

Analyzing Passenger Experience: A Study on Airline Mishandling Incidents at Ninoy Aquino International Airport Terminal 3

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Abstract

This research delves deep into the complex dynamics of airline mishandling incidents at NAIA Terminal 3, aiming to reveal their intricate effects on passenger experiences. With a focus on understanding the connections between mishandling, flight disruptions, and broader implications for airline operations, the study intends to offer a comprehensive view. Using a precise approach, the researchers adjusted Slovin's formula to pinpoint an exact sample size of 300 respondents, ensuring a detailed exploration of passenger encounters despite time constraints. They achieved a 14% response rate, providing insights into the diverse landscape of travelers. Going beyond traditional surveys, the study incorporated qualitative aspects through interviews with informants, including airport and airline personnel. This dual-method strategy facilitated a nuanced analysis of mishandling incidents, capturing the subtle challenges faced by both passengers and industry professionals. The results emphasized the significant impact of mishandling on operational efficiency, highlighting the need for improved baggage handling and security measures. The study concludes with practical recommendations, advocating for clear communication, technological advancements, and ongoing staff training to enhance the overall airport experience. This research serves as a valuable guide for aviation stakeholders, offering a roadmap to address mishandling incidents and improve passenger satisfaction.

Keywords: Air Travel, Mishandling, Flight Delays, Flight Cancellation, Service Quality.

1. INTRODUCTION

Air travel is a fundamental aspect of modern global connectivity, enabling people to traverse vast distances in remarkably short periods. The airline industry, characterized by its rapid growth and constant innovation, plays a pivotal role in facilitating this mobility. However, despite the industry's advancements, incidents of airline mishandling at airports continue to pose significant challenges to both passengers and airlines alike. In an era marked by accessibility to air travel, passengers' expectations are rightfully high.

Instances of mishandling incidents have the potential to disrupt these expectations, leaving travelers grappling with lost baggage, delays, and missed connections. This research embarks on a journey of its own, peering beyond the statistics to explore the narratives and emotions that passengers weave through these experiences. By delving into these human aspects, The researchers endeavor to illuminate the often-overlooked dimensions of air travel and navigate the intricacies of mishandling incidents. This study delves into the exploration of root causes, aiming to reveal whether these incidents serve as manifestations of more profound systemic issues ingrained within the airline industry. By uncovering these root factors, The researchers strive to lay the groundwork for proactive measures that could minimize such incidents in the future. Furthermore, the study stretches its gaze to the aftermath of mishandling incidents – the financial burdens borne by passengers, the reputational challenges faced by airlines, and the legal intricacies that often ensue. By unraveling these far-reaching consequences, the researchers aimed to provide a holistic perspective that goes beyond immediate inconveniences. The researchers aspired to contribute not only to the understanding of the challenges within the airline industry but also to the enhancement of passenger experiences. By illuminating the human threads that weave the fabric of air travel, the researchers aimed to provide information strategies that can transform mishandling incidents into catalysts for positive change. In the following sections, the methodology was detailed by the researchers, to present the findings, and explore the implications that resonate not only with the aviation industry but also with every individual who embarks on a journey through the skies.

Yazdi et al., (2017) discussed challenging the notion that baggage fees cause security queues, aircraft alley congestion, and delayed flights, suggesting that these assumptions may be misguided. Understanding passenger safety perception and satisfaction is crucial for airline operators to secure market share and enhance service quality measures that impact passenger satisfaction. Shiwakoti et al., (2021). Miyamoto, Bendarkar, & Mavris, (2022) concluded that using delays as a metric of operational efficiency. Bad weather, equipment, or technical airport problems were found to be the main case.

Suzuki (2004) mentioned that one of the contributing factors why airline mishandling contributes to flight delays is due to seat denials. Travelers' airline choices have an impact on why they experience service failures. Desphande & Arikan (2012) state that airline flight schedules have a significant impact on flight delays.

Janic(2009) discussed that modeling airport operations affected by a large-scale disruption involves analyzing the processes at the airport as interrelated queuing systems. One system represents the snowfall and its accumulation, while the other system represents the handling of aircraft/flights at the affected capacity. Tsirikitis (2007) discussed the two primary findings. Firstly, the connection between a company's operational performance and its profitability depends on the company's operational approach. Airlines that emphasize a "focused" strategy exhibit a connection between delayed arrivals and profitability, whereas this connection is not seen in full-service airlines. Additionally, the degree of capacity utilization significantly impacts the profitability of full-service airlines compared to focused airlines. Secondly, when it comes to profitability, focused airlines perform better than other competitors in the industry. Scotti et al. (2016) revealed on a typical basis, implementing charges for checked baggage is linked with a decline in the mishandled baggage rate and a decrease in the proportion of flights that experience delays. However, the researchers did not identify any noteworthy correlation between these fees and the rate of customer grievances. As a result, these findings validate the notion that checked baggage fees are connected with enhanced airline operations, though not necessarily with heightened customer contentment. Slotnick (2019) studied that a change in management personnel can be a factor in

improving the operational performance of the airline. Suzuki (2004) states that the travelers' airline of choice is affected by the past bad service experiences with the contending airlines.

The study of Walson (2023) finds that the matter of mishandling baggage increased by 75% in the previous year as airlines and airports experienced a surge in passengers. Digitizing luggage operations reduced the expenses while improving the entire passenger experience. He went on to say that SITA is dedicated to working with the industry to restore travelers' confidence in checking in their luggage knowing that luggage has been delayed, damaged, misplaced, or stolen may be extremely stressful. Rezaei et.al (2018) as cited by Amardeep (2018) studied that in the field of service quality in the baggage handling system in the airline was not a priority when necessary. Most airlines do not prioritize the baggage handling system, particularly during times of high demand. Passengers who have had a positive experience are equally exchanged, as improving the flying experience, it reduces stress for travelers while also improving the airline's reputation.

Postorino et al., (2020) discussed that airport airside operations often face challenges due to unexpected events like bad weather, staff shortages, strikes, and technical issues. These disruptions can reduce operating capacity, leading to congestion and flight delays that impact the overall efficiency and quality of air travel. Lykou et al., (2020) found how air transport networks show inconsistent and unpredictable performance. Delays in one airport can disrupt others, affecting the entire aviation network. Widespread flight delays cost billions and worsen passenger experiences, impacting the economy and service quality. Marinic (2016) discussed that the customer is the most important element for each enterprise to be considered due to spending money to make a purchase, repurchase, and make recommendations of purchase to other customers. So it is important as well to analyze the satisfaction of the customers.

the significance of air travel in this connected world, highlighting the challenges of mishandling incidents at airports that can disrupt passengers' experiences. The research aims to delve into passengers' perspectives, emotions, causes of mishandling incidents, and their consequences, ultimately seeking to enhance the airline industry and passenger experiences. Several research studies are cited to support various aspects of the discussion.

In summary, the study emphasizes the need to understand mishandling incidents in the airline industry from a human perspective, going beyond statistics. It explores the emotional and operational aspects, as well as the potential systemic issues that contribute to such incidents. The research also mentions the impact of baggage fees, airline operational strategies, and the role of technology in improving passenger experiences. Additionally, it highlights the importance of addressing customer satisfaction and the interconnected nature of air travel disruptions.

In response to this information, it's clear that mishandling incidents at airports is a multifaceted issue with significant implications for both passengers and airlines. Understanding and addressing these challenges from various angles, as indicated by the cited research, is essential for improving the overall air travel experience.

The study stresses the importance of looking beyond statistics to understand mishandling occurrences in the airline business. It examines the operational and emotional components of such situations as well as any potential systemic problems. The impact of luggage fees, airline operational tactics, and the contribution of technology to bettering passenger experiences are all discussed in the paper. It also emphasizes the significance of managing customer satisfaction and the connectedness of disruptions to air transport.

In light of the evidence provided, it is obvious that mishandling occurrences at airports is a complex problem with serious ramifications for both travelers and airlines. According to the mentioned research, it is crucial to comprehend and solve these issues from diverse perspectives to improve the entire air travel experience.

1.1. Background of the Study

The article titled "Aquino Disturbed by an Airline Flight Delays, Cancellations" sheds light on a specific instance of airline service disruption, where an Airline, experienced flight delays and cancellations, leading to passenger inconvenience and dissatisfaction. This incident highlights the broader problem of airport mishandling of passengers in the context of flight disruptions. The study aimed to delve into the causes, consequences, and potential solutions to address the challenges associated with flight delays and cancellations and their impact on passenger experiences.

The aviation industry's growth and success depend on the ability to provide seamless, timely, and reliable services to passengers. Flight delays and cancellations can have a cascading effect, causing missed connections, financial losses for both airlines and passengers, and disruptions in travel itineraries. These incidents also lead to decreased passenger confidence in airlines' ability to provide consistent and satisfactory service. Consequently, understanding the root causes of these disruptions and evaluating how airlines handle such situations becomes crucial for improving overall operational efficiency and passenger satisfaction.

The study explored various factors contributing to airport mishandling of passengers during flight delays and cancellations, such as adverse weather conditions, technical issues, mismanagement of schedules, and inadequate communication between airlines and passengers. By analyzing the specific case of this Airline, the research provided insights into how airlines respond to and manage such incidents, including their communication strategies, compensatory measures, and efforts to minimize passenger inconvenience. In addition, the study investigated the implications of airport mishandling on passengers' emotions, travel plans, and perceptions of airline service quality. By examining passengers' experiences and feedback, researchers can identify patterns and trends that shed light on areas of improvement for airlines and airports.

The mishandling of the airport and the airline can be differentiated based on their respective areas of responsibility and control. Airlines are primarily responsible for flight operations, including scheduling, maintenance, and crew management. While airlines cannot control most flight cancellations and delays, they are accountable for managing these situations and providing support to affected passengers. On the other hand, airports are responsible for ground operations, such as baggage handling, security processes, and terminal facilities. The airport and the airline collaborate to ensure a seamless travel experience for passengers, with the airport providing infrastructure and services to support airline operations. Both entities play crucial roles in addressing mishandling incidents, with the airline focusing on flight-related issues and the airport managing ground operations to enhance passenger experience.

Ultimately, the findings of this study contributed to a better understanding of the challenges associated with flight delays and cancellations, helping airlines and airport authorities develop effective strategies to minimize disruptions and enhance the passenger experience. Addressing airport mishandling during flight disruptions not only improves customer satisfaction but also enhances the reputation and competitiveness of airlines and the aviation industry as a whole. As air travel continues to play a vital role in global connectivity, efforts to mitigate these challenges are paramount to ensuring a seamless and enjoyable

travel experience for passengers worldwide. This study focused on improving passenger’s convenience from airline mishandling by analyzing and conceptualizing various ways to cure the problem. Due to many contributing factors such as seat denials, airline flight schedules, bad weather, staff shortage, strikes, technical issues, changes in management personnel, etc. And its cause is to standardize high-quality air travel. To cure passengers experiencing the struggle from other mishandling such as flight delays, missed connections, and anxiety of uncertain baggage whereabouts. Most airlines in some cases do not prioritize baggage handling systems, particularly during the peak season of air travel. The concept of preventative measures that could reduce such incidents is something the researchers are working on, to enhance passenger experiences in the airline industry.

1.2. Theoretical Framework



Fig. 1: Theoretical Framework of the dimensions of service quality contributing to customer satisfaction.

In today's highly competitive business environment, ensuring customer satisfaction has become a critical goal for organizations across industries. To achieve this goal, businesses need to deliver high-quality services that meet or exceed customer expectations. Figure 1 which is the conceptual framework of service quality dimensions plays a crucial role in understanding how service quality influences customer satisfaction. In this discussion, the researchers delved into the key dimensions of service quality, including reliability, tangibles, understanding the customer, courtesy, access, assurance, competence, responsiveness, and communication, with a focus on their role in achieving customer satisfaction.

Service Quality:

Service quality is the overarching factor that directly impacts a customer's perception of the service experience. Service quality can be defined as the extent to which a service meets or exceeds customer expectations. It encompasses various dimensions, each contributing to the overall perception of quality. Let's explore how each dimension relates to customer satisfaction.

Reliability:

Reliability refers to the ability of a service provider to consistently deliver accurate and dependable services. Customers value reliability as it gives them confidence that the service will be performed as promised. When a service consistently meets expectations, it contributes significantly to customer satisfaction.

Tangibles:

Tangibles refer to the things you can see and touch in a place where you get a service, like how it looks, the equipment they use, and the condition of the place. Even though it's not the main service, it still matters a lot. When the place is clean, looks nice, and is well taken care of, it makes customers happier and makes the service seem better.

Understanding the Customer:

Getting to know the customer means paying attention to what the customer wants and likes. When a business takes the time to understand what their customers like and need, they can make their services fit those wants and needs better, which makes customers happier.

Courtesy:

Courtesy refers to the behavior and demeanor of service personnel. Polite, respectful, and empathetic interactions with customers create a positive impression and contribute to customer satisfaction. Rude or indifferent behavior can have the opposite effect.

Access:

Access relates to the ease with which customers can obtain the service they desire. A seamless and convenient service delivery process can greatly enhance satisfaction. This includes factors like accessibility, waiting times, and the availability of multiple service channels.

Assurance:

Assurance involves building trust and confidence in customers through competence, credibility, and reliability. Customers want to feel secure in their interactions with the service provider. Assurance factors include the competence of employees, the transparency of processes, and the provider's ability to instill trust.

Competence:

Competence refers to how skilled and knowledgeable the people providing a service are. When customers receive assistance from competent employees who know what they're doing, it makes them happier because problems get solved faster.

Responsiveness:

Being attentive is all about listening to what customers want and being quick to assist them. When service providers respond promptly to questions or requests, it shows that they genuinely want to make customers happy and can make the service feel more impressive.

Communication:

Communication is about talking to customers in a way that they can easily grasp and making sure they're always informed about what's going on. When service providers communicate effectively, it avoids confusion and helps customers feel confident that they're in good hands, which leads to greater satisfaction.

1.3. Conceptual Framework

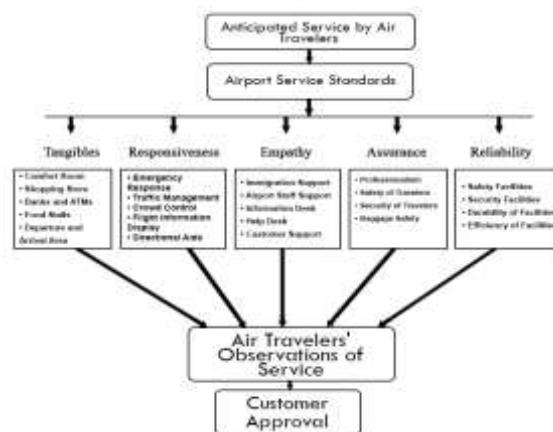


Fig. 2: A model that illustrates the relationship between airport service quality and customer approval.

The airline industry strives to offer a variety of services to cater to the diverse requirements and preferences of travelers. These services encompass everything from booking and check-in to in-flight services and baggage handling, all with the primary goals of ensuring passenger safety, comfort, and convenience. The specific offerings and quality of service can indeed differ between airlines and the perceptions of the passengers, allowing them to choose options that align with their priorities and expectations for their journey. In this study, the researchers employed the Airport Service Standards, which illustrate how airport service quality is linked to passenger approval, as depicted in Figure 2. In this context, a "process" is represented as a series of interconnected boxes, each representing different components involved in a sequence, with inputs and outputs connected.

Tangibles:

Tangibles refer to the physical aspects of airport service, such as the cleanliness of facilities, the comfort of seating, and the appearance of staff. In your conceptual framework, you can position this as the initial impression that passengers have when they arrive at the airport. When airports invest in improving tangibles, it can positively impact customer approval because it sets a positive tone for the overall experience.

Responsiveness:

Responsiveness relates to the efficiency and effectiveness of airport staff in addressing passenger needs and concerns. This dimension signifies how promptly and attentively airport personnel respond to passenger requests or issues. A high level of responsiveness contributes to customer satisfaction as it ensures that passengers feel their concerns are valued and promptly resolved.

Empathy:

Empathy involves the ability of airport staff to understand and relate to the emotions and needs of travelers. In your conceptual framework, you can position empathy as the human connection factor. When airport staff show empathy, it can enhance the overall customer experience by making travelers feel heard and cared for, ultimately leading to higher satisfaction.

Assurance:

Assurance signifies the competence and knowledge of airport staff in providing information and assistance to travelers. This dimension is about instilling confidence in travelers that they are in capable hands. When travelers feel assured that they are receiving accurate information and assistance, it positively affects their satisfaction with the airport service.

Reliability:

Reliability relates to the consistency and dependability of airport services. Travelers rely on airports to provide consistent and dependable services, such as on-time flights, baggage handling, and security. When airports consistently meet these expectations, it builds trust and positively influences customer satisfaction.

1.4. Statement of the Problem

The study aimed to analyze the passenger experience and revolves around the central issues and challenges related to airline mishandling incidents at airports that adversely impact passengers' experiences. The research aimed to clearly define and outline the specific problems and address the following questions:

1. How does Airline Mishandling contribute to?
 - a. flight delays; and

- b. cancellation of flights
2. What are the effects of Airline Mishandling on the operational performance of the Airline?
3. How does mishandling affect the experience of passengers in terms of service quality?
4. On a passenger's perception, what qualities do airlines need to have to give customers satisfaction?
5. Based on the results of the survey, what is the perception of the informants on
 - a. Extreme weather as the main cause of flight delays;
 - b. Switching to an airline with better baggage handling;
 - c. Impact on how the airline provides services; and
 - d. Impact of added baggage check fee on the overall experience?

1.5. Significance of the Study

The significance of this study will rebound the benefit of the following:

Passengers are among the most likely to benefit, as they can learn some insights that contributed to the resolution of the mentioned problems on the various reasons why and how mishandling occurs. Thus, the study might lead to more openness in various factors allowing travelers to better understand broader challenges in airports. Additionally, the entire travel experience is important, not just the time spent on board. "Price, schedule, and comfort would be the top considerations when choosing an airline."

Airlines could also benefit from this study by finding areas where they could enhance their handling operations, minimize mishandling occurrences, and increase satisfaction among travelers. Identifying the reasons and instances of mishandling might contribute to operational improvements.

Airport authorities may utilize the results of the study to examine and enhance their infrastructure and facilities, such as baggage handling systems, security processes, and terminal layouts, to reduce mishandling instances.

Airline staff and airport service providers can benefit from enhanced training and practices regardless of the result of this study, resulting in improved job performance and customer relations.

Suppliers of aviation equipment, technology, and services, for instance, baggage management system machines could benefit from knowing the unique demands and issues associated with airport mishandling. This information may be used to influence innovation and development of the products.

Future researchers, this study will be valuable to researchers who want to do a relevant study, particularly in the mishandling incident at the airport.

2. METHODOLOGY

2.1. Research Design

For this study, the researchers used a mixed method type of research method. The research design used for this study is a descriptive and phenomenology type of approach. The researchers used a survey and questionnaire and also in-depth interviews. The method of data analysis to be used is cross-tabulation and Thematic analysis.

The goal of this research is to investigate and analyze incidents of mishandling at airports. This involves looking at a variety of issues, including improper handling of luggage, security lapses, improper handling of passengers, and other instances involving improper management of resources, procedures, or services in airport environments.

2.2. Respondents

This research study is about passengers' experiences with airline mishandling at NAIA Terminal 3, there are two main groups of people: respondents and informants. The respondents who answered the surveys are passengers at NAIA Terminal 3 who have experienced airline mishandling issues. The researchers want to hear from a variety of passengers – young and old, different nationalities, and those who travel a lot or just occasionally. For other information, the researchers have gathered data for those who work at the airport or for the airlines. Airport staff, like those who help with baggage or security, tell how things work at the airport. Airline staff, including customer service and ground crew, explained airline policies and the challenges they face when passengers have problems. For the study titled "Analyzing Passengers Experience: A Study on Airline Mishandling at Airports," specifically conducted at NAIA Terminal 3, the researchers are keen to understand the experiences of passengers who have faced airline mishandling incidents. The total population size, determined using Slovin's formula, comprises 10,000 passengers at NAIA Terminal 3 who have encountered such incidents. Given the specific requirement for a sample size of exactly 300 respondents, Slovin's formula was adjusted to arrive at a margin of error of approximately 5.69%, enabling it to achieve this precise sample size.

This meticulous adjustment ensures that the researchers collected data from precisely 300 respondents, allowing them to delve deeply into the passenger experience at NAIA Terminal 3 and comprehensively analyze the impact of airline mishandling incidents on their journeys. While achieving an exact sample size can be challenging in practice due to various real-world factors, this adjustment ensures that they get as close as possible to their target, allowing them to gather valuable insights into this critical aspect of air travel at the specified airport terminal.

For the survey and response rate of the study, due to time constraints, the researchers were only able to gather 107 respondents. Out of the 107 respondents, only 42 of them experienced airline mishandling at NAIA Terminal 3. After calculating the responses and the sample size, they were able to meet the acceptable response rate for an external survey which is 14%.

Profiling Category	Frequency	Percent
Travelers (who uses NAIA 3 and did not experienced mishandling)	65	60.7%
Travelers (who have experienced mishandling)	42	39.3%
Total	107	100.0%
Male Respondents	58	
Female Respondents	49	
Total Respondents	107	

Table 1: Frequency and Percent Distribution of the Respondents in terms of Travelers who use NAIA 3 who have no experience of mishandling and Travelers who have experienced mishandling.

Complementing the quantitative survey, qualitative insights were gathered through interviews with three informant respondents. These informants, encompassing airport staff engaged in baggage and security

roles, as well as airline staff including customer service and ground crew members, offer valuable perspectives on airport and airline operations. The interview questionnaire, consisting of four key questions, delves into the following aspects: understanding perceptions of how extreme weather causes flight delays, investigating causes behind passengers switching airlines with a focus on baggage handling, probing into perceived drawbacks in how airlines provide services, and examining the impact of baggage check fees on the overall travel experience. This dual-method approach, combining quantitative and qualitative methodologies, ensures a thorough analysis of the multifaceted dimensions of airline mishandling incidents at NAIA Terminal 3, enriching comprehension of passengers' experiences.

2.3. Settings

In this study, data were collected from various sources, by conducting survey questionnaires, some sources are from students from different schools who have experienced airline mishandling at NAIA Terminal 3. The researchers also gathered data from various travelers who have experienced flying in and out of the said airport. There are numerous airports or terminals in the city and NAIA Terminal 3 was the chosen area for this research because it is the airport that can be easily accessed and it is one of the busiest terminals in the country.

The researchers interviewed three informants key individuals who traveled at Ninoy Aquino International Airport (NAIA) Terminal 3 – the backdrop of this study on airline mishandling. These individuals, chosen for their firsthand experience in baggage handling, security, and airline services, shared their insights within the operational spaces of the airport. The setting allowed the researchers to engage with professionals actively shaping the passenger experience. Through their experiences, the researchers aimed to understand the challenges faced by airport and airline personnel, gaining authentic insights into the implications of airline mishandling incidents at NAIA Terminal 3.

2.4. Instrumentation

The document is a pilot testing/survey that was answered by 34 respondents in which 85.3% of it were male, a total of 29 male respondents and 14.7% were female, a total of 5 female respondents. The survey aimed to gather information about the profile of the respondents, their flight experiences, and their satisfaction with airline services. The respondents were asked about their gender, and whether they have experienced airline mishandling or stressful situations with baggage handling at NAIA Terminal 3. Out of 34 respondents 76.5% a total of 26 have not experienced airline mishandling at NAIA Terminal 3, while 23.5% of the respondents a total of 8 have experienced airline mishandling at NAIA Terminal 3 They were also asked about the impact of bad weather, equipment, and technical airport problems on the operational efficiency of airlines. Additionally, the survey inquired about the effect of charging for checked baggage on overall satisfaction with airline services. The responses varied, with some respondents expressing satisfaction with the handling of issues during their recent travel, while others reported mishandling problems that negatively impacted their perception of the airline's service. The survey also revealed mixed opinions on the impact of bad weather, equipment, and technical airport problems on operational efficiency. Furthermore, each respondent had different views on whether the decision to charge for checked baggage affected their overall satisfaction with airline services. Overall, the survey provides insights into various aspects of airline experiences and customer satisfaction.

Out of 34 respondents, 16 of them have experienced stressful situations with baggage handling at NAIA Terminal 3. On the other hand, 17 of them have not experienced stressful situations with baggage handling

at NAIA Terminal 3. As mentioned earlier, 8 out of 34 respondents have experienced airline mishandling. Thus, the following questions were answered only by the 8 respondents who have experienced airline mishandling. 8 of them agreed that bad weather, technical airport problems, and extreme weather affect the operational efficiency of an airline and cause flight delays. In terms of equipment, 7 of them agreed that equipment affects the operational efficiency of an airline and 1 disagreed that equipment affects the operational efficiency of an airline. Out of the 8 respondents, 5 of them believe that the airline's decision to charge for checked baggage has any impact on your overall satisfaction with service and 3 respondents disagreed.

The researchers also conducted an interview questionnaire which 3 informant respondents answered. Using qualitative questions seeks to gain a comprehensive understanding of airline passengers' perspectives on flight delays, baggage handling, and the broader impact on airline services. The study employs an interview questionnaire with three informant respondents selected for their insights into air travel. The questionnaire consists of four key questions designed to elicit detailed responses. Firstly, participants were asked to share their perspectives on why extreme weather conditions contribute to flight delays. Secondly, the study explores the factors influencing passengers to switch airlines, particularly focusing on superior baggage handling services. The third question probes into the negative impacts perceived by passengers on how airlines provide services, encompassing issues such as customer service and operational efficiency. Finally, participants reflected on how baggage check fees have affected their overall travel experience. The qualitative nature of the study allows for an in-depth exploration of individual experiences, capturing diverse perspectives on the complexities of air travel. The findings are expected to provide valuable insights into informant respondents' attitudes and preferences, informing strategies to enhance airline services.

2.5. Data Analysis

The researchers used cross tabulation under quantitative and thematic analysis from qualitative, to accurately draw comparisons among variables. Cross-tabulation presentation or comparison of tables makes it less difficult for the collected data to be organized for further analysis, enables the collection of vast amounts of unprocessed data to be recognized in a systematic method, and allows the inclusion of only the most relevant data. Where the test and the exact numbers in the result are significant to each other. As there are more than 3 variables, the researchers used frequency and percentage, weighted mean with significant differences, while Spearman Rho was used in significant relationships.

2.6. Ethical Considerations

In conducting the study, the researchers ensured that the study was carried out honestly, objectively, and morally. They adhered to the Republic Act of 10173, commonly known as the Data Privacy Act of 2012, by keeping the respondents' information confidential to protect the privacy of their data. The identities of the respondents were classified to maintain their anonymity, and the researchers carefully shared the responses among themselves to guarantee the confidentiality of the acquired data.

The researchers acknowledged the willingness of the respondents to collaborate as a necessary condition for informed consent. They ensured that the consent form was translated into a language that the participants could comprehend and took reasonable steps to ensure that the material was understood. To ensure the respondents' safety, informed permission was sought. The researchers understood that respondents' consent was not automatically indicated by their agreement on a form. They took

responsibility for fully informing the respondents and allowing them the freedom to choose whether or not to participate in the study. Potential respondents were provided with the researchers' contact information, concise responses to their inquiries, and sufficient time to consider their participation.

To obtain informed consent, the researchers provided study subjects with information about the goals of the study, its timing and process, shared obligations, the freedom to deny participation and withdraw from the research, and the predictable repercussions of refusal or withdrawal. They discussed potential risks, discomfort, or negative impacts that could reasonably be anticipated to influence participants' willingness to engage. The researchers also informed participants about what to do if they needed to revoke their consent, any potential advantages of the research, protections, and restrictions on anonymity and/or secrecy, the use of participant codes instead of names, and the careful handling of data to prevent identification. Incentives for participation were also mentioned, and participants were informed about whom to contact with inquiries regarding the research and their rights as research participants. They were allowed to ask questions and receive responses.

During the study, the researchers explained the goals of the study to the potential respondents and provided all relevant information, including the study's methods, risks, rewards, and alternate methods of involvement. They ensured that potential respondents had sufficient time to decide whether or not to participate, considering the procedures, dangers, potential benefits, and alternative treatments. The researchers noted the time given for the review of the consent form and met with potential subjects to address any additional questions they might have. After deciding whether or not to participate, the respondents signed the permission form. They received a copy of the completed survey questionnaire for their reference, which included emergency contact information. The researchers always adhered to the protocol, even when it wasn't officially agreed upon. The respondents were involved in the process of providing informed consent, ensuring they met the requirements for study inclusion, were properly authorized, and understood the demands of the study.

Throughout the research process, the researchers maintained ethical standards, respecting the autonomy, privacy, and well-being of the participants. They adhered to established guidelines and regulations, promoting transparency and professionalism. The research questionnaire was administered using appropriate survey tools, and participants were given ample time to complete it accurately. The researchers conducted the study with utmost ethical consideration, ensuring the confidentiality and privacy of the respondents' data, obtaining informed consent, and addressing participants' concerns and questions.

The researchers also made sure their study followed ethical standards by ensuring it was original and complied with ethical guidelines. They clearly outlined any changes made to the survey, prioritizing transparency and integrity. Throughout the research, they adhere to institutional guidelines and ethical considerations.

3. RESULT AND ANALYSIS

3.1. Contributing factors of Airline Mishandling to a. Flight delays; and b. Flight Cancellation

Statements (from the questionnaire)	Standard Deviation	Weighted Mean	Remarks
Does bad weather affect the operational efficiency of an airline?	0.67	3.45	Agree

Does equipment affect the operational efficiency of an airline?	0.73	3.40	Agree
Does technical airport problems affect the operational efficiency of an airline?	0.63	3.48	Agree
Does extreme weather cause flight delays?	0.55	3.81	Strongly Agree
Does extreme weather cause flight cancellations?	0.77	3.55	Strongly Agree
Total	0.54	3.54	Strongly Agree

Legend: (Strongly Agree-3.51-4.00), (Agree 2.51-3.50), (Disagree-1.51-2.50), (Strongly Disagree-1.00-1.50).

Table 2: Passengers’ perception of Airline Mishandling in terms of a.) Flight Delays; and b.) Flight Cancellation.

Table 2 indicates how Airline Mishandling contributes to a. Flight delays and b. Flight Cancellation. Based on the collected data in Table number two, most of the statements in the remarks column were answered Agree that bad weather, equipment, and technical airport problems affect the operational efficiency of an airline. On the other hand, 2 out of 5 answered Strongly Agree that extreme weather causes flight delays and flight cancellations. Most of the statements in the remarks column answered as evidenced by the highest mean value 3.81, while equipment is perceived as the least influential factor, reflected in the lowest mean value 3.40. Therefore, equipment is the least factor that affects the operational efficiency of an airline while extreme weather conditions have the most impact on flight delays. Bad weather, equipment issues, and technical problems were identified as the primary contributing factors in causing flight delays and cancellations (Bendarkar & Marvis, 2022).

3.2. The effects of Airline Mishandling on the operational performance of the Airline

Statements (from the questionnaire)	Standard Deviation.	Weighted Mean	Remarks
Do you believe that airline mishandling has a significant impact on the overall operational performance?	0.51	3.52	Strongly Agree
Have you experienced service failures in an airline as a traveler?	0.75	2.93	Agree

Would you consider switching to an airline that offers better baggage handling and more punctual flights if it is an option?	0.46	3.71	Strongly Agree
Total	0.41	3.39	Agree

Legend: (Strongly Agree-3.51-4.00), (Agree 2.51-3.50), (Disagree-1.51-2.50), (Strongly Disagree-1.00-1.50).

Table 3: Passengers’ perception of Airline Mishandling in terms of operational performance of the Airline.

The table shows insight into the effects of airline mishandling on the operational performance of the airline, addressing the question: “What are the effects of Airline Mishandling on the operational performance of the Airline?”. According to the data from Table 3, two out of three questions were answered by Strongly Agree and 1 question was answered by Agree. The highest mean value is the statement with a weighted mean of 3.71 answered by Strongly Agree that they would consider switching to an airline that offers better baggage handling and more punctual flights if it is an option, while the lowest mean value is the statement with the weighted mean of 2.93 where the respondents agreed that they have experienced service failures in an airline as a traveler, in which common service failures they might have encountered as a passenger are baggage lost, damage on personal belongings, check-in delays, disembarkation, etc. In the study of Amardeep (2018), airlines have often not given enough attention to ensuring good service quality in their baggage handling systems, many of them don't prioritize issues like baggage damage to personal items, delays during check-in, problems during disembarkation, and other important aspects of passenger experience.

3.3. The effects of mishandling in terms of service quality on passenger’s experience

Statements (from the questionnaire)	Standard Deviation	Weighted Mean	Remarks
1. Did any mishandling problems such as misplaced luggage or broken things, have a negative impact on how well you thought the airline provided service and how your trip went in general?	0.64	3.69	Strongly Agree
2. Are you satisfied with the handling of any issues during your recent travels?	0.66	2.74	Agree
tal	0.44	3.21	Agree

Legend: (Strongly Agree-3.51-4.00), (Agree 2.51-3.50), (Disagree-1.51-2.50), (Strongly Disagree-1.00-1.50).

Table 4: Passengers’ perception of Airline Mishandling about the impacts of mishandling in terms of service quality.

The table shows the responses answering the statement of the problem, How does mishandling affect the experience of passengers in terms of service quality?on how mishandling impacted the passengers’ experience in terms of service quality. The highest mean value 3.69 indicates that respondents strongly agree that mishandling issues, such as misplaced luggage or damaged items, negatively impact their perception of how well the airline provides service and overall how their trip goes. On the other hand, the lowest mean value 2.74 shows that respondents agree that they are generally satisfied with how issues are handled during their recent travels, with an equal split between those who strongly agree and those who simply agree. Passengers tend to choose preferred airlines based on previous negative experiences with other competing airlines (Suzuki, 2004). It also influences them to choose a different airline for future trips if they have bad service experiences with one airline.

3.4. Passenger’s perception of what qualities airlines need to possess to give customers satisfaction

Statements (from the questionnaire)	Standard Deviation	Weighted Mean	Remarks
1. Do you believe that the airline’s decision to charge for checked baggage has any impact on your overall experience?	0.79	3.17	Agree
total	0.79	3.17	Agree

Legend: (Strongly Agree-3.51-4.00), (Agree 2.51-3.50), (Disagree-1.51-2.50), (Strongly Disagree-1.00-1.50).

Table 5: Overall passengers’ perception of what qualities airlines need to possess to give customers satisfaction.

Table 5 shows the qualities airlines need to possess in order to give customers satisfaction depending on their perception. Based on the data, the mean value of 3.17 indicates that respondents agree to believe that their overall experience has an impact on the airline’s decision to impose fees for checked baggage. Charges for checked baggage by airlines have been linked to a decline in mishandled baggage and a lower percentage of delayed flights. These results support the idea that while checked baggage fees may improve airline operations, they don’t necessarily lead to increased customer satisfaction (Scotti et al., 2016).

3.5 Table of Master Themes and Superordinate Themes

Master Theme	Superordinate Theme
Contributing factors of extreme weather causing flight delays	Zero Visibility
	Safety

	Affects Aircraft Performance
Causes of passengers switching airlines that offer better baggage handling system	Safer and protected
	Personal Preference
Negative impacts of how airlines provide service	First impression lasts
	Overbooking
Impacts of added baggage check fee to passengers' travel experience	Burden to passengers
	Baggage handling with extra care

Table 6: Master Themes and Superordinate Themes

Master Theme 1: Contributing factors of extreme weather causing flight delays

Superordinate Theme 1.1: Zero Visibility

Informant 1: For me based on my experience, extreme weather like typhoons with lightning, strong winds, and strong rain can cause zero visibility too dangerous for the aircraft to take-off.

Zero Visibility is one the most common factors when it comes to extreme weather which causes flight delays that need to be avoided as it gives no visibility to the pilots where they are heading, due to the high dense volume of clouds. As a result of zero visibility, it can be dangerous for the aircraft to take off, says an informant who travels frequently by plane. Using delays as a metric of operational efficiency, Bad weather, equipment, or technical airport problems were found to be the main case (Bendarkar et al., 2022).

Superordinate Theme 1.2: Safety

Informant 2: Because the airlines would not risk the safety of the passengers and aircraft because they are a business. They would rather choose the safety of the passengers and aircraft. Because if something happens to the passengers and aircraft, the damage will be greater for them.

Informant 3: Flight delays during an extreme weather is for the purpose of the passengers' safety as well as the instruments that pilots use might be unable during that time since the weather greatly affects the performance of the aircraft.

The airline would not risk the safety of the passengers when extreme bad weather occurs, as it can greatly affect the flight performance of an aircraft. Flying in bad weather conditions and lack of discipline were other factors contributing to HEMS accidents, Thies et al. (2006). When it comes to safety, the best

example that recently happened was an NAIA red lightning alert, a safety advisory, and a protocol that is employed by the airlines that halts all ground operations and aircraft movements at the airport, boarding, disembarkation, aircraft parking, and other airside activities when isolated thunderstorms are present in the vicinity of the airport's airspace. This inevitably leads to flight delays and a domino effect on other activities that are solely for passengers' safety. The activities only resumed when the airport's authority lifted the red alert.

Superordinate Theme 1.3: Affects Aircraft Performance

Informant 1: For me based on my experience, extreme weather like typhoons with lightning, strong winds, and strong rain can cause zero visibility too dangerous for the aircraft to take-off.

Informant 3: Flight delays during an extreme weather is for the purpose of the passengers' safety as well as the instruments that pilots use might be unable during that time since the weather greatly affects the performance of the aircraft.

During extremely bad weather conditions, strong wind and heavy rain negatively affect the aircraft's performance in all aspects. Heavy turbulence is caused by strong and gusty winds. On the other hand, heavy rain affects the safety of aircraft when taking off due to the wet runway surface and the aerodynamic performance of the aircraft as it wets the aircraft's surfaces where the wind flows. Weather conditions, lack of handling staff and/or resources, strikes, aircraft diversions or technical airport airside operations are frequently compromised by various, unexpected disruptive events such as bad, Postorino et.al (2020).

Master Theme 2: Impacts of switching airlines that offer better baggage handling system

Superordinate Theme 2.1: Safer and protected

Informant 1: causes of switching airline that that offer better baggage handling is passenger feel safer and protected when it comes to baggage handling.

Informant 3: maybe they switch airlines when it comes to baggage handling, because the ground staff is more reliable and also the way they handle baggages is better compared to other airlines since there are issues with lost luggage, maybe they are also looking at it they have the...the integrity of the

Passengers switch to airlines that offer better baggage handling systems for the safety and security of their luggage where they will feel safer and protected despite the price and extra fees. The safety of their baggage is more important than the extra fees as long as they get the service they paid for. Just like what happened to the Filipino TikTok influencer named Ady Cotoco, lots of expensive items were lost inside the suitcase due to a poor baggage handling system and poor ground staff performance. It was said that the baggage locks were broken, that's why the items were stolen in which only the ground staff have access to. The important is safety activities for belt loaders and sketched improvements in luggage handling to reduce the risk of damage or losing the luggage (Koscak, et.al (2018).

Superordinate Theme 2.2: Personal Preference

Informant 2: First of all, personal preference of the passengers and reviews of people who have already experienced those airlines. And second, poor customer service to passengers, which does not satisfy the needs of their passengers.

In the study when talking about personal preference of passengers, they choose the most reputable and competent airline and cheaper with almost the same service as other legacy carriers. Personal preferences also come from different factors such as reviews, price, and feedback from passengers who have

experienced the service quality of that airline. Passengers' preferences for airlines are impacted by some factors, including cost, in-flight amenities, safety, punctuality, and staff behavior (Caliao, et.al 2023).

Master Theme 3: Negative impacts of how airlines provide service

Superordinate Theme 3.1: Airline Reputation

Informant 1: First Impression lasts. I mean, Who wants a bad service? You should get what you've paid for.

Informant 2: First of all, personal preference of the passengers and reviews of people who have already experienced those airlines. And second, poor customer service to passengers, which does not satisfy the needs of their passengers.

As mentioned by Informant 1, "Impression lasts", when an airline is not consistent and competent enough in putting efforts into their service as a result, the airline's reputation will have a negative impact through reviews/ratings, poor customer service passengers significantly, passengers will expect less. The results suggest that satisfied travelers are demanding services with high empathy and responsiveness, while negative reviewers frequently complain about insufficient operational aspects such as ground operations, mishandled baggage, system glitches, and staff management in handling cancellations, (Tansitpong, 2022). It has been demonstrated that airline corporate reputation significantly affects brand image, pricing, perceived service quality, and brand choice (Seo & Park, 2016).

Superordinate Theme 3.2: Overbooking

Informant 3: When it comes to negative impacts that the airlines provide sometimes the overbooking and then the amenities they provide to the uhm passengers when they overbook do not align with the CAAP protocol itself since the passengers are not familiar with their rights so those are the ones..when they overbook, the amenities they give to passengers are not enough

Overbooking is the airlines' practice of selling plane tickets beyond the seating capacity of an aircraft. It is said that airlines are allowed to do so as they are aware that there is a 5%-15% chance of all passengers showing up at the airport. As mentioned by Informant 3, "Overbook sometimes do not align with the CAAP protocol itself since the passengers are not familiar with their rights". As a result of overbooking, passengers with valid tickets are denied on-board when the airlines fail to do so, (AirHelp, n.d.).

Master Theme 4: Impacts of added baggage check fee on passengers' travel experience

Superordinate Theme 4.1: Burden to passengers

Informant 1: Generally speaking, any added cost is a burden to passengers. But as long as they take care of your luggage with extra care it's ok with me.

Informant 3: Actually, uhm, the baggage fee is a big problem since when you travel, you need to bring with you your suitcases so it's an extra expense and it's a struggle experience. Baggage fees have great effects, especially when you have excess baggage, the more it will cost you so it really affects your experience during your travel.

Added baggage check-in fees can burden passengers at times since not everyone has the same financial capability. Some passengers are negatively impacted by the added baggage check fee especially, if they travel as a family. When they get to their destination. Aside from the plane tickets they need to spend for their food, accommodation, land transportation, shopping, and other expenses that is why any other added fees aside from the added baggage check fee often burden passengers. This problem is inevitable since

you need to bring with you your suitcases when you travel. Additional costs associated with false disclosures and unsettling pre-deal pricing patterns, Gumport, M. A., (2007).

Superordinate Theme 4.2: Baggage handling with extra care

Informant 1: Generally speaking, any added cost is a burden to passengers. But as long as they take care of your luggage with extra care it's ok with me.

Informant 2: Based on my experience, when airlines require baggage check fees, the customer feels reassured and secured because they will pay for the safety of their baggage. Baggage loss and damages are common issues for airlines. So if airlines require an additional baggage check fee the customer has the assurance that their baggage is handled more safely.

The more competent an airline is, the better the baggage handling system and the ground personnel. Thus, they will attract more passengers' preference. Not only should the system be improved, but also the standard of the company's requirements in hiring ground personnel. The character of the personnel is way more important, such as the integrity of ground personnel when it comes to handling baggage as mentioned by informant 3 because many are dishonest. Air safety, cheap airfare, and on-time arrival/departure are the three factors that the authors concluded are most crucial to airline consumers' perceptions of the quality of their (Min & Min, 2015).

IV. DISCUSSION

4.1. Conclusions

Based on the results and analysis, the following was concluded:

Airport mishandling can cause delays and negative experiences for passengers, with extreme weather conditions, equipment issues, and technical problems being the primary contributors. Improved baggage handling and security can reduce issues and maintain a good quality of experience. Passengers often choose preferred airlines based on previous negative experiences with other competitors. Analyzing passenger experience is crucial, and many respondents are satisfied with the airlines handling their issues. However, it is important to note that most airlines delegate baggage handling to third-party entities, which may contribute to delays, mishaps, and other problems related to Airline Baggage Handling.

Improving satisfaction during delays can be achieved through improved communication between airport personnel and travelers, proactive steps to alleviate technical issues, and clear guidelines for assistance and compensation. Investing in cutting-edge baggage tracking technology can reduce the risk of handling problems incorrectly. Customer service representatives should receive ongoing training to handle customer problems efficiently. Regular surveys and feedback systems can assess consumer satisfaction, identify areas for development, and promote a more passenger-centric strategy.

According to passengers who have encountered airline mishandling, inclement weather causes aircraft delays. Most respondents also strongly agree that they would consider moving to an airline that provides better luggage handling and more punctual flights. Mishandling issues, such as misplaced bags or broken items, hurt how well they thought the airline delivered service and the overall travel experience. While most respondents think that the airline's decision to charge for checked luggage has little effect on their overall experience.

Among all the impacts of airline mishandling on operational performance, a high mean value suggests better baggage handling and punctual flights, and a low mean value indicates common service failures. Passengers' perception of airline service quality is negatively impacted, but respondents generally agree

on how difficulties were handled during recent travels, with an equal split between strongly agreeing and simply agreeing.

Airlines prioritize passenger and aircraft safety as a business, ensuring greater damage to both. Flight delays during extreme weather are crucial for passenger safety and pilot performance. Personal preferences and reviews of passengers can influence airline customer service, leading to passengers switching to better-reliable ground staff and baggage handling. However, negative impacts include decreasing demand and a less convenient travel experience. Overbooking and inadequate amenities can also negatively impact passengers' rights. Baggage check fees help make baggage safer, but they can be an additional expense and negatively impact travel experiences. Excess baggage fees can significantly impact travel experiences, especially for those with excess luggage.

4.2. Recommendations

Based on the discussed conclusions, the recommendations are as follows:

Airport managers are facing increasing pressure to provide desired Airport Experiences to draw in more passengers and airlines in the current competitive environment. Passengers are more likely to stick with the same airport rather than choose a new one when they receive consistent and dependable services. An airport's ability to retain customers is influenced by its easy check-in procedure, friendly staff, and variety of services including no flight delays, and no miscommunications. These factors also have an impact on the quality of the airport's future offerings.

1. **Airlines** must prioritize service quality and invest in training for their staff to ensure efficient baggage handling and improved customer relations. They should also evaluate and enhance their operational strategies to minimize mishandling occurrences and increase passenger satisfaction.
2. **Airport authorities** should prioritize the enhancement of infrastructure and facilities, such as baggage handling systems and security processes. This will help reduce instances of mishandling and contribute to a smoother travel experience for passengers.
3. **Suppliers of aviation equipment, technology, and services** must be aware of the unique demands and issues associated with airport mishandling. This knowledge should be utilized to drive innovation and the development of products that address these challenges effectively.
4. **Passengers** should prioritize their overall travel experience and voice their concerns to airlines and airport authorities when faced with mishandling incidents. They must also consider factors such as price, schedule, and comfort when choosing an airline, ensuring that their expectations for service quality are met.
5. **Future researchers** should conduct further studies to delve deeper into the causes and consequences of mishandling incidents at airports. This will contribute to a better understanding of the challenges and help develop more effective strategies to mitigate mishandling occurrences.

By implementing these recommendations, the airline industry can work towards minimizing mishandling incidents, enhancing customer satisfaction, and improving the overall travel experience for passengers.

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