

An Analysis of Foreign Passenger Satisfaction on the Service Quality at Bandaranaike International Airport

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This study aims to investigate foreign passenger satisfaction on the service quality at Bandaranaike international airport. BIA is the major international airport in Sri Lanka. Passenger satisfaction arises when a company can provide benefits that exceed passenger's expectation. Sleeping airport website has ranked BIA as 10th worst airport in Asia. BIA was ranked 25th out of 37 Asian airport surveyed. A study done by Air Transport Research Society on productivity has identified BIA as a low efficient airport in the Asian region. The sample size is 200 foreign passengers among 1.5million annual population. Convenience sampling is selected as sampling technique and self-administered questionnaires are used to collect data. Correlation analysis is used to identify the existing level of the service quality and the passenger satisfaction at BIA. In order to identify the impact of the service quality on the passenger satisfaction at BIA, researcher utilized simple linear regression analysis and used multiple linear regression analysis to identify the service quality determinants mostly influence for passenger satisfaction. Hypothesis developments are accepted and show the significant positive relationship between independent and dependent variables. The demographic profile of foreign passengers expose strong facts of Sri Lankan tourism industry and its potential to growth by identifying the prospectus target market. When consider existing situation of foreign passenger satisfaction at BIA, foreign passengers are almost agree with the passenger satisfaction. Tangibility, responsiveness, assurance and empathy have good impact to airport service satisfaction. According to the findings of the study, passenger satisfaction should improve through physical facilities and reliability of service providers.

Keywords: Airport, Service quality, Satisfaction, Foreign passengers, BIA