

Abstract

This Essay discusses how passengers from different market areas experience service quality on board Icelandair aircrafts. The market areas involved are Iceland, N-America, Nordic countries and Continental Europe (including Great Britain). Approximately 95% of the company's passengers come from those areas.

The aim is to analyze if the passengers from those market areas have different experience and then what it consists of. Also, variables such as gender, age and citizenship are analyzed. Then if it has affected the quality of service on board that the number of cabin crew members was reduced on board each flight from 1st of September 2007. The analyze endeavours to identify the service factors that might not meet expectations and could be useful for Icelandair's management.

Icelandair's in-flight survey's which were posed for airline passengers in the years 2006-2008; three times each year were used in order to evaluate preceding issues. Twenty two questions that relate to the companies service were chosen and divided into four categories, i.e. crew service, check-in procedure, entertainment and cabin.

The general conclusion of this essay is that the passenger's experience on the service quality is in line with their expectations. Also, there are no indications that the service level has decreased after the crew member's reduction. Women are the majority of those who answered the questionnaire, Icelandic citizens were the largest group and the age group over 64 years old is the smallest.

The main conclusion is that there is a distinguishable difference in satisfaction between market areas in single service factors. Icelandic and N-American passengers are in general more satisfied than passengers from the Nordic countries and the Continent of Europe. On one hand the service factors that passengers from Iceland and N-America were most satisfied with were the cabin crew service and entertainment. On the other hand, passengers from the Nordic countries and the continent of Europe were most satisfied with the cabin and check-in procedures.