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SATISFACTION OF LOW-COST CARRIERS

Abstract:

This study investigates the satisfaction of the Low-Cost Carriers in Hong Kong and recommends their future development based on the analysis. Data was collected through surveys and in-depth interviews with LCC operators. Survey was carried out at the main entrances and exits of the Hong Kong International Airport (HKIA) to collect travelers' opinion about service quality and satisfaction on LCCs. The results show that users of LCCs have higher ratings than non-users of LCCs in HK. It is suggested that LCCs could further raise the satisfaction level by focusing on service provided and making use of loyalty programs and referral from users.

Keywords:

Service Quality, Satisfaction, Low-Cost Carriers