selection is refined to better meet customer needs, leading to increased satisfaction among passengers.

Table 2.4 presented the clarity of signage and wayfinding throughout the airport received a weighted mean of 3.09, indicating that passengers were satisfied with this aspect of information availability. Passengers expressed satisfaction with the frequency and quality of announcements, with a weighted mean of 3.22. Flight information screens also received a satisfied rating, with a weighted mean of 2.94. Flight departure information (e.g., gate numbers, boarding times) received the lowest rating, with a weighted mean of 1.86, suggesting that passengers found this information to be moderately unsatisfactory. The responsiveness of the information desk when seeking information received the highest rating, with a weighted mean of 4.62, indicating that passengers were highly satisfied with the assistance provided by the staff. When looking at the overall average weighted mean of 3.15, it appeared that passengers were generally satisfied with the availability of information at the airport.

According to the study of Sezgen, E., Mason, K., & Mayer, R. (2019) passengers are satisfied with the information desk at NAIA because it provides accurate and helpful information, which enhances their overall satisfaction. The information desk is designed to assist passengers with any queries or concerns they may have, ensuring that they receive the necessary support to navigate the airport efficiently.

Table 2.4 Passenger Satisfaction in terms of Information Availability

Indicator	Weighted Mean	Interpretation
Clarity of signage and wayfinding throughout the airport	3.09	Satisfied
Frequency and quality of announcements (e.g., flight delays, gate changes)	3.22	Satisfied
Flight information screens	2.94	Satisfied
Flight departure information (e.g., gate numbers, boarding times)	1.86	Moderately not satisfied
Responsiveness of the information desk when seeking information	4.62	Highly satisfied
Average Weighted Mean	3.15	Satisfied

Legend: 4.51 – 5.00 = Highly Satisfied; 3.51 – 4.50 = Moderately Satisfied; 2.51 – 3.50 = Satisfied; 1.51 – 2.50 = Moderately Not Satisfied; 1.00 – 1.50 = Highly Not Satisfied

In table 2.5 above presented the summary of the general average weighted mean in terms of passenger satisfaction. The data indicated that passengers were moderately not satisfied with the airport facilities, as evidenced by a weighted mean of (2.34). In contrast, passengers were satisfied with airport services, food and beverages, and information availability, each having a weighted mean of (3.15), (2.69), and (3.15) respectively. Overall, the average weighted mean of (2.83) suggested that passengers were overall satisfied with the various aspects of their airport experience.

Table 2.5 Passenger Satisfaction Summary

Indicator	Weighted Mean	Interpretation
Airport Facilities	2.34	Satisfied
Airport Services	3.15	Satisfied
Food and Beverages	2.69	Satisfied
Information Availability	3.15	Satisfied
Average Weighted Mean	2.83	Satisfied

Legend: 4.51 – 5.00 = Highly Satisfied; 3.51 – 4.50 = Moderately Satisfied; 2.51 – 3.50 = Satisfied; 1.51 – 2.50 = Moderately Not Satisfied; 1.00 – 1.50 = Highly Not Satisfied

IMPLICATIONS OR CONCLUSION

The study reveals a mixed level of satisfaction among passengers at NAIA across various aspects of their airport experience. While passengers expressed general satisfaction with airport services, such as the check-in process, security screening, and Wi-Fi connectivity, significant areas of dissatisfaction

emerged regarding airport facilities. Notably, the availability of seating areas, restrooms, and charging stations were rated poorly, highlighting a need for improvements in these areas to meet passenger expectations. Food and beverage services also garnered mixed reviews. Participants were moderately satisfied with the variety of beverage choices but expressed dissatisfaction with the pricing, quality, and speed of service at food outlets.

This indicates that while some aspects of the food and beverage offerings are appreciated, there are critical areas requiring attention to improve passenger satisfaction. Regarding information availability, passengers were highly satisfied with the responsiveness of the information desk but found the clarity and frequency of announcements, as well as the availability of flight information screens, lacking.

This suggests that while direct interactions with airport staff are positive, the dissemination of critical information needs enhancement to better serve passengers the data indicates that while certain services at NAIA meet passenger expectations, there are significant areas, particularly in facilities and information dissemination, that require targeted improvements. Addressing these issues will be crucial in elevating the overall passenger experience and satisfaction at the airport.

REFERENCES

- A, C., Caica et al. (2019), Customer Satisfaction of Airlines Based in the Philippines, *Journal of Tourism and Hospitality Research*, Vol. 15, No. 1, 2018.
- Abuan, O. G., Corpuz, R. R., & Carmen, J. V. S. (2023). SAFETY RISK MANAGEMENT AS RELATED TO AIRPORT PASSENGER EXPERIENCE AT MANILA INTERNATIONAL AND DOMESTIC AIRPORTS. *EPRA Journals*.
- Adeniran et al. (2022). *Factors Influencing Willingness-to-repurchase Airline Services in Nigeria*.
- Aragay, C. F., Borja, M., Villarubia, H. M., & Cuison, A. M. (2023). The influence of delayed flights on the emotional response and behavioral intention of airline passengers. *The International Journal of Business Management and Technology*, Volume 6(Issue 2).
- Araneta, M. (2024). *NONGBALITA Catching the bug: 'Surot' found on NAIA metal seats*.
- Bandari, P. (2023). *Descriptive Statistics | Definitions, Types, Examples*.
- Banerji, D., Saha, V., Singh, N., & Srivastava, R. (2022). What are the most important consumer decision factors when choosing an airline? An emerging 43 economy perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(1), 174–197.
- Bartolata, basmayor, De Guia, Hwang, Imatong, & Loyola. (n.d.). *Assessing the Service Quality of An International Airport Terminal as Perceived by Tourist travelers: The Case of NAIA Terminal-3 in Manila, Philippines*. Retrieved March 10, 2016.
- Bezerra, G. C. L., & Gomes, C. F. (2020). Antecedents and consequences of passenger satisfaction with the airport. *Journal of Air Transport Management*, 83, 101766.
- Cahya et al. (2020). *The effect of service quality and facilities on customer satisfaction in soekarno-hatta international airport check-in at new normal era in 2020*.
- Corpuz (2023). *Safety Risk Management as Related to Airport Passenger Experience at Manila International and Domestic Airports*.
- Guan, X., Zhou, M., & Wang, D. (2023). Reference points in travel satisfaction: Travel preference, travel experience, or peers' travel? *Transportation Research Part D: Transport and Environment*, 124, 103929. 44.
- Kesti, et. Al. (2019). *A multidisciplinary critical approach to measure and analyze human capital productivity*.
- Kim et al. (2019). *Understanding Customer Experience and Satisfaction through Airline Passengers' Online Review*.
- Koti, K. (2019). Factors influencing customers airline choice: A unique study of low cost carriers in Kurdistan. *Journal of Physics: Conference Series*, 1362(1), 012113.
- Lestari and Murjito (2020). *Factor Determinants of Customer Satisfaction with Airline Services Using Big Data Approaches*.
- Lim, J., & Lee, H. C. (2019). Comparisons of service quality perceptions between full service carriers and low cost carriers in airline travel. *Current Issues in Tourism*, 23(10), 1261–1276.
- M. J. J. Gumasing, E. T. Gatchalian and M. Y. M. Marquez, "A Service Quality Model for Bureau of Immigration in NAIA Terminal 1," *2020 IEEE 7th International Conference on Industrial Engineering and Applications (ICIEA)*, Bangkok, Thailand, 2020, pp. 1065-1069, doi: 10.1109/ICIEA49774.2020.9102022. keywords: {Airports; Standards; Layout; Noise level; Lighting; Temperature; Quality of service; service quality; bureau of immigration; NAIA 1; facility layout}.
- Mason (2019). *Voice of airline passenger: A text mining approach to understand customer satisfaction* 45.

- Mooi, E. and Sarstedt M. (2023). *Regression Analysis*.
- Park et al. (2020). *Understanding the dynamics of the quality of airline service attributes: Satisfiers and dissatisfies*.
- Praneetham et al. (2019). *Air Travel Behavior and Attitude of Domestic Passengers toward Low Cost Airline Services*.
- Ristiani et al. (2021). *The Improvement of Service Quality for Passengers through the Development of Airport Facilities*.
- S. Tahanisaz, S. shokuhyar., (2020), Evaluation of passenger satisfaction with service quality: A consecutive method applied to the airline industry, Contents lists available at ScienceDirect, *Journal of Air Transport Management* journal homepage.
- Setiawan (2023). *Customer Experience Analyzing the Comparison of Brand and Company Characteristics of Airlines Services* 46.
- Sezgen, E., Mason, K., & Mayer, R. (2019). Voice of airline passenger: A text mining approach to understand customer satisfaction. *Journal of Air Transport Management*, 77, 65–74.
- Sezgen, Eren; Mason, Keith J.; Mayer, Robert (2019). Voice of airline passenger: A text mining approach to understand customer satisfaction. *Journal of Air Transport Management*, 77(), 65–74. doi: 10.1016/j.jairtraman.2019.04.001.
- Shiwakoti, N., Jiang, H., & Nguyen, A. D. (2022). Passengers' perception of safety and its relationship with demographics, service quality, satisfaction and loyalty in the airline sector - A case study of the Vietnam to Australia route. *Transport Policy*, 124, 194–202.
- Sirsilla, S. (2023). *Bridging the Gap: Overcome these 7 flaws in descriptive research design*.
- Thomas, L. (2023). *Simple Random Sampling | Definition, Steps & Examples*.
- William, K. (2022). *Stratified Sampling: Definition, Formula, Examples, Types*.
- Yudianto and Tari (2023). *Analysis of Public Service Quality for Waiting Room Facilities at Yogyakarta International Airport*.

ACKNOWLEDGEMENT

The researchers expressed their gratitude to the persons who helped, guided, and supported them in making the research possible. They were grateful to the respondents who, despite their jet lag, took the time to answer the questionnaire. Without their attendance and insightful comments, the researchers would not have been able to complete the insightful and trustworthy thesis paper.

The researchers also thanked the Manila International Airport Authority for allowing them to execute the study and for trusting them to give questionnaires to passengers at NAIA terminal. The study was dedicated to all the student's studying tourism, whose passion and commitment to the subject motivated the researchers to continue learning and add to the expanding corpus of knowledge in the field.

Lastly, the researchers dedicated the study to future tourism students whose enthusiasm and inquisitiveness would shape the travel and tourism sector in the years to come. They hoped that the students would use the study to advance in their academic and professional efforts.