

A STUDY ON CUSTOMER SATISFACTION IN SERVICE QUALITY OF DOMESTIC AIR CARGO IN INDIGO AIRLINE-WITH RESPECT TO CHENNAI AIRPORT

Mrs. FATHIMA RIZWAN, MS. R. MOUSIKA & MS. M. AARTHI

Student, Remo International College

ABSTRACT

This study is based on service quality in air cargo. The main objective of the study is to find out the customer satisfaction in air cargo of various objects like price, service, quality and source booking. It is responsible to ensure that the cargo is packed in an appropriate way for air-carriage, that it can be carried safely. Indigo is the Quickest and easiest way of modes to transfer the goods from one place to another. Indigo is not only the largest domestic passenger airline but also the largest domestic cargo with a Network which is both wide and dense. Even customer can also track these goods through Airway bill (AWB) number. Descriptive research design was used. Questionnaire was distributed and customer's opinion was collected based on purposive sampling techniques. 150 samples were collected from the respondents. Statistical tools were used like ANNOVA, T-TEST, CORRELATION, by using SPSS (statistical packages for social sciences).

KEYWORDS: Customer satisfaction, Service quality, Air-Cargo, Indigo airline & Air forwarder.