The effect of Service Quality and Perceived Brand Value on the Satisfaction of Charter Passenger of Foreign Charter Flights of the Two Iranian National Airline (Case Study of Iran Air and Qeshm Air Charter Flight to Istanbul)

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ABSTRACT

Today, airlines to present and expand its activities in competition, especially in an international section, think of the satisfaction of passengers. Whereas, often the passengers use air travel to save time and convenience, they pay more costs and so expect to get better services. One of these ways is using of the charter flights of airlines. A charter flight is round trip with its special services and prices that are different for various airlines. Airlines have been sought with providing appropriate services and quality of charter flights with lower cost than regular flights provide greater satisfaction to the travelers. In this paper evaluated the effect on quality of service and perceived value of brand satisfaction of passengers in foreign charter flights by the airline, Iran Air and Air Qeshm in Istanbul route. This study has been analyzed two above mentioned Aireline with the quantitative approach by using a sample of 384 questionnaires among charter flights to Istanbul, so this study used Spss software. Based on the results of the regression table, in both the airline's brand value and quality of service, have a positive and significant effect on their satisfaction of passengers. The value of the brand Iran Air plane is higher than the Qeshm Air so in other hand, the quality of services in Qeshm Air is higher than the Iran Air plane.

INTRODUCTION

Today, customer satisfaction is one of the basic requirements for a quality management system. The attempt of researchers, experts and managers in organizations in order to promote quality management tools indicate that everyone believes the satisfaction of the customer is the most important factors in determining the success of organizations and improving profitability [1].

Today, with increasing competition and costs, and on the other hand, decreasing productivity, service organizations should do great works. In the viewpoint of competition, they should increase its differentiated services, quality of service and productivity [2]. The managers of economic businesses should organize its economic businesses with regard the proper understanding of customer concept and paying attention to provide his needs and talents and align with his views and opinions and they should put the key to success base on the principles that start with a customer survey, organize with customer focused and continues with maintaining customer satisfaction and the customer's trust [3].

The assessment of quality compares with the customer expectations of performance. Based on this comparison, depending on whether the expectations are confirmed, the customer feels positive, negative or neutral emotions. Then these emotional responses act as the perceived satisfaction- dissatisfaction entries [4].

The organization should define carefully the level of services will present in the future, certainly this definition should provide with considering the standard of services. It should be clear and include all aspects of the customer relationship. So, paying enough attention to the service standards in all stages and dimensions of the relationship between company and customer. A company that wants to set its service standards, should recognize all taking steps of the customer that he does to use specific services [5].
The method of research:
The survey is applied research and based on survey research. Data analysis was performed by using SPSS software. Sampling method is Stratified sampling and the target population indefinitely selected with 384 sampling of two airlines.

Research hypotheses:
1. Perceived quality of service effect on passenger satisfaction.
2. Perceived value of Brand impact on passengers' satisfaction.

Research purposes:
- Evaluate the effect of perceived value of the brand on satisfaction of passengers.
- Evaluate the effect of perceived quality of the brand on satisfaction of passengers.
- Evaluate the priority between quality of services and perceived value of the brand that is impacting on satisfaction of passengers.
- Comparison evaluating of the quality of services and perceived value of the brand that is effective on satisfaction of passengers ofIran Air to Air Qeshm.

Test the hypotheses:
By using regression:

<table>
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<th>Coefficients</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
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</thead>
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<td>4.082 .000</td>
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</table>

a. Dependent Variable: Iran air-satisfaction

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
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<th>Sig.</th>
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<tbody>
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<td></td>
<td>Quality</td>
<td>.529</td>
<td>.117</td>
<td>.320</td>
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a. Dependent Variable: Qeshm air satisfaction

The results of testing the hypotheses:
- Considering that the beta coefficient is positive in both airlines, it shows that the quality of service has direct and significant effect on satisfaction of passengers. These results are aligned with the results announced by Mr. Masood Ahmed in [6], Shahabuddin Javadkhani Khani [7] and Zahra Asghari [8].
- Considering that the beta coefficient is positive in both airlines, it shows that the perceived value of a brand has direct and significant effect on satisfaction of passengers. These results are aligned with the results announced by Azin Harandi [9] and Nam et al. [10].

According to the results of testing the hypotheses because the beta coefficient of the perceived value is greater than the perceived quality of service in both the airline, it shows that that the perceived value of the brand has a greater impact on passenger satisfaction.

The impact of perceived value of the brand in Airlines Iran Air:
Is higher than Qeshm Air but the impact of perceived quality of service in Qeshm Air is higher than Airlines Iran Air.

Proposals:
According to the first hypothesis is proposed: (Increasing the effective factors on quality of service):

The dependability:
Reduction and the elimination of sanctions for accessing the Iran airlines to buy aircraft and new and equipped parts.

Accountability:
The rapid acceptance of passengers and cargo, meeting the demands of passengers by the flight attendants and transferring the suggestions and criticisms of passengers to the authorities.

Tangible factors:
Improving the quality of catering services and increase and the diversity magazines and entertainments in flight and observing the cleanliness of the aircraft in flight.
Empathy:
Observing politeness and respect for the passengers of the flight attendants, providing special services to the patients and elderly people and verbal communication of pilots with passengers during flight.

A proposal based on the second hypothesis:
In order to enhance the brand value of airlines following strategies can be studied. Employing managers and specialists with high potential and abilities, increasing external communication such as the press release and the support of events and social activities so the company's strategy is communicated clearly and explicitly, annual financial reports and the policies of management help to improve value and company credits and it provides opportunities for airlines to improve their value and credits of its brand.

Using low-cost airline strategy:
To create low-cost airlines, leading cost in some cases can be useful [11]. West Soat airline by using the following strategy introduced as the best low-cost airline in 2000. [12]
- Hire employees with high work ethic and playing multiple roles
- Special services to passengers with a high traveling
- Use a one type of aircraft
- Internet ticket bookings, hotel and car
- Secondary airport, short stop
- Point-to-point flights without more path
- High reliability of the minimum number of canceled flights
- Dealing with passengers from initial booking to delivery in the destination as a guest.

REFERENCES
[8] Asghari, Zahra, 2012. the study of the relationship between the passenger satisfaction from airline with the services provided by these companies (Case Study: Iran Air and Mahan), MS Thesis, Tourism Management, School of Management Tehran University.