عنوان مقاله:

Customers' satisfaction with the level of service in Murtala Muhammad International Airport (MMIA), Lagos, Nigeria

محل انتشار:

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خلاصه مقاله:

The aim of this study is to examine customers' satisfaction with the level of service in Murtala Muhammed International Airport (MMIA), Lagos, Nigeria; so as to identify the service attributes requiring managerial attention in the airport. The study evaluated twenty eight service attributes in order to assess passengers' expectations and satisfaction. Survey was conducted and four hundred copies of questionnaire were administered to the study population. The data was analyzed using descriptive statistics, GAP analysis and t-test statistics. The results revealed that the twenty eight service attributes showed a significant difference (significant level ≤ 0.05) between male and female respondents' perceptions. Although, the expectations of these service attributes were high yet their satisfaction level was low. This suggests that customers' satisfaction with MMIA, Lagos decreased. Thus, the service attributes that are of high expectation to passengers using the airport but performing poorly with low satisfaction level include "Speed of bags delivery service", "Flight are screens", "Comfort of waiting" and "Phone/Internet/IT facilities." The aforementioned service attributes are those that require managerial attention in the airport. Hence, major improvement is needed here so as to enhance customers' satisfaction.

کلمات کلیدی:

Customer' s satisfaction, Level of Service, Gap Analysis, Murtala Muhammed international airport (MMIA), Lagos

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